

Award Nominations—No Time Like the Present

By Hollee L. King, AICP, Events Officer

This year, the Central Coast Board would really like to see full participation by ALL central coast agencies and private firms for the 2010 Central Coast Awards program. We know that agencies might not have full case loads and many have been diverting staff to complete long range projects, special projects, and code amendments that have been waiting for time to complete. This would be a great opportunity for your agency or firm to divert staff for submitting award applications for projects that have been completed in the last few years. Last year, we boasted an outstanding accomplishment for the Central Coast by receiving six state APACA awards.

The nomination packets are easier to prepare than ever. Gone is the day of heavy, bulky, binders! The packets take minimal effort to complete due to the digital format requirement and most agencies and firms already have their projects digitally filed on their computers. We would like to see every agency or firm nominate a worthwhile project for consideration of a 2010 Planning Award. Those that have won in the past have received many accolades from their fellow colleagues and governing bodies. Little Effort—Big Reward. The awards nominations are due less than two months away, so hurry and get those in! ■

Mediator Elected to National Leadership Position to Focus on Climate Change

California mediator John Jostes has been elected co-chair of the Environmental/Public Policy Section of the 6,000 member Association for Conflict Resolution. The Association, or ACR, is a national organization of mediators and facilitators. The Environmental/Public Policy Section of ACR specializes in environmental and public policy dispute resolution.

John Jostes has been active in the organization for many years and most recently served as Program Co-Coordinator for its bi-annual conference in Denver, which focused on Climate Change and Collaborative Governance. He previously served on the Interim Leadership Council as head of the Conference Planning Committee that organized the 2006 Boston Conference focusing on Public Dispute Resolution and Deliberative Democracy.

The two Co-Chairs of the organization serve alternating two-year terms, followed by an additional one-year transitional role. During his term, Jostes hopes to lay the groundwork for the Section and its members to “be of service” to agencies and communities in their attempts to implement climate change policies and action plans. ■

Coastal Connection Contributors Needed!

After seven years, Marc and Sandra are planning to step down as the editors of the *Coastal Connection* after the Fall 2009 issue. The Board is looking for correspondents in each sub-section for 2010 and beyond. Please contact Jay Higgins at jay.higgins@cph-inc.com if you are interested. ■

SAVE THE DATE

CENTRAL COAST APA 2010 AWARDS

Dinner, Dancing, Awards Banquet
Saturday, April 3, 2010, 6-10 pm
Crowne Plaza Hotel, Ventura, CA

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2010 Board Election Results (Unofficial)

The Central Coast membership recently voted the following new board members to two year positions, starting January 2010. Balloting was conducted electronically this year and we are happy to report that turnout doubled from last year with a 20% of our membership casting a vote. The election will be finalized during our upcoming board meeting on January 9, 2010.

Ventura Subsection Director: Kathleen M. Mallory, AICP
Santa Barbara Subsection Director: Jessica Kinnahan, AICP
San Luis Obispo Subsection Director: Scott Bruce
Events/Awards Coordinator: Hollee Brunsky
Legislative Director: Maggie Ide

Coastal Connection

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The *Coastal Connection* is the official publication of the Central Coast Section of the California Chapter of the American Planning Association. Each Central Coast Section member receives a subscription as a benefit of APA membership. The newsletter is published four times a year.

Send letters to editor, articles, ideas, upcoming events, and other planning news to the name and address noted above. E-mail and electronic submissions are welcome and encouraged. Job advertisements and calling card ads should also be sent to the above address.

This is your newsletter. Let us know what you like about it or if you'd like to see some changes.

The commentaries contained in the *Coastal Connection* do not necessarily reflect the opinions of APA, or the Central Coast Section Board of Directors.



Is Your General Plan Flat Lining?

By Jay Higgins, AICP, Section Director

APACA offers CPR to Local Governments in Need of a New Planning Model

If you've ever had that feeling that someone is watching you... it might just be California's group of elite planners that are quietly embarking on one their most ambitious projects ever.

Welcome to Reinventing the General Plan by the California Planning Roundtable (CPR). Their goal is to help you establish your General Plans as "...a vital tool to help tackle the tough issues of the 21st Century... by identifying and learning from great general plan models that demonstrate their capacity to build better communities."

They want to utilize the General Plan framework to address just about everything from climate change, congestion and obesity to housing affordability, job loss, sustainability and government fiscal policy (please pass the jumbo shrimp). No small task for the world's 8th largest economy!

The plan is analyze the most effective General Plans from California communities large and small and put together an on-line model that highlights best practices and provides you with access to the best of California's institutional planning knowledge. And from the recent research we've done on the Central Coast, we know that all of you are updating one aspect of your General Plan, so this project is both timely and relevant.

They have started an on-line 'incubator' where General Plan models have been vetted by CPR committee members for solid and reliable information. In addition, the incubator will highlight examples of how some communities are addressing specific issues such as infill strategies, public health, hazards and safety, and social justice. Stay tuned for the incubator address.

And as planners, the CPR brain trust is concerned not only with the content of your General Plans but its process, politics and administration. I recently attended a CPR retreat in Santa Barbara where the topic of our underachieving General Plans was addressed during a 4 hour discussion and a 3 volley-salute. The inherent and consistent challenges from up and down California were met with equal parts enthusiasm to put our comprehensive planning process on the right track.

Here's a sample of the administrative issues and solutions that were discussed during their retreat.

ISSUE	SOLUTION
COST OF UPDATING THE GP IS SIGNIFICANT	FRAME UPFRONT EXPENSES AGAINST LEGAL COMPLIANCE (SB 375, ETC), SPRAWL, REGIONAL PLANNING, FEWER GP AMENDMENTS, CAPITAL IMPROVEMENT FORECASTS, AVOIDANCE OF POTENTIAL LAWSUITS
BY THE TIME THE GP IS UPDATED, THERE IS NO BUDGET FOR A ZONING CODE UPDATE	THE ZONING CODE SHOULD BE UPDATED CONCURRENTLY WITH THE GP
POLITICAL DISTRACTIONS OR INTERFERENCE ESPECIALLY DURING AN ELECTION CYCLE	DEADLINES FOR COMPLETING A GENERAL PLAN ARE CRITICAL ESPECIALLY DURING ELECTION OVERLAP
THE FEW AND ANGRY 'GADFLY'S' CAN DERAIL A PROGRESSIVE PLANNING PROCESS	THE QUANTITY OF PROACTIVE PUBLIC ENGAGEMENT IS AS IMPORTANT AS THE QUALITY. CONSIDER SENDING STAFF OUT INTO MORE INFORMAL SETTINGS DURING OUTREACH
INTERDEPARTMENTAL CONFLICTS	PLANNERS MUST TEACH PLANNING AS MUCH TO THE PUBLIC AS TO OTHER DEPARTMENT REPRESENTATIVES
BUDGET CRISIS MAY BRING OUT THE WORST DURING PUBLIC PARTICIPATION EFFORTS	CONSIDER INNOVATIVE FISCAL STRATEGIES AND IMPLEMENT THEM (I.E. FURLOUGHS, IMPACT STUDIES, PENSION REFORM) BEFORE THE VOTERS DO
THE SUBJECT OF GROWTH/NO-GROWTH RESULTS IN A COMPROMISED GP	REFRAME THE QUESTION INTO 'HOW' WE SHOULD GROW (REVITALIZATION, ECONOMIC DEVELOPMENT) INSTEAD OF 'WHETHER' WE SHOULD GROW

By supporting CPR and this project, APACA has once again proven it is committed to problem solving through collaboration and education. You may not be familiar with the resources and talent that CPR has at its disposal so visit their website to learn more about its membership and relationship to APACA. You can visit CPR's website at cproundtable.org and look forward to opportunities to submit your own General Plans as models for the CPR incubator. ■



EPA Finalizes New Storm Water Regulation for Construction Sites

Michelle Kales and David Scott, Brownstein Hyatt Farber Schreck LLP

New Rule Includes a First-Ever Numerical Effluent Discharge Limit on Turbidity to be Phased in over a Four-Year Period

On December 1, 2009 the EPA published a final storm water rule applicable to construction sites pursuant to the authority granted to it under the Clean Water Act that includes numeric effluent limits for storm water discharges.

Since the 1990s, EPA's storm water regulations have required construction sites larger than one acre in size to obtain National Pollution Discharge Elimination System ("NPDES") permits. Most of those sites have obtained general permits under either the federal or state-equivalent NPDES programs, and those permits have required sites to implement various prophylactic Best Management Practices ("BMPs") to decrease the amount of pollution that leaves a site in storm water. The new Rule adds requirements to existing permits to ensure storm water discharges do not violate turbidity standards. The new regulations are considered a "floor" with which all state programs must comply.*

The Rule generally requires, as of August 2, 2010, that storm water discharges from construction sites disturbing 20 acres or more at one time not exceed an average of 280 Nephelometric Turbidity Units ("NTUs") on any given day (the limitation is waived on days in which a large storm event occurs). Sites affecting 10 or more acres must be in compliance with the turbidity discharge standard by February 2, 2014. Sites must conduct monitoring and analyze samples as required by the permitting authority (either the EPA or a delegated state). The Rule also requires affected sites to implement various best-practices to limit erosion and sediment from leaving the property, to stabilize soil on the site, and to implement various pollution prevention measures.

EPA was required to finalize this rule by the end of December, 2009 pursuant to a court order in *NRDC v. EPA*, 437 F.Supp.2d 1137 (C.D. Cal. 2006). Failure to comply with this Rule constitutes a violation of the Clean Water Act and subjects the permittee to potential civil and criminal penalties, including the potential for significant daily fines for non-compliance.

Brownstein Hyatt Farber and Schreck has routinely advised clients on all aspects of compliance with the Clean Water Act and the firm's attorneys have been intimately involved with the details of the federal, and various state, storm water programs. If you have questions concerning this proposed rule or compliance with the storm water program in general, please contact us. ■

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* EPA's construction general permit for storm water applies in only four states (Idaho, Massachusetts, New Hampshire and New Mexico), the District of Columbia and certain U.S. territories and tribal areas. The remaining states have been delegated the authority to regulate storm water discharges within their respective borders. State storm water permits must be at least as stringent as the federal permit.

This article is intended to provide you with general information about issues related to the EPA finalizing new storm water regulations for construction sites. The contents of this article are not intended to provide specific legal advice. If you have any questions about the contents of this document or if you need legal advice as to an issue, please contact the attorneys listed above or your regular Brownstein Hyatt Farber Schreck, LLP attorney. This communication may be considered advertising in some jurisdictions.

AMERICAN PLANNING ASSOCIATION CALIFORNIA CENTRAL COAST SECTION 2010 PLANNING AWARDS

CALLING FOR NOMINATIONS

The American Planning Association, California Chapter, Central Coast Section, is calling for nominations for outstanding planning projects, activities, and individuals for the 2010 APACA Central Coast Planning Awards. The purpose of our Awards Program is to encourage quality and innovativeness in planning and increase public awareness of the planning profession. Our program honors visionary approaches and projects, distinguished APA members, and citizen contributions to planning and achievements of the APACA Central Coast Section in the San Luis Obispo, Santa Barbara, and Ventura Counties.

The 2010 APACA Awards Categories are detailed at the CalAPA Website:

www.calapa.org → ABOUT US → AWARDS → APACA 2010 Awards Policy.PDF

Applications for the local Central Coast Awards shall be submitted by using the Central Coast APA Award Nomination Application Form found at our website: www.centralcoastapa.org. Submittal requirements can also be found on the website. All submittals shall follow the requirements or will not be accepted. Nomination submittals are due **February 5th, 2010**. Questions should be referred to: Hollee L. King, AICP, at hollee@lilleyplanning.com.

AWARD JURORS NEEDED

Award jurors are needed for the 2010 APA CA Central Coast Section Planning Awards. Jurors should be able to meet in Santa Barbara for eight hours the week of March 8th. Jurors should also be able to attend the Awards Event on April 3, 2010 in Ventura. Jurors can be members of the planning community, architects, landscape architects, planning students, and/or other interested individuals knowledgeable in the field of planning. If you would like to be an Awards Juror, please contact Hollee L. King, AICP, Events Officer, immediately at 805-901-2261 or by e-mail, hollee@lilleyplanning.com.

IMPORTANT DATES FOR 2010 AWARDS PROGRAM

February 5, 2010	Awards Nomination Submittals Due
March 26, 2010	Reservation Deadline for Event
April 3, 2010	Central Coast APA Awards Event
May 28, 2010	State APA Awards Submittals Due

SPONSOR THE 2010 AWARDS EVENT!!

Don't miss the opportunity to sponsor the 2010 Central Coast APA Awards Event! Sponsorship opportunities are available for the event at many different levels and all levels are recognized at the event. APACA Central Coast relies on sponsorships for continuous support of our events and assists in keeping our event costs low and affordable for all attendees especially planning students. The sponsorship of the awards event provides opportunities for advertising and special recognition for supporting our local chapter. In-kind gifts are also accepted which can be used as raffle prizes during the event.

Sponsor's Name _____

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Contact Name _____

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Phone No. _____

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Program Sponsor

Firm/Agency Name on Awards Program
Firm/Agency Name on Display Board in the Ballroom

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\$250.00

Gold Sponsor

Firm/Agency Name on Awards Program

\$25.00

Student Sponsor

All sponsors will also receive special recognition in the Coastal Connection Newsletter

Please mail complete form, along with a check made payable to "APACA-Central Coast" to:

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Inquiries can be sent to Hollee L. King, AICP, at hollee@lilleyplanning.com or call her at (805) 901-2261.



Bren School News

By Rebecca Tannebring, Master's Candidate 2010, Bren School of Environmental Science & Management, University of California, Santa Barbara

On October 22, 2009 Lynn Scarlett, former Deputy Secretary of the US Department of Interior presented at the Bren School as part of the Zurich Financial Services Distinguished Visitors Program on Climate Change series. In her talk, "Cities Meet Nature: Responding to a Changing Climate", Scarlett highlighted how we must "rethink the nexus between the forest and cities," to realize the potential of urban environments.

While previous eras of urban engineering sought to expel natural systems from cities as quickly as possible, we are witnessing a paradigm shift away from such hard infrastructure systems. Using green infrastructure and planning instead of mechanized systems to handle water, waste, and air flows, cost-effectively increases urban performance. We should and can expect more from cities in terms of ecosystem services and environmental health.

Scarlett's talk began by highlighting the inefficiencies within our urban environments, which accumulate to significant environmental impacts. Each year 240,000 water main breaks occur in the United States due to aged or weak infrastructure. These breaks amount to 1.7 trillion gallons of wasted water annually, at a cost \$2.6 billion.¹ A key inefficiency is the mismatch of water quality to water use. For example, nationwide, 60% of potable water use (treated to drinking level purity standards) is consumed for outdoor landscaping. A key factor in the United States' inefficient use of water is how underpriced the commodity is—water rates in the US are less than half that of the UK and France's rates.

The 20% increase in impermeable surfaces in the past 20 years, channelized rivers, and uprooted trees not only result in loss of habitat, erosion, and recreational space, but also economic losses due to lost ecosystem services such as water treatment, air filtration and buffering against extreme weather events. Scarlett pointed to one study of 27 water suppliers, which found that each 10% increase in forest cover decreases water treatment needs up to 20%. When NYC witnessed growing challenges of water quality from its water source in the Catskill Mountains, studies found that restoration and conservation was not only more effective, but also less costly than additional treatment plants. Water degradation was tied to growing impervious surface cover within the Catskills that led to increased pollutant loading from reduced natural filtration. By working to conserve and restore perviousness in certain regions of the Catskills at a cost of ~\$2 billion, NYC avoided the alternative of ~\$9 billion worth of new treatment facilities. Recognizing the role of green infrastructure, Washington D.C and the metro area of Atlanta, GA each found that their trees remove 78,000 and 19,000,000 pounds of air pollutants, at annual values of \$2.1 and 47 million dollars, respectively.²

In terms of energy savings and fossil fuel use reduction, urban trees also can have a big impact. One projection found that 100 million additional mature trees planted around unshaded single-family homes within US cities would yield \$2 billion in energy cost savings annually.³ For an individual homeowner, benefits of green infrastructure can be even more tangible. Planting trees around one's home to strategically block intense summer sunlight, and strong winter winds can drastically reduce one's cooling and heating bills. Some estimates find that in an uninsulated home, tree shade can decrease room temperatures by 20 degrees Fahrenheit.⁴

When asked to comment on obstacles to increasing soft infrastructure and restoring ecological functioning to urban environments, Scarlett noted how cross-jurisdictional partnerships are urgently needed. A key issue is agency silos that thwart partnership opportunities and result in fragmented and fractional approaches and responsibility. Additionally, policy frameworks as well as tools and metrics must be implemented to quantify the impacts of ecosystem services to focus on outcomes. Moreover, pricing and incentives are needed to encourage and enable redevelopment and restoration projects that may incur upfront costs and longer term paybacks.

Considering the ubiquity of the urban landscape, such environments cannot be overlooked in the discourse around approaches to mitigating greenhouse gas emissions and maintaining global ecosystem integrity. ■

For more information:

"Cities Meet Nature: Responding to a Changing Climate." <http://www.bren.ucsb.edu/events/lynn_scarlett.htm>

"Managing Wet Weather with Green Infrastructure." NPDES. US EPA. <http://cfpub.epa.gov/npdes/home.cfm?program_id=298>

Models and Calculators. Managing Wet Weather with Green Infrastructure. US EPA. <<http://cfpub.epa.gov/npdes/greeninfrastructure/modelsandcalculators.cfm>>

Policy Options for Green Roofs in Santa Barbara

By Jocelyn Gretz and Zoe Layton, Master's Candidate 2010, Bren School of Environmental Science & Management, University of California, Santa Barbara

Have you heard the news? The surface temperature of the Eastern Pacific Ocean is warmer than usual this year and the National Weather Service has officially announced an El Niño Advisory. Global wind and ocean circulation will be bringing this to our doorsteps in Santa Barbara, most likely in the form of heavy rains this winter and low winds in the spring. In fact, the average precipitation for the county of 18.18 inches climbs to 23.21 inches on El Niño years and can create devastating floods as it did in 1995 and 1998.¹

Although five inches seems like a small sum, the devastating Jesusita and Tea fires in the of the past year destroyed valuable homes, endangered thousands of lives and removed a lot of vegetation, increasing the threat of landslides and erosion in our hilly county. In addition, climate models predict that with the 2 to 11° C rise in temperatures over the next century we may expect more frequent and devastating storms.² As planners, environmental scientists and politicians we are tasked with putting together these critical pieces and prepare our residents for these damaging landslides and runoff for the county.

Pollution from urban runoff can damage sewer systems, cause illness in humans, damage aquatic organisms and create beach closures.³ In fact, polluted urban runoff is the largest source of pollution to California's Coastal waters and cash-strapped Santa Barbara is now outsourcing their winter beach monitoring to local NGO Santa Barbara Channel Keeper.⁴

Other cities such as Los Angeles, Portland and Chicago are attacking the issue of urban runoff by promoting Low-Impact Design principles such as green roofs. Vegetated roofs can help mitigate the volume and timing of runoff, remove pollutants from the air, increase the energy efficiency of buildings, extend the life of the roof, reduce the urban heat island effect, provide habitat and public green space in an urban context. In the 2008 Stormwater Management Best Management Practices Document, the City of Santa Barbara provides information on Low-Impact Design options, however the city has not taken an aggressive approach to incentivizing these technologies. Below are a few policy examples of what other cities are doing to promote vegetated roofs and reduce urban runoff.

Chicago: A leader in the U.S., Chicago's Building Green/Green Roof Initiative encourages and sometimes requires green roofs in development projects with a grant program that covers up to half of the cost (up to \$100K) for roofs with at least 50% vegetative coverage. As of 2006, over one million square feet of roofs are vegetated on public and private properties, including an impressive retrofit of City Hall. A Green Permitting process also fast-tracks LEED certifiable building permits.⁵ The city estimates that the cooling effects are so substantial that energy savings could be as much as \$100 million if all roofs were greened.⁶

Toronto: Currently there are approximately 102 green roofs either planned or in existence in Toronto. Effective January 2010, the Green Roof By-law requires green roofs on all properties 200m² or larger.⁷ Ryerson University estimated that if 100% of available roofs were converted into green roofs, the city would save \$12 million in energy costs, and absorb 32,300 metric tonne per year of carbon dioxide, a value of \$322,000 per year.⁷

Seattle: Seattle offers an impervious surface reduction credit and has established the Seattle Green Factor program which seeks to increase the quantity and quality of planted areas in Seattle.⁸ Studies have shown that green roofs in Seattle can provide cumulative storm water runoff mitigation of 64%-95%.⁹

Los Angeles: All City of L.A. building projects 7500 ft² or larger are required to meet LEED standards, with guidelines for impermeable surfaces.¹⁰ Standard buildings must pay a stormwater runoff charge in L.A. to offset costs associated with water quality regulations and the City offers a fee credit for all buildings with green roofs. In addition, the Southern California Gas has a Residential Energy Efficiency Loan Program, where homeowners can receive loans (\$2,500-\$20,000) to purchase and install energy-efficient upgrades, including roofs.¹⁰

Santa Barbara officials are in the midst of Plan Santa Barbara, a sustainable approach to land use development in light of the expected population growth for the next 20 years. While the plan does address erosion effects of development and makes some improvements such as the Slope Density Ordinance, the benefits and costs of Low-Impact Design could be also analyzed to help minimize impermeable surfaces and reduce runoff rates in the county. Because the price of installing a green roof is approximately twice that of a conventional roof, the mandates to incentivize green roof building will be limited by the budget in the short-



term. However, with careful planning and creative budgeting the incorporation of green roofs into more structures could become more feasible within the next twenty years. ■

For More Information:

City of Santa Barbara Stormwater Management Program 2008. *Stormwater BMP Guidance Manual*, p. 432. <http://www.santabarbaraca.gov/NR/rdonlyres/91D1FA75-C185-491E-A882-49EE17789DF8/0/Manual_071008_Final.pdf>

US EPA. *Reducing Urban Heat Islands: Compendium of Strategies. Green Roofs*. Climate Protection Partnership Division, Office of Atmospheric Programs, p.29. <<http://www.epa.gov/hiri/resources/pdf/GreenRoofsCompendium.pdf>>

City of Santa Barbara Disaster Preparedness Information. < <http://www.santabarbaraca.gov/Resident/OES/>>

Green Roof Information. <<http://www.greenroofs.org/>>

Sources:

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2. Global Climate Change Impacts in the United States, Thomas R. Karl, Jerry M. Melillo, and Thomas C. Peterson, (eds.) Cambridge University Press, 2009.
3. California Coastal Commission. 2009. California Non-point Source Management Measures: Urban Areas. <http://www.coastal.ca.gov/nps/Web/cca_mm_urb.htm#1, accessed November 2009>
4. Frazier, Colby. Supes give \$15K for winter water testing. The Daily Sound. Nov. 11, 2009. <<http://www.thedailysound.com/111109Watertest>>
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7. City of Toronto. "Green Roofs around Toronto." <<http://www.toronto.ca/greenroofs/experience.htm>, accessed November 2009>
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10. Green Roof Information online. Policy Support Table. <http://www.greenroofs.org/resources/Green_Roof_Wall_Policy_Support_Table_Fall%202009_LAM.pdf>

Farewell!!

It has been a pleasure serving the Central Coast Board the past seven years as newsletter editors. We enjoyed getting the word out to the membership and making new friends along the way. We are confident that the *Coastal Connection* will continue to be a valuable resource to planners on the Central Coast.

Marc and Sandra Bierdzinski



AICP Corner

By Patsy Stadelman, AICP, Professional Development Officer

AICP Exam Dates to Remember

The AICP exam is offered two times per year during “exam windows” in November and May. The application period for the May 2010 exam is now open.

Final Application Deadline: January 14, 2010

Final Verification Deadline: January 14, 2010

Testing Window: May 10-24, 2010

Learn about requirements to earn AICP Certification and apply online at <http://www.planning.org/certification/index.htm>.

The Central Coast Section offers free training materials to AICP candidates. Contact Patsy Stadelman at pstadelman@bhfs.com for more information or if you have questions about applying to take the exam.

Reduced 2010 AICP Exam Fee Scholarships

If you are interested in taking the AICP exam but are currently experiencing a financial hardship, consider applying for a scholarship through APA’s Reduced Exam Fee Scholarship program. This program was put into place to offer assistance to those individuals who may defer taking or are unable to take the AICP exam because of the high cost.

Scholarship recipients pay reduced fees to AICP as follows:

- First time AICP applicants: \$125 (combined \$60 application and \$65 exam fee)
- Previously approved AICP applicants: \$65 (exam fee only)

Reduced AICP Exam Fee Scholarship Selection Criteria

Applicants must submit a written explanation of financial hardship (including financial hardship caused by a budget cutback in a firm or agency), which necessitates the request.

- Members of ethnic or racial minorities shall be given preference.
- The applicant(s) selected will be otherwise unlikely to take the exam without the reduced fee.
- The applicant’s employer will not subsidize the exam fee.

Eight scholarships are available to California APA members. The California Chapter Professional Development Officer is responsible for making scholarship decisions.

Please contact Patsy Stadelman at pstadelman@bhfs.com if you would like to apply or have questions regarding the scholarship. All inquiries and scholarship applications will be kept strictly confidential.

Looking for free training opportunities?

Check out www.planning.org/cm/free to access free podcasts and online trainings on a variety of planning topics. ■

Planning Services Directory



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1 issue of newsletter or website = \$25
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Newsletter for 1-year (4 issues) = \$200
Website for 1-year = \$100
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for 1-year = \$275

Coastal Connection Publication Schedule

Issue 1. Winter 2010

Publication date: March 1
Submittals due: February 15

Issue 2. Spring 2010

Publication date: May 1
Submittals due: April 15

Issue 3. Summer 2010

Publication date: September 1
Submittals due: August 15

Planning Services Directory

The *Coastal Connection* is the only publication especially written and produced for planning professionals in Ventura, Santa Barbara, and San Luis Obispo counties. We invite you to become part of the *Coastal Connection* by placing a business advertisement with us. It's a great way to cost-effectively target professional and public officials who regularly use your planning services. The publication is also distributed to APA sections across California, so your advertising dollars go even further. Our 2010 advertising rates are \$200 for four issues. If you'd like more information, please contact the Section Finance Director, Marilyn Miller, AICP, 805-382-3005, e-mail: Marilyn.Miller@Ventura.org.

If you're already supporting the *Coastal Connection* and would like to make changes to your ad or include new artwork for the next edition, please call Jay Higgins at 805-637-6670. You can send him a digital file in any graphic or PDF format at jay.higgins@cph-inc.com. Photo ready art of the new advertisement can also be mailed to Jay at 3217 Calle Noguera, Santa Barbara, CA 93105. Thank you for supporting and contributing to the American Planning Association's Central Coast Section.

USEFUL WEB SITES

National APA:	www.planning.org	
Cal Chapter APA:	www.calapa.org	
Central Coast APA:	www.centralcoastapa.org	
UCSB:	www.ucsb.edu	
Bren School:	www.bren.ucsb.edu	
Cal Poly:	http://planning.calpoly.edu/	
Cal Poly Students:	http://planning.calpoly.edu/students	
PLANetizen:	www.planetizen.com	<i>Your digital source for planning information</i>
LUPIN:	www.ceres.ca.gov/planning/	<i>California Land Use Planning Info Network</i>
CERES:	www.ceres.ca.gov	<i>Calif. Environmental Resources Evaluation System</i>
CEQA:	www.ceres.ca.gov/ceqa	<i>California Environmental Quality Act</i>
Cyburbia:	www.cyburbia.org	<i>Planning & Architecture Internet Resource Center</i>
Wikipedia:	www.wikipedia.org	<i>Free online encyclopedia</i>
Sustainability:	www.sustainablebusiness.com	<i>Sustainable business practices and links</i>
Planning Quotes:	http://planneronline.homestead.com/quotes.html	
Library of Congress:	http://memory.loc.gov/ammem/gmdhtml/gmdhome.html	<i>Online map collection</i>
Parole:	http://parole.aporee.org	<i>Urban development thesaurus/dictionary</i>
Coastal Photos:	www.californiacoastline.org	<i>12,000 photographs of the California Coastline</i>
Earthquakes:	http://quake/usgs.gov/recenteqs/latest.htm	<i>Up-to-date earthquake information</i>
Demographics	www.nkca.ucla.edu	<i>Neighborhood Knowledge California Project</i>
Brookings Institute	www.brookings.edu/metro/metro.htm	<i>Research and analysis on economics, foreign policy, Government, and metropolitan policy</i>
CA Regulations	www.leginfo.ca.gov/index.html	<i>California codes and Senate Assembly Bills</i>

HOW CAN I JOIN APA?

The **California Chapter of the American Planning Association (CCAPA)** links planners statewide and nationwide through the American Planning Association. Through this linkage, members:

- Unite to promote planning legislation,
- Further professional expertise through conferences, workshops, and meetings, and
- Obtain the latest information about planning.

CCAPA was chartered in 1978 and currently has almost 5,500 members including practicing planners, elected and appointed officials, academicians, citizens, and students. The Chapter is lead by elected state and section officers. CCAPA provides the opportunity for anyone interested in California planning activities to join as a **Chapter-Only member. Chapter-Only membership dues are \$115.00 per year** (all National benefits are not provided). For complete membership information and an application form, please visit the CCAPA website at www.calapa.org, call the membership office at 916-736-2434, or email sgassoc@msn.com.

You may also apply for **National APA membership**. Visit the National APA website at www.planning.org for more information. You may download the membership form from the website and mail or fax it to APA. You may also call Fax-on-Demand at 1-800-800-1589 and request document #3001 (APA Membership Application) and #3002 (Membership Information).

