



FOCUSING ON QUALITY OF LIFE

Using what we have to create better communities

2010 Speaker Series

Sponsored by:



American Planning Association
California Chapter
Sacramento Valley
Making Great Communities Happen

Planning, Land Use, Design and Environmental Professionals, please join us for a series of five interactive sessions to discuss how we can use the resources we have to cultivate and maintain healthy and thriving communities in our region. With fewer resources, how do we balance the competing priorities of environmental quality, economic vitality and social equity so that we create a better Sacramento Valley?

Each session will take place on the FINAL FRIDAY of each month July through November 2010 from 8:30 - 10:30 a.m.

(November's session will be held on the third Friday, due to Thanksgiving.) Check-in begins at 8:00 a.m.

The July session will be held at the Secretary of State Auditorium, 1500 11th Street

All other sessions will be held at the Sacramento City Council Chambers, 915 I Street

Friday, July 30 – Caltrans & CDPH

Taking Smart Mobility 2010 to School—Transforming Transportation Planning for Communities, Schools and Health

Presenters: Chris Ratekin, Caltrans, and school experts with Jacquolyn Duerr, CDPH, moderator



Presenting Smart Mobility 2010: A Call to Action for the New Decade. Learn about this new approach to integrating transportation and land use; the tools, techniques and performance-based measures that will help regions and communities achieve both short term and sustainable outcomes. Hear about how Smart Mobility sets the stage for California Interregional Blueprint and data improvement efforts that will transform transportation decisions.

Walking the Walk...to School. Imagine if your community began moving Smart Mobility into practice at the school and neighborhood level. This session will address how this changes planning for school facilities and the choices to create "magnet" programs or consolidate neighborhood schools, and identifies the multiple benefits of Safe Routes to School projects in promoting these changes.

Friday, August 27 – APA

Recycling the American Dream

Presented by Michael Freedman, FTS Urban Design



Michael Freedman is a renowned Urban Designer known for his work revitalizing aging downtowns and commercial strips as well as retrofitting suburban sprawl. He will be providing spirited and insightful practical ideas that we can use for the Sacramento Region, based on his extensive experience. He has the tools to help us successfully rethink our region in context of today's changing environment where we need to do more with less while maintaining the high quality of life that we strive for in this region.

Friday, September 24 – ULI & USGBC-NC

People, Policy & Planning - Links & Gaps between what we want, what we need and what we have

Presented by Jeffrey DeMure, AIA/ ULI and Panama Bartholomy, USGBC/California Energy Commission

ULI Sacramento



Equating 'Quality' with 'Sustainability' in our communities. To know where you are going, you must know where you are starting. Our Panelists will project demographics of the Sacramento valley – who will populate our region in the next decade? What are they looking for in jobs, housing, culture and transportation?

They will also present energy and resource forecasts – what will our energy resources be, and how much will they cost? Which resources will be in short supply? What are the links between demographic trends and the politics and policies affecting resource management and land use? Panelists will be joined by a moderator for an in-depth discussion of Quality of Life issues, as they relate to community and sustainability.

Friday, October 29 – ASLA & AIA

The Next Design Frontier - The American Suburbs

Presented by David Mogavero, AIA



Experimental design may not seem appropriate for Sacramento's Central City, but the unique set of constraints existing in a less-urban fabric is an ideal setting. Among Sacramento's suburbs exist great opportunities, where the outcome has the potential for huge impacts on the region. It's here that design challenges and a convergence of cultures are giving way to a unique new paradigm. Reduced traffic congestion and access to affordable housing are just a few of the results when we explore the Next Design Frontier - The American Suburbs.

Friday, November 19 – ECOS

Getting There From Here

Invited speakers: Rob Sherry, Sacramento County Planning Department; Sean Wirth, President, Habitat 2020; Tara Hansen, Executive Director, California Native Plant Society; Shamus Roller, Executive Director, Sacramento Housing Alliance; and Alex Kelter, President, Environmental Council of Sacramento



If all change is local, then what can Sacramento do to demonstrate the political, economic, social and environmental viability of "green"? We know that large-scale change is needed, but we also know it doesn't happen anywhere until it has happened somewhere.

This session will describe how to use quality of life as a lever to catalyze political will at many points in the urban, suburban, semi-rural, rural, and agricultural spectrum simultaneously. Specifically, examples will be presented: Sacramento General Plan Update; Habitat Conservation Plans; Preserving habitat within the Urban Services Boundary; Habitat 2020's "Heartland" Project; Housing as the keystone to urban economic vitality.

Register now at

www.sacvalley-apa.org/events/2010series

Pricing:

APA, AEP, AIA, ASLA, Caltrans, CDPH, ECOS, ULI and USGBC Member: \$12.00/session
Non-Member: \$20.00/session

If you register for all five events you will receive the following discount:

APA, AEP, AIA, ASLA, Caltrans, CDPH, ECOS, ULI and USGBC Member: \$50.00 total
Non-Member: \$90.00 total

2 AICP CM Credits per session pending.

For more information please contact Professional Events at (916)374-0797 or proevents@wavecable.com