



Greening California's Landscapes: Smart Solutions for a New Era

Saturday, January 30, 2010



Sacramento Convention Center

Hosted by:

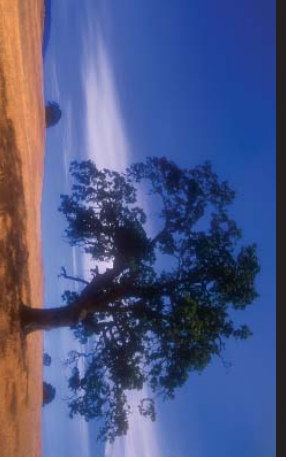


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1107 NINTH STREET, SUITE 360 • SACRAMENTO, CA 95814

Early Bird Registration ends December 31st
CLE and AICP Credit Available!



Get the scoop on the Symposium at www.PCL.org

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Dear Supporter,

The Planning and Conservation League (PCL) and PCL Foundation are proud to present the 2010 Environmental Legislative Symposium:

**“Greening California’s Landscapes:
Smart Solutions for a New Era”**

Every year, through the Symposium, we educate decision makers, business leaders, community members, non-profit leaders, attorneys and planners about environmental issues. By combining our individual and collective experiences and perspectives we can envision a greener landscape, and unleash innovative remedies for some of our most critical problems.

We need experts and stakeholders from all walks of life and on all sides of the issue to contribute to this discussion. Bring your skills, your ideas and your energy to this solutions-oriented event as we contemplate and create new ideas to move California in a greener direction.

We invite you to attend the Symposium on Saturday, January 30, 2010 to bring new solutions to the table and green California’s many landscapes. Please review this Symposium Brochure to find out more about sessions offered.

Your support and commitment to protecting the environment sustains our work at the Capitol and around the state.

Sincerely,

Traci Sheehan
Executive Director

EVENT DETAILS

Date: Saturday, January 30, 2010 from 9:00 AM to 5:00 PM

Venue: Sacramento Convention Center
1400 J Street (Ballroom Level)
Sacramento, CA 95814

Registration is now available (online and by mail). Early Bird Registration ends December 31, 2009.

Members receive 33% off

If your membership is current look for a discount code above the mailing label on this brochure.

Learn More

Information about registration, the agenda, lodging, directions, sponsorship opportunities, sponsors, transportation and “things to do in Sacramento” are available on our website at:

www.PCL.org

AWARD WINNERS

PCL and PCLF will celebrate and pay tribute to the work of the environmental heroes of 2009 during an Awards Luncheon:

Assemblymember Pedro Nava

Legislator of the Year

Bill Yeates

Carla Bard Award for Individual Achievement

Mother Lode Chapter, Sierra Club

David Gaines Award for Non-Profit Work

Debbie Davis

Environmental Justice Advocate of the Year

Martha Davis

Dorothy Green Water Policy Advocate of the Year

Small Business California

Environmental Business of the Year

EVENT SPONSORS

PCL and the PCL Foundation want to recognize our generous sponsors of the 2010 Symposium.

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The Planning and Conservation League and PCL Foundation are actively seeking sponsors for this event.

Demonstrate your leadership and commitment to ensure a sustainable future for California by becoming an event sponsor. As a sponsor, you will build new strategic partnerships with the event attendees.

Our sponsorship packages are designed to help you obtain your marketing and outreach objectives.

Sponsorships, when made to the PCL Foundation, are tax deductible to the fullest extent of the law.

Learn more at: www.PCL.org/sponsorship or by calling 916-313-4517.



EVENT SCHEDULE

8:15	-	9:00	Registration & Light Breakfast
9:00	-	9:15	Introduction & Welcome
9:15	-	9:45	Keynote: Speaker Karen Bass <i>(invited)</i>
9:45	-	10:00	Break
10:00	-	11:15	Session 1 <i>(pick one)</i> <ul style="list-style-type: none">• The Pros and Cons of Desalination• Planning for the Effects of Global Warming• Transition Towns: Global Issues, Grassroots Solutions• Delta: The Next Generation• How To... Develop a Winning Communications Plan
11:15	-	1:15	Awards Luncheon
1:30	-	2:45	Session 2 <i>(pick one)</i> <ul style="list-style-type: none">• Protecting Wildlife in an Uncertain Climate• Funding Watershed and Conservation Efforts in a New Era• From Seedling to Spruce: Growing Green Jobs• How To... Find Common Ground• How To Reach the Future Today: Engaging Youth in the Environmental Movement
2:45	-	3:00	Break
3:00	-	4:15	Session 3 <i>(pick one)</i> <ul style="list-style-type: none">• Who is Minding the Grocery Store? A Dialogue About Central Valley Land Use• Strengthening Land and Sea Connections: New Strategies for Coastal and Marine Resource Management• Water Justice• How to... Navigate the Social Media Landscape: Picking the Right Tools• How To... Create a Transit Oriented Development
4:15	-	4:30	Break
4:30	-	5:00	Keynote Address & Closing
5:00	-	6:00	Cocktail Hour

Join us for a cocktail hour with hors d'oeuvres and a no host bar immediately following the Symposium.

SESSION ABSTRACTS

SESSION 1

10:00 - 11:15

THE PROS AND CONS OF DESALINATION

With recent decreases in costs of reverse osmosis membrane technologies, the prospect of relatively large scale seawater desalination plants is now on the minds of water district managers throughout California. But, as has been experienced by Poseidon Resources with its proposed Carlsbad desalination plant, the process is fraught with legal and technical hurdles. Desalination plant proponents essentially have three arenas within which regulatory and environmental concerns must be addressed: Local Government, Coastal Commission, and Regional/State Water Boards. The future of desalination in California is anything but certain. In light of these and related issues, a panel of practitioners will lend insight into their approaches to seawater desalination in California. Learn about the advantages and disadvantages of desalination, and recent legal decisions to this water challenge. Participants will hear the legal, economic and agency viewpoints of desalination and discover possible solutions to adequately mitigating concerns over desalination plant environmental impacts.

- Marco Gonzalez, Coast Law Group [CMI 1.25 | Law](#)
- Steven Kasower, Strategic Economic [CLE](#) Applications Company
- Kevin Wattier, Long Beach Water Department

PLANNING FOR THE EFFECTS OF GLOBAL WARMING

The effects of global warming are present across California, from worsening floods and wildfires to heat deaths and altered species migration patterns. While the rapid reduction of greenhouse gas emissions is essential to tackle the source of the problem, to protect communities and ecosystems we must also deal with consequences of a rapidly warming world. What efforts are currently underway to deal with the effects of global warming? What should be expected in the next 3-5 years? What role can the environmental community play? This panel will discuss the state's new Climate Adaptation Strategy and highlight state agency implementation efforts. Panelists will identify efforts to incorporate changing environmental conditions into natural resource planning and describe current and proposed measures to protect disadvantaged communities.

- Deputy Secretary Anthony Brunello, California Natural Resources Agency [CMI 1.25](#)
- Curtis Alling, EDAW AECOM
- Dr. Shankar Prasad, MBBS, Coalition for Clean Air



TRANSITION TOWNS: GLOBAL ISSUES, GRASSROOTS SOLUTIONS

Rethinking energy use and rescaling the local economic framework are fundamental to the Transition Town Initiative aimed at creating community resiliency within the context of seeking practical solutions to climate change and potential peak oil conditions. As of 2009, there are 22 Transition Town Initiatives in the United States, including 11 in California. These communities have launched a locally-based process to address problems associated with rising food and fuel costs, and declining economic viability impacting large and small communities alike. The Initiative also offers individuals a process by which to work within and across communities to identify practical solutions that can be implemented now. They are leading action from the ground up, defining new values and establishing a cultural basis for changing the way in which communities sustain themselves. Speakers will share their perspectives on the importance of the movement and will also present an overview of their community Transition Town process, including a range of perspectives.

- Scott McKeown, Transition Sebastapol *CM I 1.25*
- Ken Smokoska, San Luis Obispo - Labor Management Cooperation Committee

DELTA: THE NEXT GENERATION

There has been much discussion over the Sacramento-San Joaquin Delta as key interests try to move past differences of opinion and implement a solution to its water supply and environmental problems before the failing ecosystem gets worse. The context and details of this panel will vary depending on whether the State Legislature finalizes a package of Delta-related bills before the close of the 2009 calendar year. It looks like continued in action will shift any implementation to the next California Administration. Panelists will lay out the implementable solutions for stabilizing the Delta's future for 2010 gubernatorial candidates, as they begin to distinguish their campaign platforms.

- Senator Lois Wolk *CM I 1.25*
- Tim Brick, Metropolitan Water District
- Charlotte Hodde, The Planning and Conservation League

HOW TO...

DEVELOP A WINNING COMMUNICATIONS PLAN

This workshop is meant to provide an overview on developing and implementing a communications plan that will help you garner media coverage for your cause. Participants will learn how to develop messages that help you achieve your goals and other basics such as drafting media advisories and press releases. Hear how the professionals put a human face on their message! Come prepared with examples of your messages and easily learn how to improve, humanize and focus your campaign message for great results! This is a must for those looking to get a primer on what it exactly it takes to do media work for an organization.

- Mary Gutierrez, SEIU California



SESSION 2

1:30 - 2:45

PROTECTING WILDLIFE IN AN UNCERTAIN CLIMATE

Over the three and a half decades since the federal Endangered Species Act was enacted, the circumstances for species - endangered or not - have shifted dramatically. Land use patterns have altered, the science has evolved, the challenges of climate change have become widely accepted, and the dynamics between environmental advocates, regulatory agencies and developers have also progressed. This panel will provide an overview of the federal and state Endangered Species Acts (ESA and CESA), and their relationship to the California Environmental Quality Act and global warming. Hear from environmental advocates and developers and learn about how the political, natural and legal landscape has changed. Panelists will discuss what approaches have worked to successfully protect species and ecosystems, and opportunities to address the increasing threats of climate change.

- Dr. Holly Doremus, UC Berkeley *CM I 1.25 | Law*
- Dr. Cary Lowe, AICP, Attorney at Law *CLE*
- Brian Nowicki, Center for Biological Diversity



Steve Maslowski

FUNDING WATERSHED AND CONSERVATION EFFORTS IN A NEW ERA

Over the past decade the state has increasingly outsourced restoration and conservation work to organizations with the proficiency to effectively and cheaply carry out the work. This outsourcing has built an industry with the expertise to preserve and protect California's natural environment. However, in December of 2008 the conservation community was rocked when the state suspended all payments to organizations which had been awarded grants from voter-approved bond measures. As funding dried up, organizations were forced to cut programs and staff. The industry and capacity that had grown began to crumble; projects which had been underway for years were lost completely; and this community had to come to terms with the fact that bonds were no longer a reliable way to fund conservation priorities. In this new era, many organizations have come together to investigate new alternatives to fund restoration and capital projects. This panel will explore some of the new thinking about how we can raise money to pay for projects and will discuss the state's role in funding efforts that California voters have made a clear priority.

- Bettina Redway, California Department of Finance
- Izzy Martin, The Sierra Fund

CM I 1.25

FROM SEEDLING TO SPRUCE: GROWING GREEN JOBS

In addition to climate change and other environmental crises, the Golden State currently suffers from some of the worst unemployment in the state's history. Many of our low paying jobs are part of the "grey economy," damaging the environment while exposing workers to unsafe conditions. Growing California's green jobs is not a luxury; it's an imperative. How do we convert grey jobs into green jobs? How do we pull people out of poverty and into the green economy? Are we missing opportunities to create green jobs in the formulation of environmental policy and vice versa? Three green economy experts will discuss mechanisms for promoting social equity and environmental protection through expanding California's green job supply.

- Rafael Aguilera, Verde Consulting Group
- Joshua Bar-Lev, Brightsource Energy
- Tim Rainey, California Labor Federation

CM I 1.25



HOW TO... FIND COMMON GROUND

Ever wonder how a complicated deal got struck? How did the stakeholders reach an agreement where everyone felt they had won something? How come finding common ground can take so long? This session will cover basic negotiating tips from bringing everyone together to ensuring when you give something away, you get something in return. Find out how to put yourself in the other sides' shoes and understand how to set expectations, while still aiming high. Learn how to leave your emotions at home, not take things personally and ensure you hear the other side of the argument.

- Susan Sherry, Center for Collaborative Policy
- Carol Witham, California Native Plant Society

HOW TO... REACH THE FUTURE TODAY: ENGAGING YOUTH IN THE ENVIRONMENTAL MOVEMENT

Much of the policy being crafted and many of the decisions being taken today have an impact on our lives and the environment we live in. Considering the cycle of life, are we truly creating sustainable policies and practices if we do not engage the future stewards and decision makers - OUR YOUTH? This session will provide you with insights on how to reach our young population and ways to keep them engaged. Come hear from youth themselves on how to make the topics of water, the environment and social justice relevant to them. Join us to learn about successful youth programs and strategies making change.

- Miguel Luna, Urban Semillas



SESSION 3

3:00 - 4:15

WHO IS MINDING THE GROCERY STORE? A DIALOGUE ABOUT CENTRAL VALLEY LAND USE

The Central Valley is said to be one of the fastest growing areas of the state and understanding its future growth patterns is important. New viable tools are needed to protect agricultural land. The Valley may need to move from county-centric planning to a more regional approach, like that guided by SB 375. This panel will focus on land use and planning tools including: urban growth boundaries in General Plans, compact and transit-oriented development, Climate Action Plans, conservation easements and agricultural land trusts, open space districts, agricultural zoning, Habitat Conservation Plans, Local Area Formation Commission controls, and SB 375's sustainable community strategies and alternative planning strategies. The discussion will focus on the most effective tools to help Central Valley policy makers consider alternatives to the rapid conversion of world's best farmland.

- Mike McKeever, Sacramento Area Council of Governments
- Eric Parfrey, Sierra Club
- Alvin Sokolow, UC Davis

CM I 1.25 | Law CLE



STRENGTHENING LAND AND SEA CONNECTIONS: NEW STRATEGIES FOR COASTAL AND MARINE RESOURCE MANAGEMENT

Protecting and conserving coastal and marine resources for 1100 miles of coastline are among the state's highest priorities. New state policies are setting action into motion where local and regional solutions must be implemented. Leading issues include: land-based contaminants and pollutants transported via coastal streams and stormwater systems, impacting beaches, wetlands, estuaries and adjacent marine waters, contributing to impaired marine ecosystems. Speakers will address urgently needed strategies that support cleaning up our streams and ocean discharge, and share insights on model projects for coastal communities. From personal action like reducing trash and debris entering the waterways, to changing the way our communities reuse precious water resources and recharge coastal water basins, the panel explores important coastal resource policy defining the future of sustainable coastal communities.

- Doug George, California Ocean *CM I 1.25* Protection Council
- Ximena Waissbluth, Surfrider Foundation - Monterey Chapter
- A Representative from the Orange County Water District

WATER JUSTICE

The "Water Summit" is a new collaborative defining water justice in order to shift the water dialogue in the state. The claim that California's water woes pit fish against people has stagnated progress in advancing state policy reforms. The Water Summit movement focuses on the more productive discussion of effective actions to address today's water needs and equally important, more sustainable and equitable solutions to meet the longer term needs of California's people, economy and environment. By broadening the array of voices, attracting many new faces and invoking innovative thinking, the Water Summit movement is credibly reframing the debate.

- Debbie Davis, Environmental Justice Coalition for Water
- Zeke Grader
- A Representative from the Unitarian Universalist

HOW TO... NAVIGATE THE SOCIAL MEDIA LANDSCAPE: PICKING THE RIGHT TOOLS

From Facebook to Twitter, Digg to MySpace, the social media landscape is changing every day and yesterday's map is outdated before the ink is dry. With the right approach to social media tools and platforms it's easy to do more than just stay found, you can get some tangible value from a venture into the space. This presentation aims to inform the audience about the types of platforms that exist, their current incarnations, and how to decide which ones (if any) fit your organization's goals.

- Apollo Gonzales, Natural Resources Defense Council

HOW TO...

CREATE A TRANSIT ORIENTED DEVELOPMENT

Transportation gives cities their form. Since World War II, California cities, have been given their form -- suburban sprawl -- by the highway system. Now we have a huge challenge: the greener cities of the next generation must be shaped by transit. The next generation of planners and builders must rediscover the lost arts of shaping regions, cities, neighborhoods, streets, blocks and buildings around transit. In this session, you'll hear the story of how one Bay Area city seized the initiative to re-shape itself around transit. Learn how form-based zoning codes, structured public participation and redevelopment finance can transform how Californians build their next habitat. You'll also hear how neighbors and future residents are getting involved in dozens of planning processes for neighborhoods near transit across the Bay Area. Discover how partners in the Great Communities Collaborative are fostering community engagement that leads to better projects and strong neighborhood support for ground-breaking plans.

- Jeff Hobson, TransForm
- Steve Lawton, City of Hercules



REGISTRATION FEES

Conference fee covers a continental breakfast, lunch, refreshments, hors d'oeuvres, and all Symposium materials. Fees are as follows:

	Before Dec. 31	After Dec. 31
PCL Member <i>(discount code required)</i>	\$90	\$115
Non-Member	\$125	\$150
MCLE	\$250	\$275
Student	\$40	\$50

Same Day Registrants

Since space is limited, please register in advance. If this isn't possible, same day registrants will have a \$10 charge added to the registration fee.

Group Rates

If you would like to register four or more participants from your business or organization, we may be able to provide a group rate. Please call Amber Schmaeling at 916-313-4517 or email her at: ASchmaeling@pcl.org.

CANCELLATION POLICY

If you require canceling your registration for the event, we must receive written or faxed notification to 916-448-1789. To clarify our policy, we have established a cancellation schedule below. For any refunds given, we will deduct a \$20 administrative fee. If notification of cancellation is received by:

- December 31, 2009 - you will receive a 100% refund
- January 13, 2010 - you will receive a 50% refund
- After January 13, 2010 - no refunds will be given

Contact the Registration Coordinator, Amber Schmaeling at 916-313-4517 or by email at ASchmaeling@pcl.org immediately if you need to request a refund for any reason.



CLE AND AICP CREDIT



AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available they are noted at the end of an activity description. More information about AICP's CM program can be found at:

www.planning.org/cm.

Certification Maintenance

The American Institute of Certified Planners' commitment to continuing education.

PCL and PCLF certify that this activity has been approved for 4.5* hours of MCLE credit by the State Bar of California, including one plenary session and three panels as noted on the activity descriptions.

* Credit pending for second plenary session worth 0.5 credits.

REGISTRATION FORM

Name ▲

Organization ▲

Address ▲

City, State Zip ▲

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Meal Selection: Italian Stuffed Chicken
 Stuffed Portobello Mushroom
 Vegan Dish

Registration Option: MCLE AICP

Payment Options:

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1. Credit Card: register online at: www.PCL.org or fill out this form and fax it to: 916-448-1789, ATTN: Amber Schmaeling

Credit Card # (Visa/MC) ▲

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2. Check - make payable to "PCL" and mail with form to:
Planning and Conservation League
Attention: Amber Schmaeling
1107 9th Street, Suite 360
Sacramento CA 95814

E-Newsletters

As part of registering for the Symposium you will be subscribed to our free, weekly e-newsletter, the PCL Insider. Know that you may remove your name from our list at any time by following the unsubscribe link provided in the newsletter.

Photographs & Videos: Please be aware that PCL and PCLF will be taking photographs of the event, which will be used in our publications and on the web. We may possibly record videos of the event as well.