

*Registration is now available for
the 2011 Annual Environmental
Legislative Symposium!*

California 2020



A Vision for the Next Decade

January 29, 2011

Sheraton Grand, Sacramento



PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION



Dear Supporter,

The Planning and Conservation League (PCL) and PCL Foundation are proud to present the 2011 Environmental Legislative Symposium:

**"California 2020:
A Vision for the Next Decade"**

For the past 45 years, PCL and the PCL Foundation have been at the forefront of crafting some of California's most important environmental protections. As a result of PCL's work, California has been a leader in passing cutting edge environmental policies from the California Environmental Quality Act to the Global Warming Solutions Act. Our goal is simple: improve the environment and quality of life for all Californians.

Every year the League and Foundation offer an open forum to brainstorm ideas, understand issues, and advance solutions. This forum, the Annual Environmental Legislative Symposium, will ensure the Golden State, its leaders, and its residents are looking ahead to the next decade.

Join us to gain the tools needed to make certain California continues to lead the nation in creative policy solutions.

We invite you to attend the Symposium on Saturday, January 29, 2011 to set our sights on 2020. I hope that with your participation and action we'll be able to accomplish a lot in the next 10 years, from creative policy to sustainable solutions.

Sincerely,

A handwritten signature in green ink that reads "Traci Sheehan".

Traci Sheehan
Executive Director

Event Details

Date: Saturday, January 29, 2011
Time: 9:00 AM to 5:00 PM
Venue: Sheraton Grand
1230 J Street, downtown Sacramento

Registration is now available (online and by mail). Early Bird Registration ends December 31, 2010.

Members receive 30% 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, carpooling opportunities, 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 some special environmental heroes of 2010 during an Awards Luncheon:

Assemblymember Mike Feuer
Senator Alan Lowenthal
Legislators of the Year

Doug Carstens
Carla Bard Award for Individual Achievement

California State Parks Foundation
David Gaines Award for Non-Profit Work

Lynne Plambeck
Dorothy Green Water Policy Advocate of the Year

Event Sponsors

PCL and the PCL Foundation want to recognize our early and generous sponsors of the 2011 Symposium.

Bronze Sponsors

**Rossmann &
Moore LLP**



Mogavero Notestine Associates



SHUTE, MIHALY & WEINBERGER LLP

**Kevin K.
Johnson,
A Public Law
Corporation**



THE ROSE FOUNDATION
For Communities & the Environment

**Linda and
Byron Sher**

Emerging Sponsors



**Vern
Goehring**



**John
Van de Kamp**



Non-Profit Sponsors



Sponsorship Opportunities

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

Demonstrate your leadership and commitment to a healthy and sustainable future for California by becoming a sponsor of the PCL and PCL Foundation Environmental Legislative Symposium. As a sponsor you'll:

- Engage an environmentally-focused audience;
- Help formulate new innovative policy solutions;
- Join a network of green-minded activists and leaders;
- Expand your marketing base or membership;
- Meet local, regional, and state policy leaders;
- Gain new strategic partnerships; and,
- Pitch your lead campaign to opinion leaders!

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.

Sponsorship Benefits

Sponsor benefits vary based on sponsorship level, but generally include the following:

- Table top display space;
- Full Conference pass(es), valued at \$170 each;
- Sponsorship branding; and
- Inclusion in conference communications, marketing materials, and website.

Top sponsors receive:

- Reserved seating at lunch;
- Main stage acknowledgement; and,
- Listing in conference press releases.

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	Opening Session
9:15	-	9:45	Keynote: Speaker John A. Pérez (<i>invited</i>)
9:45	-	10:00	Break
10:00	-	11:15	Session 1 (<i>pick one</i>) <ul style="list-style-type: none">• General Plans: Still Critical, Still Contentious ^{CLE/CM}• What is Next for California Water?^{CM}• Natural Resource Economics: Can We Afford to Save the Planet?^{CM}• How To... Position Yourself to Run for Office
11:15	-	1:30	Awards Luncheon
1:30	-	1:45	Break
1:45	-	3:00	Session 2 (<i>pick one</i>) <ul style="list-style-type: none">• Perspectives on Energy Siting ^{CLE/CM}• CEQA 201: A Look at 2009/2010 & Rollback Preventions ^{CM}• Groundwater: What Lies Beneath? ^{CM}• How To... Utilize Social Media
3:00	-	3:15	Break
3:15	-	4:30	Session 3 (<i>pick one</i>) <ul style="list-style-type: none">• Water Wars: Present and Future ^{CLE/CM}• Getting Smart Growth Where it Needs to Be ^{CM}• Roads, Wildlife, and Wilderness ^{CM}• How To... Develop a Collaborative Governing Process
4:30	-	4:45	Break
4:45	-	5:00	Closing Session



Event Schedule

SESSION 1

10:00 - 11:15

General Plans: Still Critical, Still Contentious

The General Plan is the “constitution for development” in all California cities and counties. As the state confronts its dependence on foreign oil, massive water transfers, and historic development patterns that compel people to spend more time in traffic, less time with family and more money fueling their cars, General Plans have never been more important. The General Plan process provides local communities with an opportunity to chart their own future through policies such as providing more transit and housing choices for local residents, encouraging family-friendly neighborhoods located close to existing infrastructure, and promoting water conservation, clean energy, and energy efficiency. In this session, participants will learn about the results of recent litigation to improve local general plans, attempts to reform general plan law through the legislative process, and the role of general plans in California’s new land use policy landscape.

**CM I 1.25 | Law
CLE**

- Richard Taylor, Shute Mihaly & Weinberger LLP
- Tom Jacobson JD, MCP, AICP, Sonoma State University
- Al Zelinka FAICP CMSM, City of Fullerton

What is Next for California Water?

This panel is sponsored by: The Rose Foundation and East Bay Municipal Utility District

California is in the third year of a drought and scientists predict less rainfall, decreased snowpack, and drier conditions in the future as we begin to feel the effects of global warming. California residents have been scaling back water use as less water is available from the Colorado River and the Sacramento-San Joaquin Bay Delta. However, the Delta ecosystem is still on the verge of collapsing and population growth is expected to increase demand on our already over-tapped water supply. For the past several years the California Legislature has taken up policies to address this crisis. In 2009, a package of bills was passed dealing with the Delta, water conservation, groundwater, illegal diversions, and several other water reforms. This panel will focus on how these policies have been implemented, what action steps are still needed to alleviate the water crisis, including increased water conservation, improved water recycling, and low impact developments, among other solutions.

CM I 1.25

- Chair Phil Isenberg, Delta Stewardship Council
- Assemblymember Jared Huffman, California Legislature
- Senator Lois Wolk, California Legislature



Natural Resource Economics: Can We Afford to Save the Planet?

With the population of the Earth approaching seven billion people, the natural resources that sustain our civilizations are severely depleted. Natural resource economics is one way to make sense of the relationship between human populations, their demand for resources, the supply of those resources, and their allocation. In order to create civilizations that will endure the test of time, humans must implement a sustainable, efficient economy that reduces the harms caused by current patterns of energy consumption, restores habitats, and shifts the balance from overuse to sustainability among other things. This panel will focus on understanding natural resource economics, recognizing the limitations of market trends, and connecting those issues to climate and energy policies in California. **CM I 1.25**

- Dr. Charles Cicchetti, Navigant Consulting
- S. David Freeman, formerly Los Angeles Department of Water and Power
- Tiffany Roberts, Legislative Analyst's Office

How To...

Position Yourself to Run for Office

Ever wonder if you have what it takes to enter the world of politics? From being active in your community to becoming a Commissioner, learn what personal and professional background and community history it takes to run for office. Discover the skill sets that also help get candidates elected from listening skills, to coalition building, and odd-couple alliances. Discover when to start thinking about running, how to begin a campaign, what your platform is, and how to advance it publicly. Also find out from whom you should request an endorsement and who should be on your campaign committee. Participants will learn how to set the stage for a successful political run at the local or regional level, understand the ins and outs of political life, and get the low down on timing.

- Supervisor Steve Wilensky, Calaveras County

Perspectives on Energy Siting

The science and economics of wisely choosing and responsibly building upon sites for utility scale energy facilities has evolved rapidly in recent years. As technologies and related energy conversion efficiencies have continued to advance, project proponents have gained important experience in working with environmental laws and the multiple levels of government bodies that enforce them. As environmental groups continue to “race” to keep up with unprecedented numbers of project applications, federal, state, and local representatives are striving to balance the needs for renewable energy with the need to protect site specific and regional environmental and natural resources. Come hear a lively discussion between industry, government, and environmental organizations regarding important lessons learned and their respective predictions for the future of siting decisions.

**CM I 1.25 | Law
CLE**

- Julia Blunden, SunPower Corp.
- Chair Karen Douglas, California Energy Commission
- Kevin Hunting, California Department of Fish and Game

CEQA 201:

A Look at 2009/10 & Rollback Preventions

In 2009/2010 the California Legislature and conservation community witnessed an onslaught of exemption requests from the requirements of the California Environmental Quality Act (CEQA). CEQA was passed in 1970 by the California Legislature and signed into law by then-Governor Ronald Reagan. CEQA requires projects to undergo an environmental review process that informs decision makers about project impacts, requires feasible mitigation measures be adopted to reduce impacts, and allows the public at large to provide important feedback on a proposed project. This panel will provide an overview of the 2009/2010 Legislative Session, CEQA exemption requests, trends from the Capitol, and preventions of future rollbacks.

CM I 1.25

- Jan Chatten-Brown, Chatten-Brown and Carstens LLP
- Assemblymember Mike Feuer, California Legislature
- Pete Price, Office of the Speaker of the Assembly John A. Pérez





Groundwater: What Lies Beneath?

In November 2009, the California Legislature passed Senate Bill X7 6. This bill, for the first time in California's history, requires local agencies monitor the elevation of their groundwater basins to help better manage the resource during both normal water years and drought conditions. This will allow better resource management and planning for all types of water years. The Department of Water Resources (DWR) is required to develop a groundwater monitoring program as well as make recommendations to local entities. The panel will discuss why these new policies are important and timely and provide insight from DWR regarding local implementation and what is next in the pipeline for groundwater. **CMI 1.25**

- Laurel Firestone, Community Water Center
- Dennis O'Connor, Senate Committee on Natural Resources and Water (*invited*)
- Mary Scruggs, Department of Water Resources

How To... Utilize Social Media

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 is easy to do more than just stay found, you can also 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.

- Sean Rossall, Fiona Hutton & Associates



Water Wars: Present and Future

California water issues date back over a century from the Owens Valley water conveyance system built by the Los Angeles Department of Water and Power, to the damming and diversion of the Colorado River, and in modern times to the Delta diversions of the Central Valley and State Water Projects. At the moment three main water wars are involving activists, attorneys, and water providers. The first is the Quantification Settlement Agreement (QSA) and its related environmental impact of transferring Colorado River water from the Imperial Valley to San Diego. The second is the long-standing legal challenges related to the Department of Water Resources' Kern Water Bank and Monterey Amendments. And finally, the last is the expansion of California's public trust to embrace groundwater. This panel will offer participants insights into the challenges and upcoming decisions regarding California water use, transport, and protection.

**CM | 1.25 | Law
CLE**

- Adam Keats, Center for Biological Diversity
- Tony Rossmann, Rossmann and Moore LLP
- Jim Wheaton, Law Offices of Jim Wheaton

Getting Smart Growth Where it Needs To Be

Senate Bill 375, California's Sustainable Communities Planning Act, links decisions about land use, housing, and transportation to achieve greenhouse gas emission reductions through improved planning. The California Air Resources Board has adopted emission reduction targets for 2020 and 2035 for each region of the state. One solution to meeting the mandate of SB 375 is to create smart growth communities, where urban growth is focused in the city-center (thereby avoiding urban sprawl); communities are transit-focused, walkable, and bikable; and housing and developments include a mix of uses with complete streets. This panel will focus on implementing smart growth policies in California communities with case studies on how and where these attractive, livable communities have been located.

CM | 1.25

- Meea Kang, Domus Development LLC
- Joseph Horwedel, City of San Jose
- Marc Roberts, City of Livermore





Roads, Wildlife, and Wilderness

Studies indicate that one million animals a day die from collisions on U.S. roadways. In the last 20 years, more information has become available about the impacts roads have on our wilderness areas including increased roadkill, decreased foraging areas, decreased migration due to road barriers, and smaller core habitat areas, among other things. New strategies have been developed to increase connectivity, improve roadway design, and find a balance between the movement of humans and that of wildlife. This panel will discuss the shifting policies of roadway planning and design, cooperative agreements between agencies that improve wildlife movement, and new strategies that can be adopted in California to augment policies and planning efforts. **CM I 1.25**

- Lisa Lyren, U.S. Geological Survey
- Amy Pettler, Caltrans
- Dr. Ray Sauvajot, National Park Service

How To...

Develop a Collaborative Governing Process

Collaboration has been defined as “a mutually beneficial and well-defined relationship, entered into by two or more individuals/groups/organizations, in order to achieve results they are more likely to achieve together than alone.” Bringing groups and individuals together to work for mutual goals, via formal and informal collaborations, has proven to be a powerful engine for change and an equally powerful consumer of time and energy. Perhaps you are in an emerging effort and looking at questions of feasibility, group process, or desired outcomes. Perhaps you are in an effort that is flagging from process fatigue, loss of key participants, or disruption of process due to new arrivals who “upset the apple cart.” Come learn how to design and engage in processes that are durable and productive. We’ll cover everything from recruitment, dominating personalities, agenda design, and facilitation strategies to creating a multi-year effort - tricks, tips, processes, and strategies for creative collaborations.

- Katie Burdick, Cosumnes American Bear Yuba Watershed Plan



The CITIZEN HOTEL

The League has negotiated reduced room rates for Symposium attendees at The Citizen Hotel, which is two blocks from the Symposium Venue (the Sheraton Grand).

The Citizen is the only downtown Sacramento hotel offering 20th century grace redefined by 21st century urban luxury.

The Citizen Hotel is a full-service Sacramento hotel with 198 boutique-style guestrooms and suites, and is within walking distance to the California State Capitol, the Sacramento Convention Center, the Sacramento Courthouse, historic Old Sacramento, and a wide range of museums, shops, restaurants, and nightlife.



All luxury touches associated with four star service including Italian bedding, plush bathrobes, in-room work space with ergonomic chairs, MP3/iPod compatible sound systems, high-speed internet and Wi-Fi access, and LCD televisions. Grange, the signature restaurant and bar, features an extensive wine list and a dining menu with California local and sustainable selections.

Lodging Reservations

If you are travelling from out of town and need a nice place to stay, please reserve your room at The Citizen Hotel.

Be sure to mention the Reference Code (PCL) when calling to make your reservation. [All reservations must be made by Friday, January 7, 2011 to receive the discounted rate.](#)

Reservations Details:

- Price Per Night: \$99 plus taxes and incidentals
- Room Types: Single or Double
- Reservations: Guests make their own arrangements and pay room, tax, and incidentals
- Toll Free Reservation number: 866-949-0777, mention the PCL Room Block.

Registration Fees

Conference fee covers a continental breakfast, lunch, morning and afternoon refreshments, and all Symposium materials. Fees are as follows:

	<u>Before Dec. 31</u>	<u>After Dec. 31</u>
PCL Member <i>(code required)</i>	\$100	\$130
Government Rate <i>(code required)*</i>	\$120	\$150
Non-Member	\$140	\$160
CLE	\$250	\$275
Student	\$50	\$65

Non-members will receive a complimentary one year membership to the League. *Note: registering for this event does NOT renew your membership to PCL.*

Walk-in Registrations

Since space is limited we cannot guarantee room for walk-in registrants; please register in advance. If space is available, same day registrants will have a \$10 charge added to the registration fee.

* Registrant must call PCL for government code at 916-313-4517.

Cancellation Policy

If you need to cancel your registration for the event, we must receive written or faxed notification to PCL at 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, 2010 - you will receive a 100% refund
January 14, 2011 - you will receive a 50% refund
After January 14, 2011 - no refunds will be given

CLE & CM Credit



Certification Maintenance

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

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.

PCL and PCLF certify that an application has been submitted, but is not yet approved, for 4.25 hours of CLE credit by the State Bar of California, including one plenary session and three panels as noted on the activity descriptions.

Registration Form

Name ▲

Organization ▲

Address ▲

City, State Zip ▲

Phone ▲

Email ▲

Meal Selection: Savory Chicken Dish
 Seasonal Vegetarian Dish
 Seasonal Vegan Dish

Registration Option: CLE CM

Is it ok to list you in the conference program with all your contact information? Yes No

Payment Options:

Member Code: _____
(printed above the mailing label)

Amount: \$_____

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

Credit Card # (Visa/MC) ▲

Exp. Date ▲

2. Check - make payable to "PCL" and mail with form to:
Planning and Conservation League
Attention: Registration Coordinator
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.



PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION
1107 NINTH STREET, SUITE 360 • SACRAMENTO, CA 95814

Early Bird Registration
ends December 31st

CLE and CM
Credit Available!



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

NON-PROFIT
POSTAGE
PAID
SACRAMENTO, CA