The Planning and Conservation League is working in the halls of California’s Capitol to protect the air we breathe, the water we drink, the food we eat, and the land we love. Our name also represents both our history and our mission. PCL and all of its members and affiliates support effective planning for California’s future, and are committed to a passionate conservation ethic.

From the redwood forests of the North Coast, to the transportation systems of the Bay Area; from the oak studded hills of Southern California, to the working families of the Central Valley; from the shipping Port of Oakland, to the infill projects of San Diego... the common thread is the Planning and Conservation League.
Welcome to the PCL-PCLF 2009 Environmental Legislative Symposium, “Steps to a Sustainable California: Building Momentum for Real Change.”

This event and program are designed to inspire and inform both individual and collective action. Enclosed is information on the workshops, speakers, award winners, staff and sponsors. Our goal is to provide a forum and an outlet to share the tools and resources available to work towards our mutual goal of sustainability in a healthy California.

PCL is a “League” of environmental organizations representing groups from across California. Our 44 years of environmental leadership is based on effective environmental action on both a local and statewide level. The PCL Foundation has successfully engaged and energized local activists, the public and decision makers. Local environmental organizations properly unified and mobilized, can - and will change state policy. Effective environmental action in California is crucial for leading the way for national and global changes.

To ensure a sustainable future, we need to make real changes in how we live our lives and how we improve environmental policy. Our priorities include addressing climate change, creating wise water policy and ensuring attention to public health issues. We will focus on specific measures that can be implemented to work towards sustainability. With your help and participation, we can accomplish our goal of building a better future for healthy communities, clean water and reducing our carbon footprint.

Thank you for coming, and for working with PCL and the PCL Foundation to take leadership in the goal for sustainability - and the many other environmental, economic, and public health issues confronting California. We look forward to collaborating with you, as we strive to put a healthier environment at the center of California’s political debate, and to put the public back in charge of our governmental institutions.

Sincerely,

Bill Center
President
PCL Board of Directors

David Hirsch
Chair
PCLF Board of Trustees

Traci Sheehan
Executive Director
PCL-PCLF
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<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:30 - 9:00</td>
<td>CONTINENTAL BREAKFAST</td>
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<tr>
<td>9:00 - 9:10</td>
<td>WELCOMING REMARKS</td>
<td>Traci Sheehan, PCL-PCLF Executive Director, Bill Center, PCL Board President</td>
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<td>9:10 - 9:40</td>
<td>MORNING KEYNOTE</td>
<td>Senate President pro Tem, Darrell Steinberg</td>
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<td>9:40 - 10:00</td>
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<td>10:00 - 11:15</td>
<td>SESSION ONE (you choose one)</td>
<td>California Wildfire and CEQA (MCLE/AICP), How To... Engage New Audiences Online, How To... Tell Your Story Effectively, Low Impact and Water Neutral Developments (AICP), The Conservation Challenge of the 21st Century: Protecting Wildlife from Global Warming (AICP)</td>
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<td>11:30 - 12:45</td>
<td>SESSION TWO (you choose one)</td>
<td>The Brave New Water Economy: Privatization and Public Accountability (MCLE/AICP), How To... Involve and Motivate People to Join and Stay Involved in Your Campaign, How To... Make the Message Stick, Improving California’s Land Use Policy to Enhance Public Health (AICP), Improving California’s Land Use Policy to Fight Global Warming (AICP)</td>
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<td>12:45 - 2:00</td>
<td>LUNCH &amp; NETWORKING</td>
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<td>2:10 - 3:25</td>
<td>SESSION THREE (you choose one)</td>
<td>Conservation &amp; Land Use Agreements: Tejon Ranch Case Study (MCLE/AICP), How To... Ensure Responsible Land Use Planning in Your Community, How To... Protect Natural Lands, Meeting California’s Water Needs (AICP), A Political and Socio-Economic Challenge: A Just Green Economy (AICP)</td>
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<td>3:25 - 3:40</td>
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<td>3:40 - 4:10</td>
<td>AFTERNOON KEYNOTE</td>
<td>Jakada Imani, Ella Baker Center</td>
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<td>4:10 - 4:15</td>
<td>CLOSING REMARKS</td>
<td>Bill Center, PCL Board President</td>
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<td>NETWORKING AND NO HOST BAR</td>
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<td>5:00 - 5:30</td>
<td>DINNER &amp; NETWORKING</td>
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<td>5:30 - 6:00</td>
<td>EVENING KEYNOTE</td>
<td>Senator Fran Pavley</td>
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<td>6:00 - 7:00</td>
<td>AWARDS BANQUET</td>
<td>Senator Sheila Kuehl, Legislator of the Year, Terry Watt, Carla Bard Award for Individual Achievement, Green L.A. David Gaines Award for Non-Profit Work, Elva Yañez, Environmental Justice Advocate of the Year, CREDO Mobile, Environmental Business of the Year, Miguel Luna, Dorothy Green Water Advocate Award</td>
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Steps to a Sustainable Future: Building Momentum for Real Change

The 2009 Planning and Conservation League & PCL Foundation Symposium

Room Assignments

REGISTRATION & SPONSOR TABLE  Grand Nave Foyer (Ballroom Level)

GENERAL SESSION  Magnolia Room (Ballroom Level)
9:00 - 9:10  Welcoming Remarks
9:10 - 9:40  Morning Keynote
10:00 - 11:15  California Wildfire and CEQA (MCLE/AICP)
11:30 - 12:45  The Brave New Water Economy: Privatization and Public Accountability (MCLE/AICP)
2:10 - 3:25  Conservation & Land Use Agreements: Tejon Ranch Case Study (MCLE/AICP)
3:40 - 4:10  Afternoon Keynote
4:10 - 4:15  Closing Remarks

BREAK OUT SESSION  Bataglieri Room (2nd Floor)
10:00 - 11:15  How To… Engage New Audiences Online
11:30 - 12:45  How To… Make the Message Stick
2:10 - 3:25  How To… Ensure Responsible Land Use Planning in Your Community

BREAK OUT SESSION  Compagno Room (2nd Floor)
10:00 - 11:15  How To… Tell Your Story Effectively
11:30 - 12:45  How To… Involve and Motivate People to Join and Stay Involved in Your Campaign
2:10 - 3:25  How To… Protect Natural Lands

BREAK OUT SESSION  Bondi Room (2nd Floor)
10:00 - 11:15  Low Impact & Water Neutral Developments (AICP)
11:30 - 12:45  Improving California’s Land Use Policy to Enhance Public Health (AICP)
2:10 - 3:25  Meeting California’s Water Needs (AICP)

BREAK OUT SESSION  Beavis Room (2nd Floor)
10:00 - 11:15  The Conservation Challenge of the 21st Century: Protecting Wildlife from Global Warming (AICP)
11:30 - 12:45  Improving California’s Land Use Policy to Fight Global Warming (AICP)
2:10 - 3:25  A Political and Socio-Economic Challenge: A Just Green Economy (AICP)

Room Assignments & Facility Maps

DINING ROOM  Camellia & Gardenia (Ballroom Level)
12:45 - 2:00  Lunch & Networking
4:15 - 5:00  No Host Bar & Networking
5:00 - 7:00  Dinner, Evening Keynote & Awards Banquet
Morning and Afternoon Keynotes

THE STATE OF CALIFORNIA

Introduction by: Bill Center, Planning and Conservation League
Keynote: Senate President pro Tem, Darrell Steinberg

Senate President pro Tem Darrell Steinberg will discuss green jobs, land use and the state budget.

CREATING A GREEN STIMULUS FOR CALIFORNIA:
A RACE AND CLASS LENS

Introduction by: Bill Center, Planning and Conservation League
Keynote: Jakada Imani, Ella Baker Center

As the new Obama administration comes in, how do we ensure that a significant portion of the federal stimulus is green and reaches those Californians that are impacted by the downturn in the nation’s economy? California has the opportunity to make sure folks that are locked out of the gray pollution-based economy have the keys to succeed in California’s new green future.

Jakada Imani will share the Ella Baker Center’s experience on pushing for “Pathways Out of Poverty,” first helping to launch the Oakland Green Jobs Corps (a nationally recognized pilot program that provides green career opportunities for at-risk young adults) and second enacting the Green Jobs Act of 2007, which set aside hundreds of millions of dollars for green job training programs across the country for low-income communities of color and people with barriers to employment.

The Year of Change: New Challenges and Opportunities

Introduction by: Bill Center, Planning and Conservation League
Keynote: Senator Fran Pavley

The incoming Obama Administration in Washington and the nation’s continuing economic difficulties present new opportunities and challenges for California’s environment.

On the one hand, the new Administration promises to prioritize climate and clean energy policy, which could have major benefits for the California environment and economy.

On the other hand, poor economic conditions are seen by some as a reason to weaken or suspend environmental regulations.

And in the midst of this, California is reaching a crisis point in its water supply policy.

Senator Pavley, the newly-appointed Chair of the Senate Natural Resources and Water Committee, will provide an overview of the current state of water policy in California and developments to look for in the coming year.

The Senator will discuss how the state budget discussions are shaping up in terms of impacts on state environmental policy.

She will also provide an update on the Clean Air Act waiver and what we may look for from the incoming Obama Administration, as well as a brief overview of climate policy developments at the state level.
Wildfires in California are a growing threat to both wildlife habitat and public safety. As seen in the 2007 Southern California Firestorms in Los Angeles, Orange and San Bernardino Counties, fire management, implementation of better planning tools and the protection of endangered and threatened species and their habitats were much needed. Thorough CEQA documentation requires consideration of a wide range of wildlife related issues. This panel will discuss these issues including locating new development away from high fire risk areas; designing maximally defensible projects; examining the environmental damage caused by wildfires; and identifying the foreseeable fire damage to land used as habitat mitigation.

State Fire Marshal Kate Dargan will discuss why Wildland Urban Interface (WUI) FireSafe Planning is an emerging planning specialty and what land use tools, such as CEQA, are appropriate for analyzing land use impacts relative to wildfire.

Effective buffering of development includes a variety of considerations which extend beyond fuel modification zones, including the value of siting roads, parks or even golf fairways around the perimeter of a proposed development.

Management of fuel loads through controlled burning in surrounding open space presents a number of problematic habitat protection and conversion issues that must be carefully evaluated. Effective evacuation scenarios to protect residents/occupants in high risk wildfire areas should also be considered in an EIR.

All of these issues and others, depending upon the proposed project, are highly relevant to a proper EIR and are essential topics for consideration in the all important “Alternatives” section of the CEQA document.

Despite huge and escalating financial and environmental costs, the policy of the State of California is to subsidize new construction in high fire hazard zones and pass along the cost of firefighting to the taxpayer at large. Legislative efforts were made in 2008 to reduce this perverse incentive to local government authorities to approve more and more high-risk development. However, these bills failed with local government and business sector opposition. The stance of fire agencies toward land use reform may also be part of the problem. As commonly applied by local government, CEQA has not addressed these policy-level problems. Despite some bright spots, the overall trajectory of ever-increasing development in high hazard zones is unabated.

Inevitably, after every large wildfire, there are demands that something be done about the evil brush. It has been a recurrent theme for more than a century. After the huge 1889 fires in Southern California a local San Diego newspaper exclaimed, “The menace should be removed by the removal of the brush. It is unsightly and dangerous.” While an easy target, the question remains, are California’s native shrublands really the problem? Will eliminating and replacing them with non-native weeds through excessive fuel treatments be the most effective way to protect lives and property from wildfires? Or can we learn to safely adapt to the fire-prone environments in which we live, instead of trying to force nature to adapt to us?
HOW TO...  ENGAGE NEW AUDIENCES ONLINE
Bataglieri Room
Introductor: Matt Little, National Wildlife Federation*
Presenter: Natalie Foster, Sierra Club
From MoveOn.org to the Sierra Club, organizations are trying new techniques online to engage more people and draw on the wisdom of the "many." Learn how professional organizers broaden their base by implementing innovative tools that connect organizations with new volunteers and members. This workshop will focus on building your volunteer force online, while meeting your mission, through email and other online tools.

HOW TO... TELL YOUR STORY EFFECTIVELY
Compagno Room
Introductor: Lynn Sadler, SC Wildlands*
Presenter: Will Murray, Will Murray Company
So much of your work involves engaging others to take action on your organization’s behalf. How do you get this done in an effective, honorable and fun way? This session focuses first on identifying the audience, then the desired action you hope they will take, followed by the media you will use to deliver the final part, your message. How do you size up the target audience? How do you decide exactly what action you need the target audience to take? How do you select the communication channel (medium) that will strongly resonate with the target audience, and when and where they are in the best position to grasp your message? How do you use effective message structure, imagery, advanced linguistic techniques and your own unique and compelling voice to help the target audience decide to give you the help your organization needs? This session is hands-on, practical, and product-oriented (you’ll walk out with a story ready to go) and uses the Carnegie Hall method: practice, practice, practice.

LOW IMPACT AND WATER NEUTRAL DEVELOPMENTS
Bondi Room
Moderator: Joan Clayburgh, Sierra Nevada Alliance*
Presenters: Randele Kanouse, East Bay Municipal Utility District
             Dr. Michael Hanemann, U.C. Berkeley
             Ron Duncan, Soquel Creek Water District
California’s growth has historically been tied to ventures for ever more water supplies. Yet, as California faces continued population growth, our water supplies seem to be drying up. As water managers struggle with meeting the needs of existing residents amid recent dry years, struggles in the Delta, continuing drought in the Colorado River and increasing contamination of groundwater resources, the state continues to grow, exacerbating water problems. Last year, the Legislature considered a water-neutral development bill (Assembly Bill 2153, authored by Assembly Member Paul Krekorian) as a potential solution to the conundrum of accommodating California’s increasing growth despite declining water supplies. Panelists will discuss how this and other low-impact development policies may play a role in addressing California’s water demands.

ACHIEVING NET ZERO WATER DEMAND: THE EBMUD EXPERIENCE
By: Randele Kanouse, East Bay Municipal Utility District
In 2002, the East Bay Municipal Utility District (EBMUD) was among the first water providers in California to require a large new development project to completely offset its water demand through conservation measures. The standard established by EBMUD for the second of the two projects (located partially outside of the District’s existing service area) required twice as much water be saved as compared to the normal demand of a similar project. This 2:1 offset standard will be achieved through a combination of water efficient landscaping, appliances, water recycling, individual metering of multi-family residences, and off-site water demand reduction measures financed by the developer. While such efforts require a substantial up-front investment of time and funding, the long term benefits will be crucial as California seeks to meet the 20% per capita use reduction called for by the Governor. Establishing such a standard for new development projects on a statewide basis could allow development to proceed without the lack of new water supplies serving as a limiting factor. Randy Kanouse will also offer some ideas for shaping legislation that will help to meet this goal on a statewide basis.

WATER DEMAND OFFSET PROGRAM
By: Ron Duncan, Soquel Creek Water District
Numerous water agencies are finding that their existing water supplies are not sufficient and are waiting or searching for a supplemental supply of water. To address this issue, a few water agencies have tried to institute a Water Demand Offset (WDO) program. Legislation has been introduced to implement a statewide WDO type program in California.

The objective of a WDO program is to mitigate or “neutralize” the impact of new development on existing water supplies. The mitigation is accomplished by requiring new development to replace high-consumption water devices with new efficient devices at existing properties in sufficient numbers to offset a proposed development’s projected water demand. A WDO program can also encourage new development to help be part of the solution by installing water-wise features they might not normally install.

While a WDO can mitigate further exacerbation of existing water supplies and prevent or delay a building moratorium, there are numerous “pitfalls” to avoid in order to make a successful program. Soquel Creek Water District has been implementing a quantitative, transparent and successful WDO programs since 2003.
THE CONSERVATION CHALLENGE OF THE 21ST CENTURY:
PROTECTING WILDLIFE FROM GLOBAL WARMING

Beavis Room

Moderator: Scott Feierabend, California Trout*
Presenters: Dr. Amber Pairis, California Department of Fish & Game
           Kim Delfino, Defenders of Wildlife
           John Kostyack, National Wildlife Federation

Effectively managing California's natural resources in the face of global warming will be one of the central challenges of the future. Left unchecked, global warming will magnify the pressures placed upon wildlife and their habitats, fundamentally changing California’s diverse natural systems. Even as greenhouse gas emissions are cut, California's wildlife will experience impacts due to climate changes already put in motion by past emissions. As wildlife agencies face budget cutbacks and intense political interference, outdoor enthusiasts of all stripes are beginning to grapple with the effects of a global crisis on their favorite local habitats. In this panel, we will explore California's progress toward protecting wildlife and their habitats from global warming, identify the actions that our public agencies and elected officials should be taking, and discuss how the conservation community can ensure that wildlife receive the attention they deserve.

THE BRAVE NEW WATER ECONOMY: PRIVATIZATION AND PUBLIC ACCOUNTABILITY

Magnolia Room

Moderator: Tony Rossmann, Rossmann & Moore LLP*
Presenters: Roger Moore, Rossmann & Moore LLP
           Wenonah Hauter, Food & Water Watch
           Brian Johnson, Trout Unlimited

Faced with aging infrastructure and daunting responsibilities, public officials get pressure to outsource water management and delivery to private companies, or to delegate control to privately dominated local agencies. This water privatization has been challenged, because it erodes the sustainability and public accountability of our water resources. This panel will provide an in-depth look at the attempts to privatize water in California, drawing analogies to housing and energy markets. Panelists will discuss recent experiences where legal techniques succeeded in curtailing efforts to privatize local water systems and the efforts of water contractors to acquire control of the state-owned Kern Water Bank, to purchase discounted state water, and to sell water to the state at higher prices under the “environmental water account.”

CALIFORNIA - A STATE FRIENDLY TO PRIVATE WATER INVESTMENT

By: Wenonah Hauter, Food & Water Watch

A private sector push is on to benefit from the crumbling water and wastewater systems across our nation. Food & Water Watch gained access to an investor research firm’s advice to the investment community about the opportunity to profit both from privatizing municipally owned utilities and financing of infrastructure repairs of public and private utilities. The firm identified California as the fourth friendliest state for private water investment because 1) there is a short length of time for the rate case process; 2) a high rate of return; 3) high financial rewards for private companies to acquire new systems; and 4) the ability to receive temporary surcharges that don’t require regulator approval.

WATER PRIVATIZATION IN CALIFORNIA - LESSONS LEARNED

By: Brian Johnson, Trout Unlimited

Brian Johnson is deeply involved in the dispute over Nestle’s proposed water bottling plant in McCloud. Previously, he represented community groups opposed to the City of Stockton’s failed attempt to privatize its water and wastewater systems. He will discuss those cases and the recent court decisions involved, and potential lessons for the future.
LAND USE PLANNING AND DESIGN DECISIONS CAN HAVE EITHER NEGATIVE OR POSITIVE CONSEQUENCES ON PUBLIC HEALTH. COMMUNITY DESIGN AFFECTS A BROAD RANGE OF CONDITIONS REQUIRED FOR HEALTH, INCLUDING ENVIRONMENTAL QUALITY, TRAFFIC SAFETY, AND ACCESS TO HOUSING, FOOD, JOBS, PARKS, TRANSIT AND HEALTH CARE. THESE CAN AFFECT MENTAL HEALTH, OBESITY AND CHRONIC DISEASES SUCH AS ASTHMA AND DIABETES. GIVEN THE RANGE OF HEALTH IMPLICATIONS RELATED TO LAND USE PLANNING AND DESIGN, IT IS SIGNIFICANT THAT HEALTH CONSIDERATIONS ARE NOT A FUNDAMENTAL ELEMENT OF ANY LAND USE AND TRANSPORTATION PROCESS. THIS PANEL EXPLORSES PROJECTS AT THE LOCAL LEVEL, WHERE PRACTITIONERS FROM COMMUNITY DEVELOPMENT AND PUBLIC HEALTH DEPARTMENTS, ALONG WITH NON-PROFIT AND COMMUNITY-BASED ORGANIZATIONS, ARE WORKING COLLABORATIVELY TO ENSURE THAT COMMUNITIES HAVE HEALTHY ENVIRONMENTS AND SUPPORT HEALTHY BEHAVIORS. IT WILL ALSO EXAMINE SOME OF THE OBSTACLES THAT IMPEDE COLLABORATION AND THEREFORE NEED TO BE ADDRESSED.

CREATE HEALTHY ENVIRONMENTS WITH SMART PLANNING, ECONOMIC DEVELOPMENT AND REDEVELOPMENT POLICY

By: Dr. Robert Ogilvie, Planning for Healthy Places

The places in which many Americans live are environmental obstacles to good health and sustainable living. There is mounting evidence to show that neighborhoods and transportation infrastructures that discourage physical activity, stores that do not sell healthy foods at affordable prices and a food system that is excessively reliant on fossil fuels for production and distribution are all contributing to both the rising rates of obesity, diabetes, and asthma and to global climate change.

Throughout California, those interested in improving public health are beginning to work together again to devise ways to use planning, economic development and redevelopment powers to create healthier and more sustainable environments. This presentation will focus on what the "policy levers" are in each of these areas and how they can be used to create healthier environments.
environmental determinants of health all demand re-alignment of the public health and land use sectors. Yet beyond promoting awareness of the connections between these two fields, few well-defined public health strategies and practices exist to make substantive contributions to the land use field.

This presentation outlines four general roles for local public health institutions in land use policy providing examples from local practice in San Francisco. These roles are: describing community level health conditions and disparities actionable by the land use sector; analyzing the health impacts of land use decisions; developing, implementing or advocating for health-promoting land use policies; monitoring accountability to institutions and regulations necessary to protect health. The case examples demonstrate that the public health community can be a substantive participant in land use planning, can utilize existing planning institutions and regulations, such as the California Environmental Quality Act and can be an effective change agent for health-promoting land use policies.

PLANNING HEALTHY COMMUNITIES IN MARIN AND SONOMA COUNTIES
By: Alex Hinds, Sonoma State University
This session describes the integration of public health concerns into local governmental planning programs, specifically focusing on the recently updated Marin Countywide Plan and implementing programs. Toward that end, public health concerns were addressed through close collaboration among land use, health, and agricultural departments and within the context of climate change, local food systems, prevention of sprawl, transportation alternatives, and similar techniques. In addition, ongoing collaboration in Sonoma County is described including a new project to cost effectively prepare a best practices workbook for local governments. This project will be undertaken by Sonoma State University’s Institute for Community Planning Assistance at the request of local planning directors, public health officials, and other agencies.

IMPROVING CALIFORNIA’S LAND USE POLICY TO FIGHT GLOBAL WARMING (AICP)
Beavis Room
Moderator: Jan Chatten-Brown, Chatten-Brown & Carstens*
Presenters: Chair Mary Nichols, California Air Resources Board
Assemblymember Dave Jones, California Legislature
Stuart Cohen, Transportation and Land Use Coalition
California is in a jam, literally and figuratively. While some public agencies are helping to lower the carbon footprint of their region, most continue to “dig the hole deeper,” approving new residential and commercial developments that lock us into longer commutes while denying us the opportunity to live lower-carbon lifestyles. They’re also making it increasingly difficult for the State to meet its greenhouse gas emission reduction mandate. Thanks to a posse of progressive state leaders and a growing chorus of supporters, land use policy reform has become one of the hottest topics in state government. Will it result in meaningful changes for California communities? In this panel, a leader of the California Air Resources Board, a state legislator, and a land use advocate will discuss state and local policies that, if adopted or better enforced, would reform our land use decision making to cut harmful emissions. They will also address the steps necessary to make those policies a reality.
CONSERVATION AND LAND USE AGREEMENTS:  
TEJON RANCH CASE STUDY (MCLE)  
Magnolia Room

Moderator: Terry Watt, Terrell Watt Planning Consultants*
Presenters: Bob Stine, Tejon Ranch Company
Richard Taylor, Shute Mihaly & Weinberger LLP
Joel Reynolds, Natural Resources Defense Council

In June 2008, PCL and others signed a Conservation and Land Use Agreement to protect 90% of the 270,000 acre Tejon Ranch at the confluence of four major ecological regions. The Ranch is an invaluable piece of California’s natural heritage and a hotspot of biological diversity. This panel will focus on the legal aspects of this agreement and its implementation. Negotiators from the conservation groups and the Ranch will discuss the process that led to the agreement as well as the legal tools used in the agreement. Presentations will cover tools for settling in advance of final project approvals and litigation, habitat management planning, methods of promoting public access, transfer fees to support habitat restoration, and conservation easements, as well as the establishment of a Conservancy to hold conservation easements.

HOW TO...  
ENSURE RESPONSIBLE LAND USE PLANNING IN YOUR COMMUNITY  
Bataglieri Room

Introducer: Fran Layton, Shute Mihaly & Weinberger LLP*
Presenters: Perl Perlmutter, Shute Mihaly & Weinberger LLP
Catherine Engberg, Shute Mihaly & Weinberger LLP

This workshop will provide an overview of key land use tools that community leaders and activists can use to promote and support responsible land use planning, and deter and oppose irresponsible development. The presenters will discuss tips on how to influence land use decisions in your community by: commenting on documents prepared under the California Environmental Quality Act (CEQA); pro-actively participating in General Plan updates and amendments; reviewing development proposals to ensure consistency with applicable planning documents and ordinances under the State Planning and Zoning Law; challenging unwise land use decisions in court; “referending” objectionable land use decisions; creating or “locking-in” smart land use planning through local ballot measures; and using Community Benefits Agreements to build coalitions and hold developers accountable.

HOW TO...  
PROTECT NATURAL LANDS  
Compagno Room

Introducer: Chuck Hale, Southern California Agricultural Land Foundation*
Presenter: Cheryl Belcher, California Council of Land Trusts

This workshop will explore land conservation - a key piece of the puzzle to create a sustainable California. Information will touch on the work of land trusts and their role in protecting land and water resources in our state. After identifying the land that needs to be saved and generating the political will to save it, many technical steps follow including an appraisal, environmental assessment and agency review of this documentation. Key topics in this session will also include land protection tools, strategies and techniques, types of funding, and an overview of the protection and stewardship process.

MEETING CALIFORNIA’S WATER NEEDS  
Bondi Room

Moderator: Doug Linney, East Bay Municipal Utility District
Presenters: Dennis O’Connor, Senate Committee on Natural Resources and Water
Stuart Leavenworth, The Sacramento Bee
Mindy McIntyre, Planning and Conservation League

California’s water infrastructure and our current water law and water management were all established based on the assumption that future weather patterns will be much like those of the past. However, as we learn more from scientists about climate change it is clear that this assumption will not hold true. Indeed, science suggests that climate change will cause California to become drier overall and the timing and type of precipitation that California receives each year will change. How should California’s current set of water management strategies be updated as we enter into a new - and more uncertain - “normal?” Decreasing snowpack and earlier spring runoff are just two shifts that we must adapt to in order to meet the needs of the state’s ecosystems, economy, and growing population. Our panelists will discuss how climate change is impacting our water resources and how California can meet water needs under these new conditions.

INVESTING IN WATER SUPPLY RELIABILITY  
By: Mindy McIntyre, Planning and Conservation League

California requires a reliable water supply to sustain our current population, accommodate our economic and population growth, and maintain our unique natural environments. However, the state’s water supply reliability is threatened as climate change exacerbates the already critical problems affecting the Colorado River, the Bay Delta Estuary, groundwater and other water resources throughout the state. In short, we will need to serve more people with less supply from traditional water sources.

Water-neutral development offers one strategy to help California meet water demands of existing and new residents while adapting to climate
change. Recent legislative proposals require new development to fully mitigate new demands on existing water supplies through a combination of efficiency measures within existing communities and the development of environmentally sensitive, climate-resilient, regional water supplies. By having new development invest in water supply reliability, regions can accommodate growth while securing water reliability for the people, economy and environment.

A POLITICAL AND SOCIO-ECONOMIC CHALLENGE: A JUST GREEN ECONOMY (AICP) Beavis Room
Moderator: David Mogavero, Mogavero Notestine Associates*
Presenters: Peter Cooper, California Labor Federation
Aaron Lehmer, Ella Baker Center for Human Rights
Peter Asmus, Center for Energy Efficiency and Renewable Technologies

The green economy and green jobs are hot topics of discussion in California and in the State Legislature. California’s pioneering leadership in energy conservation, renewable energy, clean technology, and climate change policies has created a momentous opportunity to ensure good stewardship of both the economy and our natural environment. Through the collaborative efforts of public, private, and community stakeholders, the green economy will create quality manufacturing and construction jobs that will clean up our air and water, and also provide a living wage and social benefits. In this panel, labor, business, and social justice advocates will be discussing policy, business development, education and training that will promote an equitable, lucrative and environmentally sound economy.

BUILDING PATHWAYS FOR ALL INTO THE GREEN ECONOMY
By: Aaron Lehmer, Ella Baker Center for Human Rights

With the Obama Administration promising to invest tens of billions of dollars in renewable energy, clean technology, and green infrastructure projects - an incredible opportunity exists to shift California from the pollution-based, socially divided economy of the past towards a more resilient green economy that works for all. However, to take advantage of this “Green New Deal” moment, we must ensure that California’s workers are equipped with the skills needed to succeed in these expanding sectors. An unprecedented number of “green jobs” bills have been moving through the California Legislature, and key leaders are advancing major initiatives to prepare Californians for green careers. Learn how the Ella Baker Center for Human Rights and its allies are forwarding legislation to ensure that clean energy investments, green job training, and career technical education funds also benefit low-income communities. Hear updates on Senate pro Tem Steinberg’s multi-billion green jobs and education bond, along with highlights from other legislative efforts to ensure equitable access to quality green jobs.

HARVESTING CALIFORNIA’S RENEWABLE RESOURCES: A GREEN JOBS BUSINESS PLAN
By: Peter Asmus, Center for Energy Efficiency and Renewable Technologies

A renewable energy economy circulates dollars regionally and substitutes people’s labor for imported fossil fuels. Instead of ratepayer dollars going to other states and countries to purchase fuel such as coal or natural gas, these funds instead go to paying the salaries of wind smiths climbing up and down wind turbines or folks climbing on your rooftop to install solar panels.

With the U.S. economy mired in a recession - and California facing yet another budget deficit that could reach $40 billion by 2010 - fresh investments in renewable energy offer the best path forward to increase prosperity for all the state’s citizens, including those at the bottom of the economic ladder. California is blessed with some of the world’s best sites for solar, geothermal, wind and biomass resources. It can therefore serve as the testing ground for large-scale deployment of renewable energy through intelligent transmission planning and siting and a smart grid enabling renewable distributed generation systems.
PETER ASMUS
CENTER FOR ENERGY EFFICIENCY AND RENEWABLE TECHNOLOGIES
Peter Asmus has helped shape California public policy and politics since 1981, when he worked for Legi-Tech, the first firm to track campaign contributions and state legislation by computer. Funded by investigative reporting grants, Common Cause and Consumers Union, Asmus published a series of high-profile journalist accounts of money’s role in politics for The Sacramento Bee, Los Angeles Times and other leading state newspapers.

After serving as Assistant Editor for the University of Southern California’s California Policy Choices series, his work focused more on energy and environmental issues. His books include In Search of Environmental Excellence (Simon & Schuster, 1990), Reinventing Electric Utilities (Island Press, 1997), and Reaping The Wind (Island Press, 2001.) His new book on energy for the University of California Press is coming out this spring.

Currently serving as a research and communications consultant to the Center for Energy Efficiency and Renewable Technologies (CEERT), Asmus’ most recent work has focused on the green jobs that would flow to California from diverse regions across the state with new transmission capacity.

CHERYL BELCHER
CALIFORNIA COUNCIL OF LAND TRUSTS
Cheryl L. Belcher has worked with land trusts and conservation partners for the past 15 years. She has provided project management and training for both the California Council of Land Trusts and the Sierra-Cascade Land Trust Council for over four years. Prior to this she was the founding Executive Director of the Nevada County Land Trust. In 11 years, Cheryl concluded more than 30 land transactions protecting more than 5,000 acres of land for trails, ranch and farm lands, historic buildings, forest lands, rare plant habitat and wild lands parks. In addition to managing all conservation transactions, she set up the property stewardship program and the legal defense fund, established the oak woodland regeneration program, set up the children’s outdoor environmental education program, began the “Treks Through Time” educational hiking program, built up endowments of over $1,500,000 and was project manager for the North Star Julia Morgan Historic Restoration Project.

DR. RAJIV BHATIA
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH
Rajiv Bhatia, MD, MPH is the Director of Occupational and Environmental Health for the San Francisco Department of Public Health and an Assistant Clinical Professor of Medicine at the University of California at San Francisco. Since 1998, he has been responsible for developing, implementing, and evaluating occupational and environmental health policy for San Francisco. He has worked with public agencies, university research partners, and community advocates to broaden the Department’s practice to focus on employment conditions, land use and transportation planning, food systems, environmental justice, and health inequities.

Dr. Bhatia has pioneered the field of health impact assessment (HIA) within the United States, using this tool to inform and influence local public policy, developing new inter-disciplinary forecasting methodologies, integrating HIA into regulatory Environmental Impact Assessment, and training peers in public health and other fields.

In 2006, he co-founded the non-profit organization, Human Impact Partners and provides consultation on diverse health and built environment initiatives nationwide. He has served as a founding member of the Health and Social Justice Team for the National Association of County and City Health Officials and as a board member of Pesticide Action Network and the Asian Pacific Environmental Network.

STUART COHEN
TRANSFORM
Stuart Cohen is co-founder and Executive Director of TransForm (formerly the Transportation and Land Use Coalition -- TALC). Founded in 1997, TransForm has gained national recognition for uniting environmental, social justice, labor and community groups behind a common agenda. By combining high-quality policy analysis with and strategic grassroots and media campaigns, TransForm has established itself as a powerful and effective voice for sustainable transportation in the Bay Area and beyond.

TransForm’s campaigns on transportation sales taxes, Regional Measure 2, and state funding measures have helped raise over $6 billion for sustainable and socially-just transportation. Stuart initiated the Bay Area’s Smart Growth Vision process and has been the primary author of eight Coalition reports, including the 120-page World Class Transit for the Bay Area. He is co-founder and chair of ClimatePlan, a statewide network that promotes smart land use and transportation as critical components of California’s climate strategy.

The 2009 Planning and Conservation League & PCL Foundation Symposium
Previously, Stuart worked with ICLEI - Local Governments for Sustainability as a researcher on the climate impacts of transportation policies and fuels and at NYPIRG as a toxics campaign coordinator and Statewide Canvass Director. Stuart received a master’s degree in Public Policy from the Goldman School of Public Policy at U.C. Berkeley.

PETER COOPER  
CALIFORNIA LABOR FEDERATION  

Peter Cooper has worked for the California Labor Federation since March 2000, both in the legislative and workforce development departments. His primary focus has been on issues impacting low-wage workers and on green workforce development. As Senior Program Manager he currently is involved in strengthening the voice of workers, promoting quality training, identifying and building career ladders within and across industries, and developing strategies to avert layoffs and to respond effectively to layoffs.

Prior to coming to the Labor Federation, he worked at the AFL-CIO’s headquarters in Washington, DC. where he conducted research on Wal-Mart, facilitated union involvement in the Kaiser Permanente National Labor-Management Partnership Agreement and represented the AFL-CIO at United Nations Climate Change Negotiations.

He worked for the California Department of Water Resources as a graduate student focusing on residential water usage and crop forecasting. Mr. Cooper earned a Master of Arts degree in International Affairs from California State University, Sacramento, and studied at Eberhard Karls University in Tuebingen, Germany.

CHIEF KATE DARGAN  
CALIFORNIA DEPARTMENT OF FORESTRY AND FIRE PROTECTION  

When Governor Schwarzenegger named Kate Dargan as the new California State Fire Marshall in March 2007, it was the first time a woman has held that position since the office was established in 1932. Kate is a 30 year veteran of the California Department of Forestry and Fire Protection (CAL FIRE).

She began her career as a firefighter in Santa Cruz County in 1977 and has served in volunteer, appointed and elected positions in numerous counties ever since. Her line experience includes wildland and structural firefighting, air operations, and hazardous materials.

Among her current responsibilities she serves as co-chair of the Wildland-Urban Interface Committee and is an appointed member of the Napa County Watershed Board. She is a member of the California Fire Chiefs Association, National Fire Protection Association and the American Planning Association.

Her professional qualifications include a degree in Natural Resource Management from Cal Poly and experience in land use planning and environmental concerns. She is a frequent public speaker on fire prevention and fire safe planning and works to bring these concepts to the public’s attention.

KIM DELFINO  
DEFENDERS OF WILDLIFE  

Kim oversees the work of Defenders of Wildlife’s California program team in protecting and restoring California’s imperiled wildlife. Since joining Defenders in 2000, Kim has worked on the revision of the California Natural Community Conservation Planning Act, helped create the Salton Sea Coalition and Defenders’ California desert program, and co-founded the California Rangeland Conservation Coalition. Kim currently works on a variety of issues, including Salton Sea and Bay Delta conservation efforts; climate change adaptation, and wildlife connectivity.

Before joining Defenders of Wildlife, Kim worked for the U.S. Public Interest Research Group as a Staff Attorney and for CALPIRG as Legislative Director. She began her career as an Associate Attorney in Washington, D.C. with the public interest law firm of Meyer & Giltenstein, where she specialized in cases involving the Endangered Species Act, Clean Water Act and other environmental laws.

RON DUNCAN  
SOQUEL CREEK WATER DISTRICT  

Ron Duncan (P.G.) has a strong technical water-related background, holding a B.S. in Geology and a M.S. in Hydrology. He worked in the private hydrologic and risk assessment consulting field for 12 years and the public sector for the last 11 years. He currently enjoys working for the Soquel Creek Water District as the Conservation and Customer Service Field Manager. His goal is to apply his enthusiasm, knowledge, and leadership skills to help Soquel Creek Water District manage its water-related issues.
Catherine Engberg joined Shute, Mihaly, & Weinberger in 2002 after completing a U.S. District Court clerkship in the Southern District of California. Her practice includes local initiatives and referendums, CEQA compliance and litigation, eminent domain, real estate transactions, and general plan and zoning law.

Ms. Engberg is a member of the firm’s initiative and referendum committee, and has drafted numerous ballot measures on behalf of community groups. She has litigation experience in both state and federal court regarding constitutional, CEQA and election law matters. Ms. Engberg has advised several public agencies in connection with updates to their general plans and related CEQA documentation. Most recently, she assisted Marin County with its updated Countywide Plan, which received national recognition for its innovative policies on sustainability and climate change.

She has led CEQA workshops sponsored by the Planning and Conservation League. Catherine received her law degree, with distinction, from Stanford Law School and her undergraduate degree from Stanford University. Prior to attending law school, she worked as an environmental engineer and is a licensed Professional Civil Engineer.

Natalie Foster directs the Sierra Club’s Online Organizing Department. This is a new department she’s building to bridge the online, communications and field organizing work at the nation’s oldest and largest grassroots environmental group. Before her current job, Natalie was Deputy Field Director for MoveOn.org Political Action. At MoveOn she developed and ran online to offline actions and helped to build a national field network of volunteer-led groups around the country. Natalie's organized on progressive issues for eight years, first as a student at Pepperdine University and then after college, through formal training with Green Corps. Natalie grew up in Kansas and now lives in Atlanta, GA.

Richard W. Halsey is the director of the California Chaparral Institute, a research and educational organization focusing on the ecology of California’s chaparral ecosystems, the dynamics of wildland fire in both natural and human communities, and the promotion of nature education in a way that encourages communities to better connect with their surrounding, natural environment.

Mr. Halsey taught biology for over 20 years in both public and private schools and was honored as the Teacher of the Year for San Diego City Schools in 1991. Mr. Halsey currently works with the San Diego Museum of Natural History, publishes The Chaparralian, a quarterly newsletter focusing on chaparral and wildfire issues, and continues to teach natural history throughout the state. He has given more than 300 presentations about the chaparral ecosystem and wildfire over the past five years. The second edition of his book, Fire, Chaparral, and Survival in Southern California, was published in 2008. Mr. Halsey was also trained as a Type II wildland firefighter with the U.S. Forest Service.

Wenonah Hauter is the Executive Director of Food & Water Watch. She has worked extensively on energy, food, water and environmental issues at the international, national, state and local level. Experienced in developing policy positions and legislative strategies, she is also a skilled and accomplished organizer, having lobbied and developed grassroots field strategy and action plans. From 1997 to 2005 she served as Director of Public Citizen's Energy and Environment Program, which focused on water, food, and energy policy. From 1996 to 1997, she was Environmental Policy Director for Citizen Action, where she worked with the organization’s 30 state-based groups. From 1989 to 1995 she was at the Union of Concerned Scientists where, as a Senior Organizer, she coordinated broad-based, grassroots sustainable energy campaigns in several states. She has an M.S. in Applied Anthropology from the University of Maryland.
ALEX HINDS  
SONOMA STATE UNIVERSITY  
Alex Hinds has directed county community development agencies, including planning, building, and environmental health departments in California since 1984. Recently retired from the County of Marin, Mr. Hinds was the principal architect behind Marin’s award winning general plan update and sustainability programs - which have received numerous state and national awards. Alex has served as president of the California County Planning Director’s Association and the California Planning Foundation.

He is a frequent presenter at community and educational forums, and was recently a visiting instructor at Cal Poly, San Luis Obispo. His article “Planning Sustainable Communities in Marin County, California” is included in the International City/County Management Association’s book Local Planning: Contemporary Principles and Practice, due to be published by mid-January 2009. Alex was one of the founding members of Green Cities, California and is currently Interim Director of Sonoma State University’s Sustainable Communities Program in the Department of Environmental Studies and Planning. In what seems like a past lifetime, Alex was an amateur wrestler and also conducted research in Ecuador under the Fulbright Fellowship program.

JAKADA IMANI  
ELLA BAKER CENTER FOR HUMAN RIGHTS  
Jakada became Ella Baker Center’s Executive Director in 2007, after serving as a lead strategist and chief team member on some of the Center’s most high profile campaigns for eight years.

Most recently, Jakada directed Books Not Bars, taking the ongoing campaign to replace California’s abusive youth prisons with effective rehabilitation programs to ever-increasing heights. Earlier, Jakada helped lead the successful “Stop the Super Jail Campaign,” a two-year effort to stop Alameda County from building a massive, expensive and remote juvenile hall that it didn’t need. He was a leader in the “Justice for Moreno and Pacheco Campaign,” the successful fight to free two wrongly convicted Latino boys in Solano County. At Ella Baker he ran their youth organizing project to educate voters about the dangers of Proposition 21, a draconian ballot measure aimed at putting 14-year-olds in adult courts and 16-year-olds in adult prisons.

Before joining the Center staff, Jakada was a Constituent Liaison for Oakland Councilwoman Nancy Nadel. He helped a number of important Bay Area organizations, including Empowered Youth Educating Society, Rising Youth for Social Equality and Underground Railroad (an artist collective).

Born and raised in Oakland, California, Jakada is the father of three powerful and creative young girls.

BRIAN JOHNSON  
TROUT UNLIMITED  
Brian works to reform California water law through the California Water Project. He came to Trout Unlimited after five years at Shute, Mihaly & Weinberger, a public interest law firm where he represented community groups in battles against water privatization and natural resource degradation.

Before law school, Brian was the Communications Director at the White House environmental office from 1993-97, as well as the co-creator and manager of EPA’s first “Energy Star” initiative, for energy efficient computers, from 1991-93. Brian grew up in Iowa and graduated from Duke University and Stanford Law School. He and his wife Debbie are busy introducing their 3 year old son and baby daughter to the great outdoors.

KEVIN JOHNSON  
JOHNSON & HANSON LLP  
Kevin K. Johnson is the Managing Partner of Johnson & Hanson LLP in San Diego, California. He is an experienced trial and appellate attorney and a 1980 graduate of the University of California, Davis School of Law. He is a regular speaker for the National Business Institute, preparing program material for, and co-chairing continuing education programs for lawyers in the land use field.

Mr. Johnson is also a Founder and former President of the San Elijo Lagoon Conservancy, a North San Diego County non-profit organization dedicated to the preservation and enhancement of the San Elijo Lagoon and its 77-square mile watershed. Mr. Johnson is a current member of the Conservancy Board of Directors and also serves as General Counsel.

As a CEQA practitioner, Mr. Johnson has successfully litigated cases in San Diego, Orange and Los Angeles Counties. His firm has recently prevailed in a CEQA suit against the City of Santee in San Diego County on the grounds that the project EIR inadequately addressed wildfire dangers to the proposed 1,200 unit residential development.

ASSEMBLYMEMBER DAVE JONES  
CALIFORNIA LEGISLATURE  
Dave Jones (D-Sacramento) represents the 9th District in the California State Assembly.

Jones chairs the Assembly Judiciary Committee and serves on the following additional standing Committees of the Assembly: Budget, Health, Agriculture and Utilities and Commerce. He also serves on the Select Committee on Youth Violence Prevention.
Dave Jones had several significant legislative accomplishments as a freshman. In his first year, 17 of his bills made it to the Governor and 12 were signed into law - the highest percentage of bills signed of any freshman legislator. In his second year, 15 of his bills made it to the Governor's desk and 10 were signed into law. These bills demonstrate his commitment to children, affordable housing, environmental protection, health care, privacy rights, and improving access to the courts. His Assembly Bill 1233 was called the 'most important housing bill of the year' by affordable housing advocates and his landmark conservatorship reform bill (AB 1363) was one of the most significant bills of 2006. In 2006, Capitol Weekly named Assemblymember Jones the “most effective legislator” other than the Speaker of the Assembly and the Senate President Pro Tem.

RANDELE KANOUSE
EAST BAY MUNICIPAL UTILITY DISTRICT
Ranđele Kanouse serves as Special Assistant to the General Manager for EBMUD. Since 1989, Randy has managed inter-governmental affairs program, directing both the federal congressional and state legislative programs, and Bay-Delta program.

Randy represented EBMUD in the effort to secure enactment of SB 221 and SB 610, landmark legislation, linking local land use decisions to an adequate water supply. Randy also worked to secure enactment of legislation in 2006 to phase out the use of lead in the manufacturing of faucets and other drinking water plumbing parts. This legislation established the toughest lead content standard for drinking water plumbing in the world. Additionally, he helped secure enactment of legislation that requires bottled water companies to publish consumer confidence reports and to strengthen testing and inspection of vended water.

From 1980 through 1989, Randy was Chief of the Legislative and Public Affairs Office for the State Water Resources Control Board, responsible for legislative relations, news media contacts, and public information. In the late 1970's Randy was Staff Counsel at the California Energy Commission.

An Oakland native, Randy holds a bachelor's degree in political science and masters degree in public policy from U.C. Berkeley, as well as a law degree from Boalt Hall.

JOHN KOSTYACK
NATIONAL WILDLIFE FEDERATION
John Kostyack is Executive Director of Wildlife Conservation and Global Warming for the National Wildlife Federation (NWF), where he leads their cross-organizational strategic initiative to safeguard wildlife and ecosystems from the impacts of climate change. Among his responsibilities are the national campaign to incorporate natural resources safeguards in federal climate change legislation and NWF's advocacy on endangered species, invasive species and state wildlife action plans.

John frequently writes and lectures on meeting the challenges of conserving U.S. wildlife and ecosystems. He recently published articles on updating the Endangered Species Act (ESA) and the National Flood Insurance Act to address global warming. He is currently working on a book chapter on the future of the ESA.

John is a longtime leader in ESA policy and litigation. He helped to win the endangered species conservation tax incentive for private landowners recently passed by Congress and has won courtroom victories in cases to protect habitat for the Florida panther, Key deer, ivory-billed woodpecker, and Swainson's hawk.

ELIZABETH LAMBE
LOS CERRITOS WETLANDS LAND TRUST FOR LONG BEACH AND SEAL BEACH
Elizabeth Lambe has over 20 years of experience working on environmental protection campaigns throughout California. She helped plan and implement campaign strategy, worked in diverse coalitions and recruited, trained and organized thousands of volunteers. During her tenure with Sierra Club, she worked primarily in the area of coastal protection. Her coastal advocacy work includes successfully protecting the Hearst Ranch property in Central California and the Del Monte pine forest of Pebble Beach from development and working to keep the Foothill South Toll Road out of San Onofre State Beach in South Orange County. Additionally her campaign was one of the lead organizations in a coalition that defeated a proposed floating Liquefied Natural Gas terminal off the coast of Ventura/Oxnard.

While at the Sierra Club, Elizabeth managed the Sierra Club's Great Coastal Places campaign, a multi-chapter, 5,000 member statewide coastal protection campaign that tackled precedent setting coastal threats. By utilizing the tools of e-advocacy and working closely with Sierra Club’s coastal chapters these activists not only worked to protect their local coastal places but also worked cooperatively, as a network, to protect California's coastline.
MINDY MCINTYRE
PLANNING AND CONSERVATION LEAGUE

Mindy McIntyre is the Program Manager for the Planning and Conservation League’s (PCL’s) Water Program. A PCL staffer since 2003, she coordinates PCL’s efforts to improve water management and policy in California through legislative advocacy. Mindy’s interest in environmental policy developed while growing up in the Sierra Nevada Foothills of Northern California. During her time at PCL, Mindy has been involved in advancing legislation on flood management, climate change and water, recycled water and water conservation.

ROGER MOORE
ROSSMANN & MOORE LLP

Roger B. Moore is a partner in the San Francisco-based law firm of Rossmann and Moore, LLP, where he practices land use, water, natural resources, constitutional, environmental, administrative and historic preservation law. As a litigator, negotiator, and advisor, Mr. Moore is a veteran of major disputes involving the regional and statewide consequences of water projects, water transfers and development decisions. Having advised and represented cities, counties, public agencies, planning organizations and private clients on a wide range of issues, he has expertise in the enforcement of environmental, transportation, energy, nuclear waste and climate change laws, and in the interface of water supply, water quality and land use planning.

A native of Fresno, Leavenworth began his journalism career at the University of California, Santa Cruz, where he worked at the student newspaper, City on a Hill Press. He then lived in Japan for two years, working for the Asahi Evening News, before earning a master’s degree at Columbia University.

AARON LEHMER
ELLA BAKER CENTER FOR HUMAN RIGHTS

Mr. Lehmer is an environmental and social justice advocate with a background in sustainable community development. He serves as the State Policy Director for Green-Collar Jobs Campaign at the Ella Baker Center for Human Rights, where he works to create opportunities for low-income youth and adults in the emerging green economy. He co-founded Bay Localize, which works to increase community self-reliance in food, water, and energy, and has also worked for Circle of Life, Earth Island Institute, ReThink Paper, and the Fort Mason Foundation.

He holds an MA in Globalization and the Environment from Humboldt State University and a double BA in Environmental Studies and Anthropology from Iowa State University. His commentaries have been featured on NPR and Bay Area radio stations, and his articles have been published on AlterNet, in the Earth Island Journal, the Sacramento News & Review, and the San Francisco Bay Guardian. Aaron lives in Berkeley and is an avid gardener, hiker, and music fan.

JANE REDMOND MUELLER
WELL CHOSEN WORDS

As principal of Well Chosen Words for the past 10 years, Jane Redmond Mueller has worked with clients as diverse as non-profits, high tech companies, political campaigns, and educational institutions. Despite their variety, the organizations all have one thing in common: the need to articulate the value of their services, candidates, issues, or products in a way that their audiences will remember and act upon. Almost always—regardless of mission—they need to be budget conscious as well. In her practice, she teams up with clients to help them develop and implement a unified plan for communicating clear, consistent messages that produce results without breaking the bank.
Ms. Mueller has worked in various forms of marketing communications for more than 20 years. She has a political science degree from Mills College, and she is a member of the International Association of Business Communicators. She believes firmly in the value of non-profits and serves on the Boards of Directors of Tri-City Homeless Coalition, Allied Housing, and the League of Women Voters.

WILL MURRAY
WILL MURRAY COMPANY
Will Murray has 32 years of conservation and natural resource education experience. As a management consultant to conservation organizations, Will has worked with 400 organizations in 45 states, Australia, Canada, China, Kenya and Indonesia. Will worked with Conservation Impact for 10 years and before that had a 16-year career with The Nature Conservancy, where he developed expertise in volunteer program development, membership development, conservation planning, training, land stewardship, community relations, public education and fund raising. Will also was an instructor at the Yosemite Institute, an outdoor science school located in Yosemite National Park, and a science teacher at Mission High School in San Francisco. He has a bachelor’s degree in general biology and a teaching credential. He has published book chapters and several articles on conservation and education. Will has served on many non-profit boards and presently serves on the Board of Directors of Island Conservation.

CHAIR MARY NICHOLS
CALIFORNIA AIR RESOURCES BOARD
Mary D. Nichols, JD, was appointed Chair of the California Air Resources Board (CARB) in July 2007, a post she held previously under Governor Edmund H. Brown Jr. from 1979 to 1983. At CARB she is responsible for implementing California’s landmark greenhouse gas emissions legislation as well as setting air pollution standards for motor vehicles and fuels.

After graduating from Cornell University and Yale Law School Ms. Nichols practiced environmental law in Los Angeles, bringing cases on behalf of environmental and public health organizations to enforce state and federal clean air legislation. President Clinton appointed her to head the Office of Air and Radiation at U.S. EPA, where she was responsible for, among many other regulatory breakthroughs, the acid rain trading program and setting the first air quality standard for fine particles. She also served as California's Secretary for Natural Resources from 1999 to 2003. Prior to her return to the ARB, Ms. Nichols was Professor of Law and Director of the Institute of the Environment at UCLA.

DENNIS O’CONNOR
CALIFORNIA SENATE COMMITTEE ON NATURAL RESOURCES AND WATER
Mr. O’Connor is a Principal Consultant to the California Senate Committee on Natural Resources and Water, and has been with the Senate since January 2003. Before coming to the Committee, he spent 10 years at the California Research Bureau (CRB), a non-partisan policy research branch of the California State Library, serving for six of those years as the Assistant Director for the Environment and Natural Resources. Dennis is the author of a number of CRB report’s, including reports on the governance of the Metropolitan Water District of Southern California and the financing of the State Water Project. Mr. O’Connor did his undergraduate and masters studies in economics at CSU Sacramento.

DR. ROBERT OGILVIE
PUBLIC HEALTH LAW & POLICY
Robert Ogilvie directs Planning for Healthy Places at Public Health Law & Policy. Over the past 15 years he has worked extensively in community development and planning to help improve low- and middle-income neighborhoods. Prior to joining PHLP, he served as a faculty member in the Department of City and Regional Planning at the University of California at Berkeley, and as Director of Volunteers at the Partnership for the Homeless in New York City. He has also worked as a consultant to city and county governments, nonprofit organizations, and neighborhood activists. He is the author of Voluntarism, Community Life, and the American Ethic (Indiana University Press, 2004), an examination of what motivates people to participate in volunteer programs. Robert holds a PhD in political science from Columbia University.

DR. AMBER PAIRIS
CALIFORNIA DEPARTMENT OF FISH AND GAME
Amber Pairis, Ph.D., currently serves as the Climate Change Advisor for the California Department of Fish and Game. Amber is responsible for coordinating the Department’s activities related to climate change adaptation and mitigation. Her work focuses on developing a climate change strategy for fish and wildlife within the Department’s management and policy branches and integrating a thought process into all natural resource activities that actively addresses climate change.

Prior to her current position Amber worked for the Association of Fish and Wildlife Agencies in Washington D.C. where she was the Science and Research Liaison coordinating research and policy between the state fish and game departments and federal natural resource agencies on energy...
Perl has authored or co-authored several publications regarding local ballot measures, including Chapter 75: Local Land Use Initiatives and Referendums, in California Environmental Law and Land Use Practice (Lexis Nexis), and Ballot Box Planning: Understanding Land Use Initiatives in California (Institute for Local Self Government).

Mr. Perlmutter earned his law degree from Boalt Hall and his undergraduate degree from Harvard University. Before joining the firm, he served as a law clerk for the Honorable Thelton E. Henderson, Chief Judge of the U.S. District Court, Northern District of California.

Senator Pavley previously served three terms in the California State Assembly. Her landmark legislation on global warming has become a model for other states and countries to follow. Highlighting her leadership on this issue, 14 other states have modeled their own laws after AB 1493 (Clean Car Regulations), now known as the “Pavley” law. It is projected to receive a federal EPA waiver early in 2009, clearing the way for implementation of the most stringent truck and automobile fuel efficiency and emission standards in the nation.

As the first Mayor of Agoura Hills, in order to become a more effective elected official and to better prepare herself to make sound land use decisions, she returned to college and earned a master’s degree in Environmental Planning.

A native Angeleno, Fran Pavley grew up in Sherman Oaks. She now lives in Agoura Hills with her husband, Andy, where they raised their two children and four Guide Dogs.

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Diego, Riverside, and Orange Counties, as well as the Palos Verdes Peninsula. In recent years, EHL has been a key stakeholder in land use and transportation planning efforts, including the Riverside County Integrated Project and San Diego County General Plan Update.

In 1996, EHL received the David Gaines Award from PCL. In 2004, the American Planning Association California Chapter honored Dan with its Outstanding Distinguished Leadership: Layperson Award.

ROBERT STINE
TEJON RANCH COMPANY
Robert A. Stine has been president and CEO of Tejon Ranch Company since 1996. A public company, it is traded on the New York Stock Exchange under the symbol TRC.

Leading the 166-year old diversified real estate development and agribusiness company, Stine focuses on three principal businesses: real estate, farming and resource management. Stine developed and directs the company’s efforts to carry out its long-term vision. This vision consists of unparalleled conservation, a commitment to continue the Ranch’s historic ranching and farming operations, and the high-quality, environmentally sensitive development of a small portion of its landholdings. Under his leadership, Tejon Ranch reached agreement with the nation’s leading environmental resource organizations, including PCL, on the largest and most significant private conservation effort in California history. The Tejon Ranch Conservation and Land Use Agreement will preserve up to 240,000 acres of Tejon Ranch - 90% of its landholdings.

Stine graduated from the Wharton School of the University of Pennsylvania with a MBA. He earned his bachelor’s degree in government and economics from St. Lawrence University in New York. From 1969 to 1975, Stine was in the U.S. Army Reserves, Corp of Engineers.

The Stine’s have two grown children and four grandchildren.

SENATE PRO TEM DARRELL STEINBERG
CALIFORNIA LEGISLATURE
Darrell Steinberg is the 46th President pro Tempore of the California State Senate.

Elected to the Senate in 2006, Steinberg’s district includes the capital city of Sacramento, parts of Elk Grove, Citrus Heights and Rancho Cordova.

His Senate colleagues elected him to lead the State Senate as President pro Tempore in August 2008.

Steinberg’s service to Californians has earned him numerous awards and citations, including the California Journal’s “Minnie Award,” which recognized legislators who represent “a pattern of conduct, an outlook and demeanor that exemplifies the best kind of public service.”

Steinberg’s SB 375, which was signed into law in 2008, is the first bill in the nation that links land use decisions in transportation and housing to greenhouse reduction goals. Experts expect the bill will become a model for legislation at the federal level and for other states.

RICHARD TAYLOR
SHUTE MIHALY & WEINBERGER LLP
Richard Taylor is a partner at Shute, Mihaly & Weinberger LLP. He represents community groups and public agencies in connection with complex land use and public policy disputes. Richard focuses on potential strategies to resolve matters in litigation or where litigation has been threatened. Most recently he advised the Planning and Conservation League and four other environmental organizations in connection with the landmark Tejon Ranch Conservation and Land Use Agreement. He earlier represented a coalition of community groups in the Sierra in a series of settlement agreements with private developers to limit development on identified lands and secure a long term stream of funding for acquisition of open space in areas previously targeted for development. He routinely provides advice concerning planning and zoning, environmental review, initiatives and referenda, local government, and other laws. Richard obtained his J.D. and M.B.A from the University of California at Berkeley and his Bachelor of Science from the University of California at Davis.
Evening Banquet Award Winners

SENATOR SHEILA KUEHL
LEGISLATOR OF THE YEAR
Senator Kuehl has been one of California’s strongest environmental champions in the State Legislature, authoring legislation on topics as diverse as water management, land use, coastal protection, and the California Environmental Quality Act (CEQA). In 2008, Senator Kuehl authored SB 1165 which aimed to strengthen CEQA by ensuring greater transparency in the creation of draft Environmental Impact Reports (EIRs) and requiring EIRs older than five years to be re-assessed for accuracy before they could be used to approve a new project. Though the bill did not pass, her work and that of the coalition behind the bill helped demonstrate strong support for maintaining and enhancing California’s bedrock environmental protections.

TERRY WATT
CARLA BARD AWARD FOR INDIVIDUAL ACHIEVEMENT
Terry Watt has spearheaded an array of unique conservation initiatives that serve California’s future by engaging divergent interests to find common ground and formalize it to provide meaningful environmental protection. In 2005, she negotiated $243.5 million in an Orange County transportation measure to comprehensively mitigate for habitat impacts due to freeway projects with impressive environmental non-profit support. In 2006, she helped secure protections for Martis Valley (Waddle Ranch), near Lake Tahoe, and create the Martis Fund - a non-profit funded through real estate and development transfer fees. In 2007, she worked with the County of Marin to craft one of the nation’s most ambitious local plans to fight global warming. In 2008, Terry was one of PCL’s representatives helping to preserve 240,000 acres of the magnificent Tejon Ranch. Her work is innovative, inspiring, and resourceful.

GREEN L.A.
DAVID GAINES AWARD FOR GRASSROOTS ORGANIZATION
The Green L.A. Coalition is a new alliance of 100-plus environmental and environmental justice organizations, working to make Los Angeles a greener city. Housed under the Liberty Hill Foundation, the Coalition has established work groups focused on urban ecosystems, transportation, water, and climate change, among other areas. So far, they’ve been extremely successful in working with policy leaders, decision makers and non-profits and have developed an effective relationship with city staff and Mayor Villaraigosa. Because of Green L.A.’s work, the City of

ELVA YANEZ
ENVIRONMENTAL JUSTICE ADVOCATE OF THE YEAR
Whether she is creating parks for people, running the Audubon Center in East L.A., or campaigning for environmental legislation, Elva Yanez is a steadfast environmental and environmental justice activist. Her extensive experience with coalition building, community organizing, and public policy has played a central role in her success. In 2008, she organized Los Angeles area leaders and residents to advocate on behalf of Senator Kuehl’s bill to improve transparency in the environmental review process, leading local workshops and bringing teams of activists to lobby in Sacramento.

CREDO MOBILE
ENVIRONMENTAL BUSINESS OF THE YEAR
Founded in 1985, CREDO Mobile (formerly Working Assets) is one of the most powerful citizen-action groups in the nation. Though not your typical environmental business, this mobile phone, credit card, and long distance phone company has supported causes. Every time CREDO Mobile customers use one of its services, donations are made to non-profit organizations that promote peace, equality, human rights, and the environment. With every phone bill, customers are updated on important issues and encouraged to become active. CREDO Mobile members generate over 80,000 calls and letters to Congress, the White House, and corporate leaders regarding decisions of critical public concern and their members have raised over $60 million for progressive nonprofits.

MIGUEL LUNA
DOROTHY GREEN WATER ADVOCATE AWARD
Miguel Luna, the Executive Director of Urban Semillas, is receiving the inaugural Dorothy Green Award in honor of his efforts to protect Los Angeles area watersheds and coastal areas and to educate and inspire young leaders in the environmental and environmental justice movements. Miguel is a co-founder of “Agua University,” a program that teaches Los Angeles high school students about California water issues as a way to learn about environmental stewardship and make a difference in their communities. Miguel carries on Dorothy’s tradition of passionate advocacy for California’s water resources and investment in developing strong community leaders. We are very pleased to honor him with this new award.
ASSOCIATE BOARD MEMBERS
California Association of Bicycling Organizations • Citizens United for Resources and the Environment • East Bay Parks AFSCME 2428 • Laguna Canyon Foundation • LandWatch Monterey County • Marin Conservation League • Regional Parks Foundation • Restore Hetch Hetchy • Sanctuary Forest • San Elijo Lagoon Conservancy • Save Mount Diablo • South Yuba River Citizens League • Tamalpais Conservation Club

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Big Sur Land Trust • Breathe California, Sacramento-Emigrant Trails • California Association of Local Conservation Corps • California Oaks Foundation • California Trout • Greenspace - The Cambria Land Trust • Golden Gate Audubon Society • The Laguna Greenbelt, Inc. • Mono Lake Committee • SC Wildlands • Sierra Nevada Alliance • Southern California Agricultural Land Foundation • Train Riders Association of California • The Trust for Public Land
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The East Bay Municipal Utility District congratulates the Planning and Conservation League on its legislative efforts, and celebrates 2009 as the 25th anniversary of the Urban Water Management Planning Act, our nation’s first mandatory water conservation law.

We make it easy to conserve.

Laguna Greenbelt, Inc., is a grassroots organization founded in 1968 to promote the preservation of Orange County, California, open space for the benefit of the general public, and to inform and educate the public about local natural history. We invite you to visit our website at: www.LagunaGreenbelt.org
What you do matters
Conserve water
Because every drop counts
bewaterwise.com

Adams, Broadwell, Joseph & Cardozo

Conservation Corps
North Bay

Far Western Anthropological Research Group

John Van de Kamp

Terry Watt

Holland+Knight

Marin Conservation League

California Affiliate

The 2009 Planning and Conservation League & PCL Foundation Symposium
On February 7th, in front of our long-time friends and colleagues, the Planning and Conservation League will be providing an intimate look at our 44-year history of shaping environmental grassroots activism in California.

The Planning and Conservation League’s 44 year legacy as the “citizen lobbyist” for California’s environment in Sacramento is a story of one grassroots campaign after another linking local communities to decision makers in the State Capitol.

This year, PCL staff has initiated a multi-year documentary project to capture the rich history of our organization as an effective voice in Sacramento for local environmental leadership and to spotlight the impact of PCL’s work across the state since its beginnings in 1965. On February 7th, we will debut the first stage of this project: a visual timeline of over four decades of acres saved, transit lines laid, species protected, partnerships born, and communities empowered to protect environmental equality and public health.

The next step in this project is yours.

Because PCL’s successes are powered by yours, at this Symposium we are asking you to help us plot this past by telling the stories of how PCL has contributed to the success in your local work - we want the good, the bad and the ugly. Both long-time colleagues of PCL and newcomers can memorialize their contributions to California’s envied tradition of environmental activism in an onsite audio story booth. Staff will then transfer these stories to an interactive map of the state on PCL’s webpage.

This project is more than a reflection on the past; it’s a reminder to us of what we are capable of in the future.
As a league of environmental organizations the Planning and Conservation League amplifies local and regional efforts on statewide issues. If you and your organization want to help our efforts or learn more about our work, we encourage you to contact our staff directly. Below is a list of our major program areas and the project leader.

**Central Coast**
Dr. Monica Hunter
831-320-2384

**Public Health and the Environment**
René Guerrero
916-313-4508

**Global Warming**
Matt Vander Sluis
916-313-4515

**CEQA Workshops**
Paul Gilligan
916-313-4506

**Legislative Issues**
Tina Andolina
916-313-4521

**Water Policy**
Mindy McIntyre
916-313-4518

**You May Want to Know...**

**Book Signing by Rick Halsey**

This is the best book available that describes in detail California's most extensive plant community, the chaparral! The book not only provides the basics of chaparral natural history, but also how wildfires are fought, what we have learned about them, and why it is important to reconnect with one's surroundings. The revised and updated second printing of this book includes details about the October 2007 fires and a new chapter on the importance of understanding the relationship between fire, people, and nature. Also included is an updated color photo identification section with 64 of the most common southern California chaparral plants and animals.

"Fire, Chaparral and Survival in Southern California" is available at the Registration Table for $20

**The Community Guide to CEQA**

To help local communities effectively participate in the environmental review process the Planning and Conservation League Foundation developed the Community Guide to CEQA. The California Environmental Quality Act (CEQA) requires that the environmental impacts of proposed development projects be rigorously evaluated, and that feasible mitigation measures or alternatives be adopted prior to project approval.

Since the Community Guide's original publication, there have been statutory changes and court decisions that have modified CEQA necessitating revisions to the Guide. The full color revised Community Guide also now features "What To Do" call outs with helpful tips.

The Community Guide to CEQA will help you understand the CEQA process and empower you to participate. You can purchase a Guide today at the registration desk online at www.PCLFoundation.org.

For more information on the CEQA Workshops, please contact Paul Gilligan at 916-313-4506.
The Planning and Conservation League invites you to attend!

LOCAL CLIMATE ACTION INITIATIVE WORKSHOP SERIES
Help your local government accelerate the fight against global warming!

Each time we allow our local governments to approve “business as usual” developments, we’re making the global warming problem worse, digging ourselves deeper into a crisis that threatens our health, our economy, and our environment. It doesn’t have to be this way.

Together we can change the forecast for the planet AND our communities!

At PCL’s Local Climate Action Initiative workshop you’ll learn specific techniques to help your elected officials “stop digging” and start growing responsibly. Hear the nuts and bolts of policies that, if adopted or better enforced, would cut the carbon footprint of new developments proposed in your area, including:

• Recent developments in the California Environmental Quality Act (CEQA);
• Green building and energy efficiency ordinances;
• Regional transportation, land use, water, and air quality plans.

For attending, you’ll receive a copy of PCL’s Local Climate Action Toolkit, which includes success stories from across California and gives tips on how to organize community support and ensure strong governmental action.

To schedule a PCL Local Climate Action Initiative workshop in your community, please contact: Matt Vander Sluis by email at mvander@pcl.org or by phone at (916) 313-4515.

To learn more go to our website www.PCL.org or call Traci Sheehan at 916-313-4511.
On October 13, 2008, we lost one of our Board Members, Dorothy Green, to melanoma. Dorothy was a dear friend and steadfast supporter of PCL. She always added a wise perspective, especially on water issues. Her work on this topic seamlessly intertwined with PCL’s water policy efforts at the statewide level.

Dorothy’s long lists of achievements include founding the Heal the Bay, the Los Angeles and San Gabriel Rivers Watershed Council and the California Water Impact Network. Her calm and gracious ways endeared her to friends and colleagues in the environmental and water community and we miss her deeply.

In honor of Dorothy’s legacy and extensive leadership in California water policy, PCL is memorializing her steadfast contributions in two ways.

First, at the 2009 Awards Banquet we will be honoring the first recipient of the Dorothy Green Water Advocate Award. This inaugural award will be given to Miguel Luna. You can read more about his work on page 41 of this program.

Second, the PCL Foundation has created the Dorothy Green Fellowship that will focus specifically on education and research of California water issues. Our goal is to have a Fellow selected and beginning work in this fall. This Fellowship will be available to a college student or recent graduate.

If you would like to be a part of Dorothy’s legacy and help us honor her work on California water issues, please consider supporting the Dorothy Green Fellowship. All donations made towards this fellowship will be solely applied to a fellowship on Dorothy’s behalf, specific to water policy and research.

For more information, please contact Traci Sheehan at 916-313-4511.
Addendum

Due to a death in the family Wenonah Hauter will be unable to attend. Adam Scow, also from Food and Water Watch, will be replacing her on the Water Privatization panel scheduled for 11:30 AM - 12:45 PM. Below is his photo and biography.

ADAM SCOW
FOOD AND WATER WATCH
Adam Scow is the California Deputy Director at Food & Water Watch, a national consumer advocacy organization dedicated to protecting water as a public trust. Through his work on local campaigns and legislation, he helps communities protect their water systems as public assets and advocates for public investment in water infrastructure.

He currently serves on the planning committee for the annual California Water Policy Conference sponsored by Public Officials for Water and Environment Reform. Previously, Adam researched California irrigation subsidies and water transfers in Washington D.C. He holds a degree in Political Science from U.C. Berkeley.

Program Misprint: Please accept our apologies for a misprint on page 16 of the program. Stuart Cohen’s affiliation is listed as Transportation and Land Use Coalition (TALC). Though affiliated with TALC, the organization recently changed its name to TransForm.

SESSION ADDED

4:15 - 5:00 DISCUSSION SESSION

AD HOC DISCUSSION ON THE STATE BUDGET CRISIS Compagno Room

Presenters: Tina Andolina, Planning and Conservation League
John McCaul, the Law Offices of John McCaul

An ad hoc discussion of the state budget crisis and the resulting freeze of bond funding to important environmental and conservation projects throughout the state will be discussed. They will highlight the coalition that has formed around the state and the efforts that are underway at the state and local level to find a solution to the crisis.
THE PLANNING AND CONSERVATION LEAGUE is a nonpartisan, non-profit alliance of individuals and conservation organizations working at the state, local, and national levels to protect and restore California’s natural environment, and to promote and defend the public health and safety of the people of California, through legislative and administrative action.

The PCL FOUNDATION’S mission is to protect the California environment and ensure that California continues to be an attractive, livable, and equitable state by engaging in cutting-edge environmental public policy research and educating and empowering local communities to participate in local and state environmental decision making processes.

Planning and Conservation League and the PCL Foundation
1107 9th Street, Suite 360 • Sacramento, CA 95814
916-444-8726 (phone) • 916-448-1789 (fax)
www.PCL.org • www.PCLFoundation.org

Join Us for a CEQA Workshop
The California Environmental Quality Act (CEQA) is California’s premier environmental law, and is a powerful tool for public participation. It allows public agencies to make informed decisions about activities that could degrade public health and damage the environment. It also provides California residents with the legal framework to hold their public agencies accountable for decisions that may substantially alter the quality of their lives. Learn how you can use the power of CEQA to influence decisions that will affect the environment by attending a workshop or by purchasing the Community Guide today!

If you are interested in a CEQA Workshop in your community let us know. We are actively working to arrange workshops in 2009.

Learn more at: www.PCLFoundation.org