

# Announcing APA Monthly Webcasts

## 2010 PDO Webinar Series



Co-Sponsored by the Alabama, Alaska, APA Planning & Law Division, APA Small Town & Rural Planning Division, APA Technology Division, Arkansas, Connecticut, Florida, Illinois, Maryland, Michigan, Mississippi, Missouri, National Capital, New Jersey, New York Metro, New York Upstate, Northern New England, Ohio, Oregon, Pennsylvania, Private Practice Division APA, Transportation Division APA, Urban Design and Preservation Division APA, Utah, Virginia, Western Central and Wisconsin Chapters.

*Earn CM credits on your computer – no cost to APA members*

For registration information visit: <http://www.utah-apa.org> for details.

**NOTE:** To access the monthly webcasts participants will need an internet connection. Below is a summary of the 2010 schedule including a session summary, instructor, date, time, and sponsoring chapter.



### **Planners Without Borders – Making Multi-Jurisdictional Planning Work** **January 8, 2010 – 1 pm – 2:30 pm EST**

*Wendy Moeller, McBride Dale Clarion  
Greg Dale, McBride Dale Clarion*

**CM 1.5**

This session focuses on “why communities are undertaking multi-jurisdictional planning efforts?” Approaches to multi-jurisdictional planning, including Separate Plans, Collaborative Planning, and Integrated Regional Approach and will highlight the differences between the approaches and lessons learned in different projects.



### **Workforce Housing Challenges** **January 15, 2010 – 1 pm – 2:30 pm EST**

*Speaker to be determined.*

**Northern  
New England**

**CM 1.5**



### **Planning for Wind Energy: Best Practices for Updating Your Planning Documents** **January 22, 2010 – 1 pm – 2:30 pm EST**

*Bean, AICP Spicer Group*

**CM 1.5**

This presentation shares various perspectives on wind energy development. Professional planners will share their experiences on how planning documents might be updated to address potential wind energy developments in your community. An engineering professor will describe the inner-workings and physics behind wind turbine design, providing clear explanations on how the conversion of wind energy to electricity is optimized. And finally, a local planning commission member from a rural township in Michigan will describe his community’s experience with a wind developer. The process, from site plan submittal through the construction of a wind farm, including lessons learned, will be highlighted.



**Historic Preservation – Part I**  
**February 5, 2010 – 1 pm – 2:30 pm EST**

*Michel R. Lefevre, AICP – Pennsylvania Historical and Museum Commission*

**CM 1.5**

This presentation is intended to introduce planners to the origins of historic preservation as it is presently practiced in the United States; it will compare preservation approaches from France, Great Britain, and Germany with those of the United States from the mid 19<sup>th</sup> Century to the present. As planners we do not always have an opportunity to look back on the origins of much of what we practice, as we are pressed to find solutions to community and economic development challenges in the present.

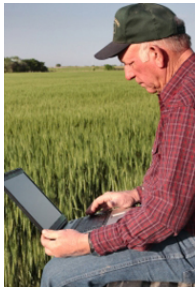


**The Future of Transportation**  
**February 12, 2010 – 1 pm – 2:30 pm EST**

*Matthew Click, AICP – Cambridge Systematics*  
*Aileen Boucle, AICP – Florida Department of Transportation*

**CM 1.5**

Transportation is the backbone of many states’ economy and impacts the public’s quality of life. The current method for funding and managing transportation is broken, resulting in ever increasing congestion, wasted fuel, environmental degradation and a lack of meaningful choices for the public. This session will present a new paradigm of how to fund and manage transportation in a manner that is sustainable. Highlights of sustainable I-95 Managed Lanes project will be discussed.



**Talking the Property Rights Blues**  
**February 19, 2010 – 1 pm – 2:30 pm EST**

*Harvey M. Jacobs*

**Small Town &  
Rural Planning  
Division**

**CM 1.5**  
**LAW**

Much of what planners do impacts private property rights – comprehensive planning, land use regulation, environmental management, urban redevelopment are a few of many examples. Americans have a particular and historically-linked affinity for what they own. Americans also tend to view their right of ownership and the government’s right to manage that ownership as a Constitutional issue, with their rights trumping those of society at large. The U.S. Supreme Court’s 2005 Kelo decision highlighted these issues and brought them into intense public and state-legislative discussion. This webinar explores both the veracity of historical and contemporary claims about private property rights, and how to talk effectively about property rights with those who feel threatened by planning proposals.



**Historic Preservation – Part II**  
**February 26, 2010 – 1 pm – 2:30 pm EST**

*Andrea L. MacDonald – Pennsylvania Historical and Museum Commission*  
*Carole Wilson – Lancaster County Planning Commission*

**CM 1.5**

To assist local governments with developing a historic preservation plan, the Pennsylvania State Historic Preservation Office developed *Guidance for Historic Preservation Planning*. In this session, presenters will review components of that guidance related to development of a comprehensive, historic preservation plan and how to implement that plan. This session will discuss Lancaster County’s *Cultural Heritage Element* of their County Comprehensive Plan as an example of a historic preservation plan and demonstrate how Lancaster County’s plan is being implemented. Presenters will also provide examples of how cultural and historic resources are creatively being incorporated into other plan elements, such as with the Northern Tier’s Long Range Transportation Plan.



**Regulating Electronic On-Premise and Off-Premise Signs**  
**March 5, 2010 – 1 pm – 2:30 pm EST**

*Alan Weinstein, JD*

**CM 1.5**  
**LAW**

Electronic signage has been expanding in communities across the U.S. Learn about legal basis for regulating electronic signage. Regulatory strategies for electronic signs are also discussed.



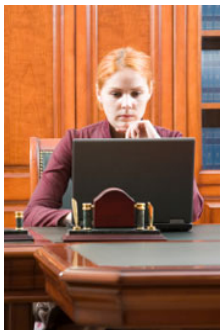
**MyFace, Spacebook, Linking, Twitter . . . . What?**  
**March 12, 2010 – 1 pm – 2:30 pm EST**

*Mayana Anderson, AICP – Senior Planner, WLC Engineering, Surveying and Planning, Inc.*  
*Leah Reeb – MPO Supervisor, City of Casper*

**Western**  
**Central**

**CM 1.5**

This session will cover how planners are using social networking tools.



**The ABC’s of RFP’s and RFQ’s**  
**March 19, 2010 – 1 pm – 2:30 pm EDT**

*Paulette M. Carolin, FAICP – Principal Planner, Las Vegas Regional Transportation Commission*  
*Allan A. Hodges, FAICP – Senior Professional Associate, Parsons Brinckerhoff*  
*Robert S. Cowell, Jr., AICP – Planning Director, City of College Station, Texas*

**Private Practice**  
**Division**

**CM 1.5**

What’s the difference between an RFP and an RFQ? When do public agencies use them? How should consultants evaluate when to respond—or not? A good RFP will attract the best consultants and get clients the product they want. Session presenters will share the secrets to excellent RFP’s and RFQ’s and tell “war stories” based on their years of in-depth experience.



**TBA**  
**March 25, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**Economic  
Development  
Division**

**CM 1.5**



**The Americans with Disabilities Act: Implications for Local and State Government  
Planners**  
**March 26, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

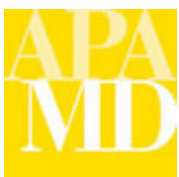
**CM 1.5  
LAW**



**TBA**  
**April 2, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**CM 1.5**



**The American Housing Survey**  
**April 9, 2010 – 1 pm – 2:30 pm EDT**

*Dav Vandenbroucke – Senior Economist, HUD*

This session will discuss how planners can effectively use the information available in the American Housing Survey.

**CM 1.5**



**TBA**  
**May 7, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**CM 1.5**



**Implementing Planning Support Tools: Best Management Practices for Adoption and Use**  
**May 14, 2010 – 1 pm – 2:30 pm EDT**

*Jeffrey D. Hamerlinck, AICP – Director, Geographic Information Science Center,  
University of Wyoming*

**Technology  
Division**

**CM 1.5**

In the fast-changing world of planning information technology, it's difficult to know when to invest in something new. In this session, attendees will learn about the functions of a wide range of planning support instruments, their potential value, and their associated implementation requirements and costs. Drawing on recent research on technology use in local government planning, presenters will provide both urban and rural planners with valuable insight on how best to select and use tools for their specific needs.



**TBA**  
**June 4, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

American Planning Association  
**Urban Design and  
Preservation Division**

*Making Great Communities Happen*

**CM 1.5**



American Planning Association  
**Transportation Planning Division**

*Making Great Communities Happen*

*Making TPD the National 'Go-To' Resource For Transportation Policy Information*

**TBA**  
**June 11, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**CM 1.5**



**Understanding the Unserviced Workforce**  
**June 25, 2010 – 1 pm – 2:30 pm EDT**

*Stuart Mease – Connecting People and Creative Class Speakers*

**Economic  
Development  
Division**

**CM 1.5**

White-collar professional workers, in fields such as health care, engineering, information technology, accounting, architecture, are in high demand and companies are paying a premium for their services. These workers are being serviced by private third-party groups (headhunters). Blue-collar workers, including skilled technicians and those in fields such as advanced manufacturing, are being serviced by public third-party agencies (community colleges, workforce investment boards, employment commissions and staffing agencies).

The unserviced workforce is caught in the middle. Neither the public nor private sector is serving this group. This segment of the workforce can be characterized as: younger with potential or upside; has some form of higher education; has good skill sets, but not billable skill sets, which are in demand; and are looking for a “professional” job paying a salary between \$25-\$50k. This is the critical mass of knowledge workers who are underemployed, overeducated, or who are leaving smaller regions for larger metropolitan areas for better employment opportunities.

This webinar will provide an introduction to the unserviced workforce. Special attention will be given in the webinar to how regions and local governments, urban and rural, can work to create opportunities for the unserviced workforce.



**Land Use Law**  
**July 9, 2010 – 1 pm – 2:30 pm EDT**

*Patricia E. Salkin – Associate Dean and Director, Government Law Center of Albany Law School  
Raymond & Ella Smith Distinguished Professor of Law*

**New York  
Upstate**

**CM 1.5  
LAW**



**Able-ing your Development / Zoning Code: Implementing the Americans with  
Disabilities and Fair Housing Acts**  
**August 6, 2010 – 1 pm – 2:30 pm EDT**

*C. Jeffery Evans – Owner, Evans Consulting*

**CM 1.5**

How to modify your zoning ordinance to comply with the ADA and Fair Housing Acts. You’ll learn how to ensure that your development codes are compliant with these acts and protect your community from civil rights lawsuits.



**Wind and Utility Corridors**  
**August 13, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**Western  
Central**

**CM 1.5**



**Planning and  
Law Division**

**CM 1.5  
LAW**

**TBA**  
**September 3, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*



**Economic Development**  
**September 10, 2010 – 1 pm – 2:30 pm EDT**

*John Houseal – Houseal Lavigne Associates*  
*Amy Bell Forfori – Amy Bell Forfori HL Planning*

**CM 1.5**



**Monumental Core Framework Plan: Connecting New Destinations with the National Mall**  
**September 17, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**National  
Capital  
Chapter**

**CM 1.5**

This session will describe the efforts underway to create a plan focused on the National Capital.



**TBA**  
**October 1, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**CM 1.5**



**TBA**  
**October 8, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**CM 1.5**



**Planning Ethics**  
**November 5, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**CM 1.5**  
**ETHICS**



American Planning Association  
**Urban Design and  
Preservation Division**

*Making Great Communities Happen*

**TBA**  
**November 12, 2010 – 1 pm – 2:30 pm EST**

*Speaker to be determined.*

**CM 1.5**



**TBA**  
**December 3, 2010 – 1 pm – 2:30 pm EST**

*Speaker to be determined.*

**CM 1.5**



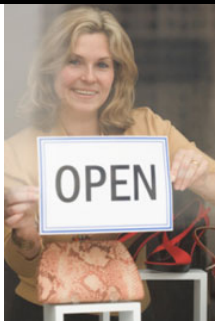
**Supporting a Diverse Local Agricultural Economy**  
**December 10, 2010 – 1 pm – 2:30 pm EST**

*Speaker to be determined.*

**Northern  
New England**

**CM 1.5**

This subject is generating novel leadership action and interest in this region. For example, Vermont has more Farmer's Markets per capita than elsewhere in the states, and our artisan cheese world is going wild. Regional planners who created regional food plans quit the planning world to create local food non-profits.



**TBA**  
**December 17, 2010 – 1 pm – 2:30 pm EDT**

*Speaker to be determined.*

**Economic  
Development  
Division**

**CM 1.5**

*(All times shown are eastern time)*