



The Bay Echo

SAN FRANCISCO BAY AREA CHAPTER— ASSOCIATION OF ENVIRONMENTAL PROFESSIONALS

SPRING 2009

President's Message

By Brian Holt, AICP, Chapter President



Brian Holt, AICP, Chapter President

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No doubt, we are all tired of being reminded that we live in interesting times. With promises of change (some welcome and some not so much) coming from every political, economic, and natural arena, it is tempting to want to relax and have things stay the same for a bit. But clearly they will not and nor should they.

The change we are confronting is in part coming out of a necessity to maintain our financial ability to continue to pursue the personal and professional projects that we are committed to maintain the quality of our lives and enhance the quality of our environment. And, in part, the change we confront comes from the ever growing recognition that we must adjust to protect our climate and the natural processes that sustain us.

The one thing that seems certain is that the work of the members of the AEP will be critical to the solutions that we seek. Whether it's in finding creative ways to balance our transportation demands with the need to reduce our greenhouse gas emissions or ensuring that public works projects intended to stimulate our economy do not do so at the cost of our environment, the skills and expertise of California's environmental professionals will be key towards rising above the economic situation we find ourselves in and preserving the natural values we hold so dear.

The network that we enjoy as members of AEP continues to grow in importance as well. We are fortunate to have so many experts across so many disciplines with whom we are able to seek resources and speak with a collective voice.

Speaking on behalf of the board of the San Francisco Bay

Area Chapter of the AEP, we look forward to seeing old colleagues and meeting new ones at our upcoming conference at the Hotel Nikko on March 15th -18th. The conference program is available on the State AEP website (www.califaep.org) and truly demonstrates the breadth of expertise and diversity of experience of our members. This range of skills and knowledge is AEP's greatest asset and is exactly what is needed in these times.

Our board and the members of the Conference Planning Committee have been extremely busy in planning for the conference while keeping up our top-notch programs, CEQA workshops, and social events while continuing to expand our student chapters and legislative review programs. If you would like any more information on any of AEP's current efforts or if you would like to get involved more, I encourage you to contact myself or any of our board members for additional information. Or check out our website (www.sfbayaep.org) and join us for one of our upcoming events.

We hope to continue to enjoy the broad involvement of the diverse membership throughout the environmental profession and to continue to prosper in our ability to enhance, maintain, and protect the natural and human environment.

2009 AEP State Conference Update

With the conference less than two weeks away, the members of the conference planning committee are excited to see their vision of an engaging and challenging conference come to fruition. There is an outstanding variety of sessions planned in each of the four tracks:

- The Idea Center - Thought-provoking sessions touting new methods or ideas not in common use, or sessions that reevaluate old ways of doing things with new tools/methodologies.
- InterACTION - Sessions in which participants work together on a mock project, conduct team problem solving, hold group discussions, or brainstorm.
- The Challenge - Sessions formatted like game shows and debates, either with participants selected ahead of time (those putting on the session) or selected from the session audience.
- Green Solution Center - Sessions that focus on sustainability and environmental justice issues.

The conference is approved to offer AICP-CM! Each regular conference session is worth 1.5 CM, so attendees can earn 13.5 credits. The Sunday workshops will also offer credit.

We have two exceptional keynote speakers: Dr. Gray Brechin and Mayor Gayle McLaughlin. Dr. Brechin is an author, journalist, and producer and is currently a visiting scholar and founder of a collaborative effort sponsored by the California Historical Society and the Institute for Research on Labor and Employment to inventory and map the cumulative impact of New Deal public works upon California. Elected Mayor of the City of Richmond in 2006, Mayor McLaughlin's priorities have been violence prevention, stimulating the green economy with green jobs for Richmond youth, environmental justice and environmental health, and advancing community empowerment.

If you're interested in some experiences away from Hotel Nikko, check out the four mobile workshops we have planned. There are two walking tours of San Francisco available: one will focus on the hidden parks, rooftop gardens, and old architecture of the financial district and the other will be an action-packed exploration of downtown's architecture from 1891 to today. Another mobile workshop will offer a tour of downtown Oakland to witness the transformation around two BART stations. The final mobile workshop is a tour of Treasure Island that will highlight the elements of the Sustainability Plan being implemented for the site, with stops at some of the historical structures and points of future development interest.

The Conference-at-a-Glance is included in this newsletter on the following pages and the Program, Speaker Biographies, and other information are available on the conference website. [On-line registration](#) for the conference and Hotel Nikko is still available, so there's still time to make plans to attend this event!

Welcome to Our New Members

The following people recently joined the 350-member San Francisco Bay Area Chapter:

Gavin Archbald	Emma Rawnsley, URS Corporation
Colleen Culver-Jaffe, Contra Costa Co Public Works	Sandy Sherwin
Kevin Deniz	Robert Steffes
Laura Gurney, City of Sunnyvale	Alisa M. Stevenson
Marina Kasa, URS Corporation	Kyle Stone
Eyal Matalon	Nicola Swinburne, Swinburne Environmental I.A.
Scott McKay, City of Palo Alto Planning	Sara Torf-Fulton
Misty Mersich	Brook Vinnedge, Vinnedge Environmental Consulting
Lorraine Parsons, Point Reyes National Seashore	Oscar Wanbuguh, Cal State Univ/Health Sciences
Maria Potter	Anthony Williams, Winzler & Kelly

Not yet a member? Contact [Terri McCracken](#), Membership Director, or take a look at our [Membership Information](#), which describes the benefits of membership and provides an application form.

2009 AEP STATE CONFERENCE
"IMAGINING THE URBAN MOSAIC"

MARCH 15-18, 2009

HOTEL NIKKO, SAN FRANCISCO

[2009 CONFERENCE WEBSITE](#)



Conference-at-a-Glance

SUNDAY, MARCH 15	
8:30 am - 6:00 pm	Conference Registration, 2nd Level Lobby
1:00 - 5:00 pm	Exhibitor Set-up / Exhibits Open, Nikko Ballroom Foyer, 3rd Level
9:00 am - 12:00 noon	Workshop/Symposium Global Climate Change & CEQA: Preparing Defensible EIRS Carmel Room
12:00 noon - 1:15 pm	Lunch On Your Own
1:30 - 4:30 pm	Workshop/Symposium Joint CEQA/NEPA Document Preparation Carmel Room
4:45- 6:15 pm	Student Meet and Greet with Professionals, Offsite at Santorini, 242 O'Farrell Street Sponsored by San Francisco Bay Area AEP Chapter
6:00 - 9:00 pm	Opening Reception, 25th Floor, Hotel Nikko, Sponsored by EDAW, Inc. Entertainment sponsored in part by The City of Rancho Mirage

MONDAY, MARCH 16				
7:30 am - 6:30 pm	Conference Registration, 2nd Level Lobby			
7:30 - 8:30 am	Continental Breakfast, Ballroom Foyer			
7:30 am - 8:00 pm	Exhibits Open, Nikko Ballroom Foyer, 3rd Level			
8:30 - 9:30 am	Opening Plenary, Keynote Speaker, Dr. Gray Brechin, Author, Journalist, Producer , Nikko Ballroom			
	INTERACTIVE	CHALLENGE	GREEN SOLUTION	IDEA CENTER
9:45 - 11:15 am	Analyzing Global Climate Change Carmel Room	New Urbanism and CEQA Evaluations Monterey Room	Local Climate Action Plan Mendocino I Room	Preservation of Cultural Resources in Western SoMa Mendocino II Room
11:30 am - 1:30 pm	Awards Lunch, Nikko Ballroom, Sponsored by PMC			
1:30 - 6:00 pm	Student Poster Competition, 2nd Floor Lobby, Sponsored in part by Christopher A. Joseph & Associates			
1:45 - 3:15 pm	MW #2 San Francisco Walking Tour			
1:45 - 3:15 pm	Climate Change Research by Water Utilities Carmel Room	Water Jeopardy: CEQA and Water Supply Availability Monterey Room	Implementation Models in Water Sensitive Urban Design Mendocino I Room	Perspectives on Tribal Consultation Mendocino II Room
1:45 - 5:00 pm	MW #3 BART Transit Oriented Development Tour (East Bay)			
3:15 - 3:30 pm	Break, Ballroom Foyer			
3:30 - 5:00 pm	Taking it Upstream: Using Collaboration and Consensus Building to Create More Sustainable Communities Carmel Room	CEQA Family Feud Monterey Room	A Spoonful of Sugar in Climate Change Strategy Mendocino I Room	Defensible, Not Gold Plated - Preparing Cost-Effective, Comprehensive and Meaningful EIRs Mendocino II Room
6:00 - 8:00 pm	Exhibitor Networking Reception, Nikko Ballroom Foyer, 3rd Level			

SESSION TRACKS

The Idea Center

Thought-provoking sessions touting new methods or ideas not in common use, or sessions that reevaluate old ways of doing things with new tools/methodologies.

InterACTION

Sessions in which participants work together on a mock project, conduct team problem solving, hold group discussions, or brainstorm.

The Challenge

Sessions formatted like game shows and debates, either with participants selected ahead of time (those putting on the session) or selected from the session audience.

Green Solution Center

Sessions that focus on sustainability and environmental justice issues.



TUESDAY, MARCH 17

7:30 am - 5:30 pm	Conference Registration, <i>2nd Level Lobby</i>			
8:00 - 9:30 am	Continental Breakfast, <i>Ballroom Foyer</i>			
	INTERACTIVE	CHALLENGE	GREEN SOLUTION	IDEA CENTER
8:00 - 9:30 am	The Chicken and the Egg Challenge (Save Tara Case) <i>Carmel Room</i>	Streamlining Environmental Review for Economic Stimulus Projects <i>Monterey Room</i>	Win Win Approaches to Greenhouse Gas Reduction Measures <i>Mendocino I Room</i>	Water Resources and Development Challenges in the Central Coast of CA <i>Mendocino II Room</i>
8:00 am - 6:30 pm	Exhibits Open, <i>Nikko Ballroom Foyer, 3rd Level</i>			
9:45 - 11:15 am	Sustainable Planning and Public Participation <i>Carmel Room</i>	NEPA Update 2009 <i>Monterey Room</i>	Don't Pave Paradise, Include It <i>Mendocino I Room</i>	Parkmerced - A Study in Regenerative Urban Ecology <i>Mendocino II Room</i>
11:30 am - 1:30 pm	Keynote Lunch, Keynote Speaker, Gayle McLaughlin, Mayor, City of Richmond , <i>Nikko Ballroom, Sponsored by ESA</i>			
1:45 - 3:15 pm	Re-Envisioning San Francisco's Cesar Chavez Street <i>Carmel Room</i>	CEQA Update 2009 <i>Monterey Room</i>	Diffusion and Growth Potential of Food Scrap Collection Programs <i>Mendocino I Room</i>	Moving Forward with the Community <i>Mendocino II Room</i>
1:45 - 3:15 pm	MW #4 San Francisco Walking Tour			
1:45 - 5:00 pm	MW #5 Treasure Island Tour			
3:15 - 3:30 pm	Break, <i>Ballroom Foyer</i>			
3:30 - 5:00 pm	New State/Federal Mandates for Local Hazard Mitigation <i>Carmel Room</i>	Effective Mitigation-From the Written Word to the Field <i>Monterey Room</i>	Air Quality Measurement and Modeling Presentation <i>Mendocino I Room</i>	Innovative Approaches to Public/Private Brownfield Remediation <i>Mendocino II Room</i>
5:00 - 6:30 pm	Wine and Cheese Reception, <i>Ballroom Foyer, Sponsored by LSA</i> <i>After the reception attendees are welcome to explore the finest restaurants in San Francisco</i>			

WEDNESDAY, MARCH 18

7:30 - 10:30 am	Conference Registration, <i>2nd Level Lobby</i>			
7:30 - 8:45 am	Continental Breakfast, <i>Ballroom Foyer</i>			
7:30 - 11:45 am	Exhibits Open, <i>Nikko Ballroom Foyer, 3rd Level</i>			
7:45 - 8:45 am	AEP General Membership Meeting			
	INTERACTIVE	CHALLENGE	GREEN SOLUTION	IDEA CENTER
9:00 - 10:15 am	Project Management the Other Science Part I <i>Carmel Room</i>	What the Heck Is That? A Hands-on Guide to Identifying Cultural Resources <i>Monterey Room</i>	Visualizing Climate-Responsible Communities: Retrofitting the Built Environment <i>Mendocino I Room</i>	Plugging in to Human Energy to Address Climate Change and Create a Climate Action Plan <i>Mendocino II Room</i>
10:30 - 11:45 am	Project Management the Other Science Part II <i>Carmel Room</i>	Cultural Resources: The Compliance Maze <i>Monterey Room</i>	Developing Wind Energy <i>Mendocino I Room</i>	The Interacting Dimensions of Green Planning and Design - Roundtables for a More Sustainable Future <i>Mendocino II Room</i>
11:45 am - 1:45 pm	Exhibitor Tear-Down, <i>Nikko Ballroom Foyer, 3rd Level</i>			

Schedule subject to change.

Chapter Director's Report

By Steve Noack, AICP, Chapter Director

As I write this column, the AEP 2009 Conference is less than two weeks away and as conference chair, my stress level is a bit on the high side. As Brian noted in his column, we have put together a great program in a great hotel, and I encourage you locals to stop by and register, at least for a day, to network and benefit from the outstanding lineup of sessions. In these times, it is important to support AEP by attending the conference as well as the many events put on by our stellar Board.

I am excited at the prospect of serving as the SF Bay Chapter Director. I have had the opportunity to work with the Board these last 18 months, and when Joan Douglas-Fry announced that she was stepping down, I thought it would be a great opportunity for me to continue on by representing the Board at the State level. In future columns I will report back on State Board activities that impact the Chapter as well as the environmental planning field.

I also want to say thank you to Joan, who served as Chapter Director for six years. As a result of her hard work and dedication, the Chapter is stronger and the range of professional development opportunities and social events is greater. Please be sure to say thanks to Joan at the conference.

I hope to meet many of you in San Francisco!



Steve Noack, AICP,
Chapter Director

2009 AEP Scholarship Winners

With 35 well-qualified applicants, the scholarship committee had a difficult time choosing winners. Applications were received from students at universities throughout the Bay Area, with a variety of academic interests, and at different stages in their education. After much debate, the committee was able to choose three deserving winners: Eyal Matalon, Maria Potter, and Gavin Archbald. Each winner was awarded \$1,000 and will be recognized during the awards lunch at the 2009 AEP State Conference on Monday, March 16.



Eyal is a senior at U.C. Berkeley majoring in Environmental Sciences with a biological emphasis. Eyal is currently working on a senior thesis researching environmental determinants of disease vectors in Sichuan Province, China. Exploring the free time that comes with being a senior, Eyal is an emerging yoga and improv comedy enthusiast.



Maria is a senior at Sonoma State University majoring in environmental studies and planning with a minor in biology and an emphasis on conservation and ecological restoration. Currently, she is working on campus in the Center for Interdisciplinary Geospatial Analysis (CIGA) lab as a student research assistant. In her free time, she loves exploring the back roads of the north coast on her bike. One of her favorite professors tells her this is the best way to study topography!



Gavin is a graduate student in the Ecology and Systematics Master's degree program at San Francisco State University. Advised by Dr. Katharyn Boyer, he is investigating the ecology of an invasive wetland plant, Algerian sea lavender, recently discovered in San Francisco Bay salt marshes. When not engaged in scientific pursuits, Gavin enjoys trail running, surfing, ceramics and playing guitar.

Be sure to visit the [Students Section](#) of our website for more details on this year's winners and information about how you or your company can support our chapter's scholarship program. A huge thanks goes out to the scholarship committee: Terri McCracken, Megan Marruffo, Janet Palma, and Jessica Viramontes.

Upcoming Event: An Evening with Richard Jackson

This is an AEP-supported event hosted by the Committee for Green Foothills (CGF). Join CGF for an evening with Richard Jackson, M.D., M.P.H., Chair and Professor, Environmental Health Sciences, UCLA and co-author of *Urban Sprawl & Public Health: Designing, Building and Planning for Healthy Communities*.

Richard J. Jackson has done extensive work in the impact of the environment on health, particularly relating to children. Dr. Jackson chaired the American Academy of Pediatrics Committee on Environmental Health. He has done extensive work on pesticides in California, and has also focused on epidemiology, infectious diseases and toxicology. Over the past decade much of his work has focused on the 'built environment' including how architecture and urban planning affect health. He recently served on the Board of Directors of the American Institute of Architects and has written and spoken extensively in the above areas. Currently, Dr. Jackson is working on policy analyses of environmental impacts on health ranging from toxicology, chemical body burdens, terrorism, sustainability, climate change, urban design and architecture. In addition, he is developing policy analyses in related areas, such as how farm, education, housing, and transportation policies affect health.

"Suburban sprawl is killing us. Increasingly, physicians, public health officials, planners, and designers recognize the relationships between our health and our built surroundings. Urban Sprawl and Public Health offers a cogent diagnosis of this health menace as well as timely prescriptions for healing our cities." (Frederick Steiner, Dean, School of Architecture, University of Texas at Austin)

When: March 5th, 2009

Wine and Cheese Social at 6:30pm

Author Talk at 7:00pm

Where: Santa Clara University

Benson Memorial Center, California Mission Room

500 El Camino Real

Santa Clara, CA

Cost: \$10 for admission only

\$40 Book and Admission

\$5 Admission Only, Student

Please RSVP: Wendee@greenfoothills.org or
(650) 968-7243 x314



AEP's CEQA Advanced Workshops

Our chapter will host two CEQA Advanced Workshops: Cotati on April 1 and Oakland on April 3. [More information](#) is available on the State website. These workshops will focus on the most challenging CEQA issues of the day, specifically climate change, legislative changes, and cumulative analysis.

Board Member Profile

Featuring Megan Marruffo, Co-Student Membership Coordinator

How did you become an environmental professional?

I have a Bachelors degree in Environmental Studies & Planning from Sonoma State University. I became an environmental professional because I have always been an outdoor enthusiast and wanted to do my part to preserve the environment for future generations.

What do you enjoy about your job?

I am an Assistant Environmental Planner with Christopher A. Joseph & Associates, where I assist with the preparation, production, and distribution of environmental documents for a wide array of projects. What I enjoy most about my job is that every project and every day is different and there is always something new to learn. I find it very interesting and exciting.

Why are you involved with AEP?

I became involved with AEP because of the many wonderful workshops and events offered by the Chapter. I especially enjoy the various networking opportunities AEP provides. I am now assisting with the start-up of student chapters to increase student involvement in AEP.

How do you spend your free time?

My favorite pastime is spending time with family and friends. I also enjoy getting out and exploring the area, traveling, and a range of outdoor activities, including hiking, rafting, and going to the beach.



Megan Marruffo, Co-Student Membership Coordinator

Capital Snapshot

By Allan Lind, AEP Lobbyist

The Budget

February in the State Capitol was all about the state budget crisis. With the imposition of furloughs and the specter of large-scale lay-offs for public employees, the inability of state agencies and local governments to pay vendors because of the State Treasury's severe cash flow crisis, all eyes were on the corridors between the Governor's office and the offices of legislative leaders.

On February 20, 2009 Governor Arnold Schwarzenegger signed 32 bills that, taken together, represent an agreement for balancing the remainder of the current year (2008-2009) budget with new cuts and borrowing and a framework for balancing the 2009-2010 budget (beginning this coming July 1) with additional cuts, borrowing and tax increases. You can find links to all 32 bills at: <http://gov.ca.gov/press-release/11529/>

The budget agreement also looks forward to the 2010-2011 and 2011-2012 fiscal years: the continuation of certain revenues and spending constraints established in the 2009-2010 budget framework is made contingent on voter approval of six measures that will appear on a statewide special election ballot scheduled for May 19, 2009. These six measures would: change the way the state sets aside "rainy day" fund; revises how the state pays for K-12 education; revises the operation of the California State Lottery to raise additional revenues; temporarily redirect revenues from Prop. 10 (supporting "First Five" child development programs) to other purposes; temporarily redirect revenues from prop. 63 (mental health programs) to other purposes; and, finally, prohibits pay raises to legislators under certain circumstances. (A convenient summary of these ballot measures can be found at: http://www.lao.ca.gov/laoapp/ballot_source/propositions.aspx)

How the Budget Agreement affects environmental professionals: CEQA exemptions and permit streamlining proposals

Of particular interest to environmental professionals may be AB 8 of the Second Extraordinary Session ("X2") by Assemblymember Brian Nestande (R-Palm Desert). This new law exempts certain highway projects from CEQA and creates an expedited permit review process for transportation projects. AB X2 8 also exempts from CEQA the sale of state surplus real property under specified conditions, and also relaxes state air pollution regulations affecting primarily off-road

diesel construction equipment. (Control – click your way to ABX2 8 for additional information on this bill).

The Budget Agreement will gradually "thaw" the state bond freeze (a.k.a. "AB 55 Loan Freeze")

For those of you affected by the freeze on state bond funds, the Governor's Department of Finance has confirmed that enactment of the budget agreement will lead to a "thawing" of the state's freeze on several thousand projects funded by state bond funds.

In mid-December, 2008 the state determined that there were insufficient funds to pay all of the state's bills due to deteriorating fiscal condition, and therefore imposed a freeze on all projects funded by state bond funds, including projects requiring the services of environmental professionals. Enactment of the state budget agreement begins the thaw on the bond-funded project freeze. The complete "thaw" is dependant on a number of financial considerations, including the state's current unfavorable credit rating in the bond market, which prevents DOF from predicting how soon a complete thaw will come.

SB 375 Regional Targets Advisory Committee (RTAC)

Among other things, SB 375 – the regional blue print-global warming-housing legislation of 2008 that will be a featured topic at AEP's Annual Conference in San Francisco (March 15 – 18, 2009) – directs the California Air Resources Board to develop targets for reducing greenhouse gas emissions from passenger cars and light duty vehicles in the regions defined by the state's 18 Metropolitan Planning Organizations. SB 375 further directs CARB to form a RTAC to come up with factors to be considered and methodologies to be used for setting such regional targets.

CARB established the RTAC in January, 2009 made up of 21 members with professional experience in the following areas: regional governments (7), regional public interest groups (4), planning consultants and academics (4), city and county government (3), builders (1), environmental organizations (1), and local air districts (1).

The RTAC is charged with coming up with technical recommendations to CARB by September 30, 2009. CARB is required to consider the technical input from the RTAC, develop draft targets by June 30, 2010 and adopt final targets by September 30, 2010. Invited observers include OPR and Caltrans as well as the general public.

Please see [Snapshot](#) on page 9

Writing Successful Proposals

By Erica Jensen, a writer/editor at Peak Science Communications in Boise, Idaho. Peak Science Communications specializes in writing and editing for the environmental, engineering, and land use planning industries.

Now more than ever, crafting the perfect proposal is vital to winning your next job and bringing in new business. Although the task might seem daunting, a little planning and attention to detail can go a long way towards landing your next big contract. When you spot the perfect Request for Proposal (RFP) or Request for Qualifications (RFQ), the first step is to read it very carefully. If you can't follow the directions, you're not going to get the job! Pay attention to the information you are supposed to provide, any formatting requirements, and all limitations or constraints. Some requests will specify a page limit, which you should keep in mind throughout the writing process. The request will also present a schedule. Along with the obvious deadline for submission, look for a deadline for questions or inquiries. Thoroughly examine all materials accompanying the proposal; appendices or attachments may provide critical information or material that must be completed. Finally, after carefully reading the RFP, direct any questions to the appropriate person as soon as possible.

Every proposal needs a cover letter. You may choose to write this first or last, but it will be the first words the prospective client reads. Use the letter to sell yourself and your services and to highlight your strengths. You have more flexibility in the cover letter than in the proposal itself, so make sure you include any important

points that may not fit elsewhere. Often, you can modify an existing cover letter, but make sure you read it carefully and make all appropriate changes. Remember to update the date, address, and project-specific references. Nothing is more embarrassing than a form letter that you forgot to modify!

When you start writing the proposal, look for the bulleted points or specific items the company or agency wants addressed and then organize your proposal to match the RFP. If your information is clearly laid out, it will be easier to read, understand, and evaluate. After you have completed a response to a particular bullet point or item, go back and read that part of the RFP again to make sure you answered the question and provided the correct information. As we all remember from high school essays, it doesn't matter how well you write if you don't respond to the question!

Most RFPs and RFQs provide respondents a few weeks to write their proposals. Finish the initial writing in plenty of time because the real work begins after the writing is "done." You are an expert in your field and know your qualifications, so the writing will come easily. But after you are finished writing, you will need to edit your proposal. Your skills, talents, and qualifications will all be lost if the

proposal is plagued with poor grammar, unsightly typos, or bad organization. If you are going to take the time to write the proposal, take the time to make it look professional. Try putting the proposal away for a few hours or overnight before editing. Better yet, have someone else edit your proposal. Fresh eyes can see errors you might miss since you're already familiar with the text.

After editing, format your document in a way that clearly displays the information without being too flashy or distracting. Use your business colors and logos, incorporate pictures, and use a professional cover page. Add headers and footers to display the proposal title, your company name, page numbers, and any other necessary information. If you write proposals often, incorporating these elements into a template will save you much time and effort on future projects. Finally, always perform a final proofread and formatting check on a hard copy. Then, when you have everything just the way you want, print the final copies, sign your cover letters, and send them off! Good luck!

Website News

Our website (www.sfbayaep.org), with its valuable information updated on a daily basis, received almost 13,500 hits in January (our most ever!). If your business or employer is interested in advertising or posting jobs on the website, contact [Marc Descollonges](mailto:Marc.Descollonges@sfbaep.org), our webmaster. The website features a calendar for upcoming events and programs, a record of past events, Board member biographies, and links to important resources on the State AEP website (www.califaep.org).



Upcoming Programs

Our Chapter is currently working on a variety of programs for the coming months:

- Impacts of SB375 on CEQA Practitioners
- CEQA Streamlining for Economic Stimulus Projects
- Renovation of Historic Buildings and LEED Certification
- San Francisco versus Oakland Bicycle Plan EIRs
- Quarterly State Capital Update
- Sonoma State University Green Building Certification Program
- Caltrans Bay Bridge Tour

Details of these programs are forthcoming, however if you would like to help coordinate these events, have a venue, or have ideas for future programs, please contact [Leslie Garlinghouse](#) or [Emma Jack](#), both Co-Vice Presidents of Programs.

Employment Opportunities

AEP is pleased to offer this advertising service for jobs in the environmental profession. See the [Jobs Section](#) of our Chapter website for further details.

ECORP Consulting—Environmental Planning Manager

Rocklin or Oakland, CA

Posted: February 13, 2009

EDAW—Senior Natural Resources Principal and Leader

Walnut Creek, CA

Posted: December 19, 2008

Santa Clara Valley Water District—Water Conservation Specialist I

Santa Clara County, CA

Posted: December 12, 2008

Snapshot from page 7

The RTAC is in the early stages of identifying potential factors and methodologies for establishing the regional targets. The RTAC members have expressed an interest in being sensitive to differences between regions in terms of regional government resources, governmental powers, status of regional planning documents, regional growth patterns, top-down vs. bottom-up regional planning processes, and other considerations.

At this early stage, the RTAC is searching for common ground within their fundamental tasks, including careful discussion of what is meant by “factors to be considered” and standards for regional plans. The end product is difficult to visualize at this time. For more information, go to: <http://www.arb.ca.gov/cc/sb375/rtac/rtac.htm>.

OPR’s CEQA Guidelines and CARB’s CEQA GHG Thresholds of Significance Discussion

We’re waiting to see what OPR comes up with in the next few weeks as a final recommendation to the Resources Agency. OPR’s final product is due out any day now. The final draft guidelines are not expected to address GHG thresholds of significance. OPR has asked CARB for advice in this regard.

CARB’s CEQA GHG threshold of significance discussion produced an initial draft “concepts” paper in October, 2008. A subsequent draft was scheduled for release in February but that milestone has been extended. At this point in time, CARB is unable to tell us when the next draft will be released or the next workshop will be scheduled. For more information on CARB’s effort, go to: <http://www.arb.ca.gov/cc/localgov/ceqa/ceqa.htm>

Legislative Bills

February 27 is the deadline this year for the introduction of bills. Your AEP Legislative Review Committee will soon be sifting through plus-or-minus 2,400 bills.

Program Recap: Determining Impact Significance Under CEQA

By Leslie Garlinghouse, Co-Vice President of Programs

Our chapter co-sponsored a one-hour workshop with the Bay Area Chapter of the American Planning Association on Monday, March 2, at the Oakland City Hall. Gary Jakobs and Wendy Copeland of EDAW's Sacramento office provided an overview of determining significance and evaluating cumulative impacts in CEQA evaluations.

Wendy, a senior planner with 10 years of experience preparing and managing EIRs and other environmental documents, began the presentation by discussing the importance of the significance determination and defining significance of your project actions as compared to baseline conditions. She cited case law justification for today's significance determinations and she highlighted the important, though often forgotten, considerations of effects on economic versus social changes and urban decay.

Gary is a principal at EDAW with over 25 years of experience in CEQA and NEPA planning, climate change, and endangered species act compliance. Gary transitioned the discussion to discuss cumulative significance providing an understandable and useful definition of what impacts are *considered cu-*

mulative and what impacts are *cumulatively considerable*. He went on to define the cumulative baseline independent of the proposed action and led a discussion about how to determine to what level, if any, your project contributes to that cumulative impact.



Approximately 55 people attended the workshop, representing both AEP and APA members, filling the City Hall conference room. Based on the overwhelming response to this event, AEP

and APA will look for opportunities to invite Gary Jakobs and Wendy Copeland back for similar workshops in the near future.

The [slides](#) have been posted on the AEP website. The event has been approved for AICP certification maintenance credit for those in attendance.

A big thank you goes out to Gary Jakobs and Wendy Copeland for taking the time on a rainy day to drive down to the Bay Area and share their expertise with AEP and APA. Our appreciation is also extended to the City of Oakland for accommodating this program.

Editorial Information

The Board meets in the evening approximately every other month and all members are invited to attend. Information about upcoming and past Board meetings, including meeting notes, is posted in the Programs & Events section of our Chapter website under [SF Chapter Board Meetings](#).

The Bay Echo is published quarterly in early March, June, September, and December. Current and past newsletters are posted in the [Newsletters Section](#) of our Chapter website. Articles and announcements are welcome free of charge, but must be of interest to the membership.

All revenue generated through advertising in The Bay Echo supports the student scholarship program. Prices are for 4 consecutive issues, except where noted below:

- 1/8 page: \$20 for 1 issue and \$70 for 4 issues
- 1/4 page: \$30 for 1 issue and \$105 for 4 issues
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Practical Sustainable Urban Water Recycling, April 3 and 4 in Berkeley

Communication Essentials for Environmental Managers, April 3–11 in San Francisco

Sustainable Landscapes: Wetland Creation and Restoration, April 21–24 in San Francisco

Aquatic Pollution in the San Francisco Estuary, April 24 and 25 in Berkeley

Sustainable Urban Surface and Stormwater Treatment, May 1 and 2 in Berkeley

Land Use Planning and Economic Development

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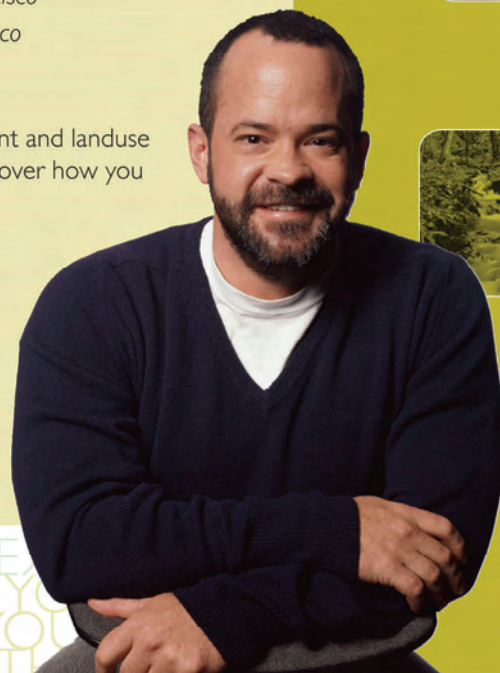
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