APA

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

JULY/AUGUST 2000

Regional Partnership Tackles Jobs Housing Balance

By William Fulton

A five-county "Inter-Regional Partner ship" between the Bay Area and the Central Valley is taking more tangible form. The Partnership has asked the Legislature this year for a pilot project to designate housing and job "incentive zones" — similar to enterprise zones —that would include a re-distribution of existing property tax revenue and streamlined environmental review to encourage better jobs-housing balance. The Partnership is also seeking $625,000 in state funding to integrate computer mapping throughout the five counties, thus permitting more accurate mapping of job centers and housing centers.

Participants say the likely creation of a formal entity reveals that officials from the five counties have built a certain level of trust.

"We have to coordinate our efforts better," said Contra Costa County Supervisor Mark DeSaulnier, one of the founders of the Inter-Regional Partnership. "We have to get local governments to understand the convergence of land-use issues."

The proposed legislation, which has been carried by Democratic Assemblyman Tom Torlakson, a former Contra Costa County supervisor, will also formalize the Inter-Regional Partnership's legal status. Torlakson's bill proposes that the IRP be created as a joint entity of the three councils of governments in the affected area —the Association of Bay Area Governments, San Joaquin and Stanislaus county Councils of Government (COGs). The IRP would be created either as a joint-powers authority or through a memorandum of understanding among the three COGs.

DeSaulnier said that formalizing the IRP does not represent creation of a new level of government. "You already have regional government," he said. "It's just a question of making it work."

The Inter-Regional Partnership was formed two years ago by elected officials from five counties affected by an imbalance of jobs and housing —Santa Clara, Contra Costa, and Alameda in the Bay Area, and Stanislaus and San Joaquin in the Central Valley. These five counties are all part of a major cross-commuting pattern centered on the Altamont Pass, which separates eastern Alameda County from San Joaquin County. The IRP's forecasts predict that the three Bay Area counties will produce more than 800,000 jobs but only 300,000 houses in the next 20 years. As a result, the number of commuters traversing Altamont Pass is expected to grow from 100,000 to 250,000 per day during this period, according to IRP planners.

Staffed by the three COGs, the IRP up to now has served as a "watering hole" for jobs-housing balance issues in the two regions. (Though almost 69 local governments are located in the five counties, only 15 are officially part of the IRP, including all five county governments.) Participants say the likely creation of a formal entity reveals that officials from the five counties have built a certain level of trust. "We were sword-fighting and fist-fighting at first," said Don Bilbrey, mayor of Tracy, a fast-growing city in San Joaquin County. "But since then, there's been an evolution. We have identified regional problems and difficulties, so understanding and respect has grown."

(continued on page 3)

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EDITORS NOTE

The July/August issue of the *Northern News* features an article by William Fulton discussing a unique Inter-Regional Partnership (IRP) pilot project which is led by three regional planning agencies; the Association of Bay Area Governments, San Joaquin and Stanislaus Councils of Governments (COG's). The IRP pilot project hopes to muster support from the state by acquiring funding for the purpose of mapping jobs and housing incentive zones in fiive counties, Alameda, Contra Costa, Santa Clara, Stanislaus and San Joaquin. Also included in this month's issue is a continuation of Harmut Gerdes piece titled "The Color of Asphalt" in which he continues his discussion of "Smart Growth" vs. "Smart Cars".

Please note: You didn't miss an issue. The *Northern News* was not published in June.

Professional Notes

San Francisco planning consultant/writer/editor **Natalie Macris** is the author of *Planning in Plain English: Writing Tips for Urban and Environmental Planners* recently published by APA. The book is available through APA's Planners Book Service at www.planning.org.

Vickie Germany, AICP, has joined EIP Associates as a Senior Scientist. She has 12 years of experience on major infrastructure projects involving flood control and roadways. She is experienced in NEPA/CEQA, mitigation/restoration planning, obtaining permits, and monitoring.

Greg Mattson, AICP. Mr. Mattson has recently accepted a position as Principal for McGill Martin Self, Inc. in their Chula Vista office. He previously served as Principal Planner for 12 years in their Walnut Creek office, directing the planning and landscape architecture division. He will be leaving the Northern APA Board, on which he has served for six years.

Amy Skewes-Cox, AICP, has started her own environmental planning consulting practice based in Marin County. She plans to focus on CEQA/NEPA documents and planning projects related to mixed-use development and agricultural/open space preservation. She can be reached at amysc@rtasc.com (415/454-8666).

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The deadline for submitting materials for inclusion in the **Northern News** is the 16th day of the month prior to publication.

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DON'T MISS OUT

2001 APA National Planning Conference

Here's your opportunity to propose a session for the 2001 APA National Planning Conference in New Orleans, March 10-14. Sessions present successful studies, special projects, policy issues, and new ways of solving common problems.

For more information be sure to visit the APA website: www.planning.org

Submission deadline is August 11, 2000.

BULLETIN BOARD

California APA Northern Section Awards

Congrats to this years Northern Section APA awards winners. Eight planning programs and projects have received awards and awards of merit. They are as follows:

Comprehensive Planning • South San Francisco General Plan

Planning Implementation • Agricultural Protection Program of Santa Clara County

Planning Implementation • Downtown Gonzales Revitalization Plan

Planning Implementation • The Permit Place; County of Mendocino

Focused Issue • NASA Research Park Economic Development Concept Workbook

Planning Project • Downtown Pleasant Hill

Innovative Use of Technology • Vallejo Economic Development Internet GIS Application

Academic • Campus Master Plan Community Outreach Program Website

APA 2000 Region VI Conference

The APA 2000 Conference Committee is working very hard to see that this years Conference will be one of the most interesting and educational conferences ever. The Conference will be held at the Long Beach Hilton, September 16-19, 2000. For more information and to register, please visit the web site at www.la-apa.org/conference

Interested in sharing hotel expenses for the upcoming APA 2000 Region VI Conference? If so contact Ken Norwood for more information at 510.548.6608 or via email at slrcnorwood@earthlink.net

Interested in learning more about a socially and environmentally conscious innovation in community housing opportunities in the Bay Area? Check out the Tour! Ken Norwood will be leading a tour of seven co-housing developments, four in the East Bay and three in the City of Davis, CA. The cost is $70.00 including lunch. If you are interested, please contact Ken Norwood at 510.548.6608 or via email at slrcnorwood@earthlink.net

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The Bulletin Board section of the Northern News is intended to provide a forum for individuals to inform members about events or current topics. If you would like to submit an item for the Bulletin Board section, contact the Newsletter Editor at (510) 464-7994.

...Jobs Housing Balance *(continued from page 1)*

In addition to the legislation, the IRP recently surveyed the 69 local jurisdictions in the five counties to determine how many are pursuing jobs-housing balance policies. Of the 42 jurisdictions that have responded so far, 32 were completing an inventory of vacant lands, 21 were studying higher densities, and 24 were willing to consider attracting employers that match the skills of the area's work force. Half of respondents had established urban growth boundaries. In most cases, Alameda and Contra Costa County communities appeared to be ahead of the other counties in adopting sophisticated planning and economic development instruments.

The most interesting idea to emerge from the IRP is the concept of jobs and housing "incentive zones" that would receive tax and regulatory breaks in the same fashion as enterprise zones. The Partnership is asking the Legislature to pass a bill permitting the designation of 5 to 10 such zones of various sizes, scattered around the region. The sites would be eligible for a slew of special incentives, including the following:

- Delivery of all 100% of property tax revenues generated within the zone to the city or county containing the zone, rather than splitting revenues among all taxing entities.
- Streamlined environmental review within the zone under the California Environmental Quality Act.
- Priority for low-income housing tax credits, funds from the state infrastructure bank, and similar discretionary state funding sources, much like proposals made by State Treasurer Phil Angelides in his "Smart Investments" strategy.
- Brownfield-style loans for up-front planning and environmental evaluation of the sites.

All these ideas have been kicking around Sacramento—mostly in other contexts, such as reform of the state-local fiscal system and the Angelides proposal. It is unlikely that all would pass. However, Torlakson, who is also chair of the Assembly Select Committee on Jobs-Housing Balance, said he is confident because of what he heard when the select committee took testimony around the state last year. "I think this will resonate across the state," says Torlakson. "I see similar problems all across the state."

Torlakson's IRP bill has been presented before the Assembly Budget Subcommittee and has received favorable attention. In fact, the Assembly Budget Subcommittee agreed to support not only the IRP's original $625,000 request, but also to include an additional $4,375,000 ($5 million total) to fund similar efforts in other regions of the state. Additionally, the bill passed through the Assembly Committee on Housing and Community Development on April 26 with no dissenting votes.

The state's IRP program would be considered a pilot program that would last for three years, with the IRP submitting a final report on the experiment to the Governor's Office of Planning and Research no later than 2004.

Participants acknowledge that the Central Valley communities will be receptive to job creation in their communities, while the notion of adding more housing may meet resistance in the Bay Area. At the same time, however, it is not clear how quickly employers will consider moving from the Bay Area over the Altamont Pass into the San Joaquin Valley —especially the Silicon Valley computer companies. These companies have expanded rapidly in the Sacramento area, where an educated workforce and perceived high-quality lifestyle are draws. But they have been slow to move into the counties further south, even though many of their employees currently commute from those counties.

For example, Carl Guardino, president of the Silicon Valley Manufacturers Group, said his organization is not focused on job

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JOBS

Urban Planner

McGill Martin Self, Inc., a planning, land development, and civil engineering firm located in Walnut Creek, is seeking an urban planner w/ a minimum of five years experience in planning studies, land development, and environmental processing (CEQA/NEPA). Working knowledge of land use entitlement process, redevelopment law, landscape architecture and special financing districts. Excellent salary and benefits. Resume to MMS, 1500 Newell Avenue, #700, Walnut Creek, CA 94596 or fax (925)988-0170 or mmsinc@mms-inc.net. EOE.

Environmental Planner

The Oakland office of CH2M HILL, an employee-owned environmental and engineering consulting firm, seeks entry-level planner in our water business group to provide support on environmental assessment and resource agency permitting projects. Requirements include bachelor's degree in planning or environmental science, and ability to work independently on research and report writing tasks. A master's degree is preferred. Familiarity with CEQA and NEPA helpful. Excellent communication, writing, and interpersonal skills necessary. CH2M HILL has a variety of interesting and challenging projects and offers excellent benefits and a competitive salary. Please send resume to:

CH2M HILL , Attn: Job Code 00-240 P.O. Box 241325, Denver, CO 80224-9325. e-mail: resumes den@ch2m.com
Visit us at www.ch2m.com. EOE

Director of Community Development

City of San Luis Obispo, CA.

Salary: $81,700 - $102,000 plus EXCELLENT benefits. Position reports to CAO, oversees 3 divisions with a staff of 20. Candidates should possess a Bachelors degree with major emphasis in urban planning or a closely related field and 5 yrs. of progressively responsible planning experience. Graduate Degree and significant supervisory experience. is highly desirable. FILING DEADLINE: July 31, 2000. For further information visit our Web site at www.slocity.org or e-mail us at employment@slocity.org or call (805)781-7250.

Planner III : Two positions

$43,400 – $ 61,100 annually plus excellent benefits including a 36 hour, 4-day work week.

The City of Alameda is planning for the future development of the closed Naval Air Station and the transitioning northern waterfront along its estuary by initiation of a City-wide General Plan Update and a Specific Plan for the waterfront. Surrounded by SF Bay, Alameda is strategically located to provide a wide variety of career opportunities and professional development. Planner III performs professional work related to current and advance land use planning and administration of land use controls. Responsibilities include preparation of specific reports and recommendations with opportunity for independent judgement in planning work details and in making technical determinations. This is a highly motivated department which is responsive to the community. Requirements include BA/BS in planning, urban design, architecture or related area and at least 3 years professional municipal planning experience involving current or advanced planning. California experience is desirable.

Senior Planner

City of Campbell, California

Salary Range: $5737.00 to $6972.32 per month plus $100/month auto allowance. Salary increase planned for July 2000.

This is a mid-management position reporting directly to the Community Development Director. The Senior Planner will perform difficult and responsible city planning and administrative work. Supervises the personnel and projects of both the Current and Policy Department (long range planning) Sections, and personally reviews major current planning applications. Attends City Council, Planning Commission, and other related meetings as needed. Requires a degree in planning or closely related field, plus four years of increasingly responsible professional planning experience. (a Master' degree in city planning may be substituted for one year of experience). Excellent Benefits including option to request a 9/80 workweek. For further information or application please call 408/866-2122 or log on to our website at www.ci.campbell.ca.us. Apply at: Personnel, City of Campbell, 70 North First Street, Campbell, Ca 95008. Deadline is 5:00 pm., July 28, 2000. EOE

Planning Director

Association of Bay Area Governments

Management position. Salary: DOQ

Excellent benefits including up to $65/mo. reimbursement for public transit costs, California Public Employees Retirement System with 7% employee contribution paid by ABAG.

ASSIGNMENT: Responsible for directing and managing diverse planning programs of the Association. Projects include regional studies of land use planning, smart growth, inter-regional partnerships, S.F. Bay Trail, earthquake preparedness, housing, and jobs-housing balance. Manage work programs; administer budgets; and supervise professional planning, technical and support staff. Develop and present policy and procedural recommendations regarding regional planning program. Provide principal staff support to ABAG Regional Planning Committee and other ABAG policy-making bodies. Represent Association policy before Federal, State, regional and local agencies. Examples of current planning work available at www.abag.ca.gov/planning.

EXPERIENCE: Requires at least five years' successful experience, including two in multi-jurisdictional planning programs. M classification requires six years' increasingly responsible experience, including three in a supervisory capacity. Knowledge of California planning law and California Environmental Quality Act required. Ability to work closely with local elected officials, writing, public speaking, strong computer and supervisory skills essential. Knowledge of transportation planning and programming requirements desirable.

EDUCATION: Master's degree in planning, economics, public administration or related field required.

Required appl at http://www.abag.ca.gov/abagapp.html or send SASE to ABAG-HR 00-94, 101-8th Street, Oakland, CA 94607. Call 510/464-8496. EOE

Regional Planning Positions

Association of Monterey Bay Area Governments

The Association of Monterey Bay Area Governments, a council of governments representing the magnificent Central Coast region, has three job opportunities available now. All positions are open until filled. Submit detailed resume to: Association of Monterey Bay Area Governments, P.O. Box 809, Marina, CA 93933. Phone: (831)883-3750. FAX: (831)883-3755. E-mail to: EOE.

Associate Planner (Salary: $41,172 –55,380 annually) to perform journey-level work to research and prepare comprehensive reports and plans on regional housing and environmental issues; maintain, research, interpret and disseminate regional demographics; represent the agency on various advisory committees; prepare a regional clearinghouse newsletter; organize workshops and meetings; conduct public awareness/participation activities and programs; perform a variety of technical planning functions; prepare environmental assessments; manage consultant contracts; and do related work as required. Requires the equivalent of a bachelor's degree in planning or related discipline, and two years of relevant professional planning experience.

Associate or Senior Transportation Planner (Salary: $41,172 – $55,380 annually (Associate); $46,500–$65,424 annually (Senior)). Contact AMBAG for job description and requirements.

Associate or Senior Transportation Modeler (Salary: $41,172– $55,380 annually (Associate); $46,500–$65,424 annually (Senior)). Contact AMBAG for job description and requirements.

Transportation Planner I/II/III/IV

Santa Cruz County Regional Transportation Commission (SCCRTC)

Salary: $2,688 to $4,784/monthly, plus a comprehensive benefits package.

The SCCRTC has two vacancies for Transportation Planners. SCCRTC is the Regional Transportation Planning Agency and is currently preparing the Regional Transportation Plan in-house. Other programs include transportation improvement programming, bicycle planning, planning for transportation needs of elderly and disabled, rideshare promotion, traffic monitoring, public information, legislative monitoring, motorist aid call box system, freeway service patrol, + planning a bicycle/pedestrian path along rail right-of-way. Because the SCCRTC is a relatively small organization, each Transportation Planner has the opportunity to contribute to many programs. For application and job bulletin, please contact the County of Santa Cruz Personnel Department at (831) 454-2600, or 701 Ocean Street, Room 310, Santa Cruz, CA 95060, or www.co.santa-cruz.ca.us Apply by: August 18, 2000. EOE

Associate Planner/Senior Planner

City of Cupertino, CA

Salary: $4715 – $5732 mo./ $5057–$6148 mo., plus 7% City-paid PERS

This position is flexibly staffed at the Associate or Senior level, and appointment may be made at either, depending upon experience and qualifications. Incumbents will perform a variety of professional planning duties including zoning and planning administration, environmental review, assistance in housing programs, plan preparation, and special projects; and to prepare reports and recommendation relative to assigned area of responsibility. Associate Planner requires two years of professional planning experience. Senior Planner requires five years of professional planning experience. Education requirements are equivalent to a Bachelor's degree in urban planning, environmental studies, engineering, geography, or related field. Final Filing Date: August 11, 2000. City of Cupertino application required. Contact Human Resources, 10300 Torre Avenue, Cupertino, CA 95014, (408) 777-3227 or www.cupertino.org. EOE/AA

Associate/Senior Planner

Planning Design & Construction Office

UC Office of the President

The UC Office of the President, located in Oakland, is the system-wide administration for all UC campuses, national labs, and other facilities throughout the state.

Redevelopment Project Manager

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Associate Planner / Senior Associate

Design, Community & Environment

Starting Salary: $40,000 to $70,000 per year, depending on experience

Design, Community & Environment, a planning and design firm located in Berkeley, is seeking an experienced Environmental and Land Use Planner to join our team as an associate or senior associate. DC&E offers consulting services to public and private sector clients in the areas of community planning, environmental assessment, urban design, bicycle and transportation planning and community participation. Applicants should have a minimum of three years experience in CEQA, comprehensive planning and/or related fields, with project management experience. Responsibilities will include project management, client interface, proposal writing, and preparation of environmental and planning reports.

DC&E is a rapidly growing firm, with an open and friendly work environment. Full benefits are included in salary package. Send cover letter and resume to David Early, Design, Community & Environment, 1600 Shattuck Avenue, Suite 222, Berkeley, CA, 94709. Resumes may also be sent via e-mail to: david@dceplanning.com.

...Jobs Housing Balance

creation in the Central Valley at present and has not been monitoring the IRP process closely. The organization, composed of Silicon Valley's biggest computer companies, is an aggressive lobbyist for more housing and better transportation within Santa Clara County and between Silicon Valley and the Central Valley. To the employers, he said, the most important element in location decisions is "access to a talented work force."

Nevertheless, IRP leaders remain confident simple economics will drive Silicon Valley employers "over the hill" sooner or later. "The job generators understand how successfully they have been at developing jobs," Bilbrey said. "There is a demonstrated cost savings to these companies of up to 30%."

Bilbrey's city, located at the base of Altamont Pass, is often depicted as a prime example of rampant residential growth in the Valley. After a lull in the early and mid 1990s, Tracy is now seeing construction of about 1,500 homes per year, he said. A citizen initiative, scheduled for the March ballot, would cut that number in half. Bilbrey and his City Council colleagues oppose the initiative.

AB2054 should be heard on the Assembly floor sometime in May and then begin working its way through the Senate.

Contacts:

Mark DeSaulnier, Contra Costa County supervisor, (925) 646-5763.

Don Bilbrey, mayor, City of Tracy, (209) 831-4103.

Tom Torlakson, assemblyman, (916) 319-2011.

Gary Binger, deputy executive director, ABAG, (510) 464-7902.

William Fulton of Ventura is editor of California Planning & Development Report and president of Solimar Research Group.

THE COLOR ASPHALT, Part II

By Hartmut Gerdes

Abolish Unintended Consequences!
Bumpersticker

In the May 2000 issue of the Northern News I wrote about the potential conflict of smart growth vs. smart cars. The smart car being a "hybrid" of old and new technologies, to be superceded, eventually, by the fuel cell car. Going 80 miles or more on a gallon of gas, with no environmentally or atmospherically damaging exhaust is impressive. Better still, lightweight materials and simpler engines will lower production costs, making them more available. (For starters, Toyota will sell a four-seat 50mpg car, albeit more expensive, this fall.) Liking the news would seem a no-brainer if it were not for the prospect that more cars pose new problems for the planet, and for our regions, already stressed by fighting daily gridlock and road rage. In Part I, I mused about the potential conflict of smart cars and smart growth. Here is Part II, postulating yet another challenge for planners and designers of all stripes, domestic and worldwide.

PART II: SMART GROWTH VS. ABUNDANT ENERGY

Aside from the rush toward cleaner and more efficient cars, a lot of scientific resources are presently focussed on replacing oil and coal with more abundant, cheaper and cleaner energy. (We'll likely get there within the next two decades, but they are not likely to be solar and wind.) Great news, most of us will instinctively say. Again, we must ask, what are the positive aspects of such an endeavor, as well as unintended consequences?

Clean energy, like hybrid and fuel cell

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THE COLOR ASPHALT, Part II *(continued from page 5)*

cars, may be good news for global warming and climate-based dislocations. (That is, beyond the damage done by then, and implanted for years to come.) It will benefit many of the world's peoples who have been held back by scarcity of energy. The world's production engines will heat up, and permit economic expansion on an unprecedented —and global—scale. Will it now be the other five billion people's turn to achieve the "American way of life," or what Hollywood tells them it is?

Abundant and inexpensive energy will increase production, consumer demand and wealth worldwide, and, potentially, cause a colossal strain on, and competition for, natural resources, such as water, ocean riches, timber and precious metals. And, generally, threaten the world's ecosystems and bio-diversity. The scenario might follow the current model: More abundant and inexpensive energy induces economic growth and consumption, which increases use—and waste— of resources, and causes pollution. Witness the lopsided statistics that have less developed nations consider the industrialized countries, particularly the U.S., the world's main, and vastly disproportionate, resource exploiters and polluters. (As if that wasn't enough, industrialized societies keep exporting their tried—or should we say tired?—solutions and values, when they should meet the arising challenges instead.)

There will be mitigating circumstances, such as expanded individual and collective liberties and empowerment, slowing population growth, new and powerful global communications and educational technologies, the absence of acid rain, and the ability to substitute certain natural resources with artificial ones. (For instance, in no country will trees need to be chopped down any more to heat dwellings.) Some "less developed" societies offer storehouses of wisdom and guidance, and European countries and Japan, in particular, have created more modern models that have made environmental virtues out of necessities in the areas of energy, land and natural resource conservation, and transportation.

Yet, once the world is awash in abundant and cheap energy, will we feel encouraged to do away with the traditional, or newly acquired, prudence to protect and conserve natural resources? And, as a consequence, will we face a whole new set of environmental— and societal— problems and dislocations, comparable with, or worse than, global warming?

What's your take?

The profound respect for, and the intelligent husbandry and sharing of the world's natural resources, may become humankind's premier societal—and moral? challenge in the 21st century. That is, if we believe in leaving to future generations the worthwhile and sustainable global environment we depend on for survival of the human and other species.

Cleaner and cheaper cars, and cleaner and more abundant energy, pose formidable technical questions, but even more troublesome environmental, social and political ones. As planners and designers of all stripes, anywhere in the world, we will need to consider —and anticipate—the cumulative global impacts of our technological and economic endeavors.

Hartmut Gerdes, AICP, principal of Square One Productions, San Francisco, is an urban designer, who produces urban design and environmental visualizations and videos, photo and videomontages. www.squareoneproductions.com.

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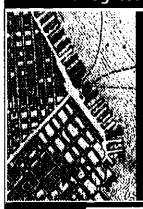

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NORTHERN SECTION CALENDAR

August

3	Northern Section California Chapter APA Board Meeting. Meeting Place: City of Berkeley Planning Dept. 2120 Milvia Street. Meeting Time: 6:30 pm
11	Deadline for submission of ideas for a session at the 2001 APA National Planning Conference in New Orleans. For more information please visit the website at www.planning.org.

AUGUST

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September

7	Northern Section California Chapter APA Board Meeting.
16-19	APA 2000 Region VI Conference will be held at the Long Beach Hilton

SEPTEMBER

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