



RECEIVED

JUN 12 1986

DUNICAN & JONES

VOTE!

N O R T H E R N N E W S

Unlocking the Grid

Innovations in Ridesharing Help Bay Area Drivers Cope with the Commute Crunch

Computers and Planners Team Up in New Transportation Management Techniques

High-Tech/High-Touch Highways?

by James V. Dougans

- *Traffic conditions in the Bay Area have gotten worse since 1980 and stand to deteriorate further in the next 20 years.*
- *Between 1982 and 1984, the number of congested freeway miles increased by 28%, according to the California Department of Transportation.*
- *A Bay Area Council poll found that 8 out of 10 commuters believe it is harder to travel during the "rush" hour than it was two years ago.*

Whether we're measuring quantitatively or subjectively, traffic congestion in the Bay Area is getting worse. Individually, commuters are coming up with their own solutions to commute problems. Some have changed their work schedules to travel during non-peak hours. Many East Bay commuters have taken to lining up at designated street corners in the mornings in order to get a free transbay ride with other commuters who are driving across the Bay. One Hercules commuter leaves home at 6:30 a.m. to avoid the rush and works out at a gym prior to starting work at 9:00.

Ridesharing organizations throughout the state are collaborating with

businesses and local governments to develop new approaches to solving our transportation problems. Some of these approaches involve the implementation of Transportation Management Programs, the creation of transportation "stores" or centers, and the use of portable computers for on-site ride-matching at places of business.

Transportation Management Programs

Ridesharing organizations are expanding the scope of their work to include custom-made Transportation Management Programs. Traditional efforts such as formation of carpools and vanpools are being combined with parking management techniques, alternative work hour programs, targeted marketing, coordinator training, relocation assistance and transit promotion in order to offer comprehensive transportation packages to businesses and local governments.

In Southern California, Commuter Computer has for several years implemented Transportation Management Programs for developers. Recently, neighboring Orange County Transit District began

continued on page 2

Jobs and Housing: A Delicate Balance

Over the past few years in the Bay Area, "traffic mitigation" has come to mean an array of practical measures to manage traffic growth, such as encouraging ridesharing and the use of transit. But now a report by the Association of Bay Area Governments (ABAG) adds new dimension — and punch — to traffic mitigation.

Titled *Jobs/Housing Balance for Traffic Mitigation*, the ABAG report — prepared for MTC's ongoing I-680/I-580 Corridor Study — goes to the root of congestion problems in suggesting a number of strategies for reducing the number and length of trips by bringing jobs and housing closer together.

"A key finding of the study is that transportation and housing and jobs

continued on page 2

SECTION ELECTIONS 1986

Reserve YOUR place at...

The Annual Awards and Officers Dinner

July 9 — UC Faculty Club, Berkeley

Send in your reservation with the election ballot inside by June 30.

Innovations in Ridesharing

continued

offering similar programs.

Here in the Bay Area, RIDES for Bay Area Commuters, Inc. (RIDES) is providing transportation management services to developers and to municipal agencies.

Transportation Store

The transportation "store" or center — where vanpooling, carpooling and transit services are "marketed" — is designed to boost the use of these services by making them more visible and accessible. Berkeley TRIP is planning to open a downtown Transportation Store this coming summer. The Store will have streetfront access and will provide customers with computer matchlists of potential rideshares, transit passes and tickets, and information on bicycling.

Portable Computer System

RIDES, in conjunction with the Golden Gate Transit District, is in the process of developing a portable computer system to be used as ridematching terminals at temporary locations. RIDES has found that this kind of personalized assistance to commuters results in a greater number of carpools being formed. The software package will be available next spring.

James V. Dougans is Contract Services Manager for RIDES for Bay Area Commuters, Inc. of San Francisco.

Northern NewsMAKERS

Brian T. Welch, formerly with Angus McDonald & Associates, has joined the Pleasanton headquarters of TJKM Transportation Consultants as a Transportation Planner...

CALENDAR

Date	Program	Sponsor/Location	Info Phone #
Jun 13	Public Real Estate: Revenue Producer	UCLA Extension Oakland Hyatt Hotel	213/825-7885
Jun 18-21	Pacific Coast Builders Conference	PCBC Moscone Ctr, S.F.	415/543-2600
Jun 27	Code Enforcement <i>Curtin & Kautz</i>	UC Berkeley Extension Fresno Holiday Inn	415/642-1061
Jul 9	Awards & Officer Installation Dinner	NORTHERN SECTION APA UC Berkeley Faculty Club	415/451-8046
Aug 1	How to Run a City for Fun and Profit	Western Governmental Research Association Hyatt-Oakland Airport	213/498-5419

To announce events of planning interest for Northern News CALENDAR, please contact

Matthew Le Grant
2215 Jefferson #C
Berkeley, CA 94703
415/843-3766

Jobs and Housing:

need to be planned as a package rather than singly," said ABAG Planning Coordinator Yvonne San Jule, who is the principal author of the report. "This needs to be done on a subregional level, with cities and counties working together."

"It is clear that we are approaching the Los Angelization of the Bay Area," warned Raymond Brady, head of ABAG's information analysis group, at the Association's spring General Assembly and 25th Anniversary Celebration. "If trends continue, every freeway in the Bay Area will be at the worst levels — in planners' jargon at level D, E or F — by the year 2000, even with planned (transit and highway) improvements. There will be congestion all day long."

Projections for the I-680/I-580 Corridor, which runs through central Contra Costa and Alameda counties, bear out that contention. Between 1985 and 1995 some

85,000 jobs and 54,000 households will have been added along the corridor, eventually building up to a 92-percent increase in overall traffic in the area forecast by the year 2005.

Traffic problems in the corridor have been compounded through the years by a growing imbalance between jobs and housing, as the addition of jobs out-paced the construction of nearby affordable housing, according to Brady.

The problematic land-use patterns result in part from the economic realities of Proposition 13, which cut local property-tax revenues drastically. County governments were hit hardest because their alternative revenues were limited. Federal reductions in funding for highways, water and sewer facilities and low-moderate income

continued on page 5

SECTION ELECTIONS

Candidates' Qualifications and Position Statements

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ 1986

TREASURER

Joan Lamphier

Principal, Lamphier & Associates, Oakland;
Treasurer, Northern Section, California Chapter, APA, five years.

Continued responsible management of Chapter finances is necessary due to potential cutbacks in our funding. Therefore, I would like to ask your support for my re-election as Treasurer.

Jerry Haag

Currently Principal Planner/Project Manager with PRC Engineering in Orinda. 12 years professional planning experience in several Southern California communities as well as in the private sector. Graduate of the University of California, Berkeley; Masters in Public Administration from California State University at Fullerton.

Having recently transferred to Northern California, I desire to become active in APA here in God's Country. I am not a total stranger to the area, since I am a graduate of Cal.

My other qualifications include ownership of a calculator (very important for a Treasurer) and successful keeping of a personal checking account. I also recently completed a term as Treasurer for a Toastmaster Club in Southern California.

If elected, I will attend all Section functions and faithfully discharge the duties of the position.

VOTE!

Clip this ballot and mail, no later than June 30, to:

Northern Section Election HQ
c/o Moore Iacofano Goltsman
1824 A Fourth Street
Berkeley, CA 94710

BALLOT

Vote for one (1) candidate for each office listed below. If you wish to write in a vote, please print your candidate's name clearly in the space provided. Dinner reservations at night will be separated before ballots are tabulated.

DIRECTOR PRO-TEM

- Peter Nelson
- (write-in) _____

SECRETARY

- Marlene Stevenson
- (write-in) _____

TREASURER

- Joan Lamphier
- Jerry Haag
- (write-in) _____

R E S E R V E

_____ places for me at the annual Section Dinner, July 9, at the UC Faculty Club, UC Berkeley.

Enclosed is a check for \$_____, (\$17.50/person), payable to Northern Section, Cal Chapter, APA.

Name

Address

City

SECTION DINNER

JOBS IN PLANNING

To place a listing in Jobs in Planning, please contact the editorial office: 415/845-7549.

SENIOR PLANNER (2 POSITIONS)

1. (One year, possibly longer) Primary job will be processing a major development project. Activities will involve Master Plan Proposal Review, EIR, contract management and review and redevelopment relationships. Project includes housing, offices, R&D, community facilities, transit, traffic management, etc.
2. Conduct major advance and current planning studies and may act as zoning administrator and/or environmental coordinator. Requires degree in planning or related field and at least 4 years of broad based professional experience. Prefer persons with extensive local government experience in California, including project review and comprehensive planning.

City applications must be received by **June 18, 1986**. Oral interviews scheduled for June 27, with hire date early July. Apply Personnel, 901 Sherman Avenue, Novato 94947; 415/897-4311.

SENIOR PLANNER — (Salary: Open, DOQ) — Masters in Planning, Public Administration or related field, plus 3 years progressively responsible planning activities. Demonstrated abilities in Urban Planning and Environmental Analysis. Ability to communicate, to supervise and to work with individuals and teams important. Send letter of interest and resume to: Environmental Science Associates, 760 Harrison, San Francisco, CA 94107. Attn: D. Monte. EOE/AA.

ASSISTANT PLANNER — City of Santa Barbara, CA — (\$1,848 - \$2,253/mo.) Requires knowledge of development of master plan, zoning, land use requirements, and environmental reviews, related local, state and federal laws. Skill in making oral presentations, preparing written reports and recommendations, ability to work effectively with a variety of people. **Apply by: Monday, June 23, 1986.** City application and responses to supplemental questionnaire required. Apply at: Personnel, City of Santa Barbara, P.O. Drawer P-P, Santa Barbara, CA 93102; 805/963-0611 Ext. 259.

ENVIRONMENTAL PLANNER/PROJECT MANAGER — LSA, Inc., Berkeley, CA — (Salary: Open.) Fast-growing diverse environmental planning and management company is seeking a highly motivated, ambitious individual to serve as project manager on environmental documents (CEQA, NEPA) and resource management projects. Business development ability and experience are important. Good opportunities for corporate advancement. B.A./B.S. minimum education, with five years increasingly-responsible experience in environmental planning or natural resource related field. EIR management experience essential. Send resume to: LSA, Inc., 2606 8th Street, Berkeley, CA 94710.

ASSOCIATE PLANNER — City of Scotts Valley, CA — Pop. 8,000 (\$2,092 — \$2,543/mo., starting up to step three, or \$2,307.) The City of Scotts Valley is a dynamic growing community with growth related issues and is located in scenic Santa Cruz County near Monterey Bay. A Bachelor's degree in urban planning or closely related field and three years of experience in municipal government in a CA city is necessary. The position requires knowledge of CEQA, planning law, zoning administration and environmental issues. Significant experience in the environmental review process including EIR's and negative declarations is essential. The position also requires the ability to research and evaluate data, prepare concise technical reports and graphic materials, present oral reports, and interact with the public, other governmental agencies and staff. **Apply by: June 27, 1986. Apply at:** City of Scotts Valley, 370 Kings Village Road, Scotts Valley, CA 95066; 408/438-2324.

COMMUNITY DEVELOPMENT DIRECTOR — City of Redlands, CA — Pop. 51,500. (\$43,348 - \$50,012 annually, plus PERS paid.) Directs the development and administration of comprehensive City planning and community development program. Serves as the adviser to the City Manager and City Council on planning, zoning, and development matters. Requires three years increasingly responsible experience in governmental planning, preferably local and a Master's degree in city and regional planning with training and experience in municipal administration or any equivalent combination of experience and training. **Apply by: June 27, 1986.** For required City application and full job description contact: Personnel Department, P.O. Box 280, Redlands, CA 92373.

URBAN PLANNER/DESIGNER — 3 years direct experience in project management, multi-disciplinary team coordination, Downtown Revitalization and Development Planning, report writing and graphics, and illustrative plan presentation. Submit Summary of Qualifications, Resume and sample of graphics and presentation skills (xerox is acceptable) to: Wurster, Bernardi and Emmons, Inc., 40 Gold Street, San Francisco, CA 94133, Attn.: Larry L. Cannon, Executive Vice President.

PROGRAM MANAGER — County of Santa Clara. (Salary range \$36K to \$44K w/excel. benefits.) To implement and manage all aspects of the code enforcement program in the Department of Planning and Development. B.A. degree plus three years of professional or management experience, preferably in law, code enforcement or land management. Master's or law degree may substitute for some of the experience. Call 408 299-4331, for position description and application information or apply in person at Santa Clara County Personnel Department, County Government Center, E. Wing, 8th floor, 70 W. Hedding St., San Jose, CA 95110. **Filing open** until sufficient candidates apply. EOE M/F/H

ASSISTANT PLANNER OR PLANNING TECHNICIAN — City of Ridgecrest, CA — (Assistant Planner \$2,082 - \$2,658/mo.; Planning Technician \$1,479 - \$1,899/mo. Full medical, \$17,000 life, dental available, PERS, and Social Security.) High-desert community of 23,700. City of Ridgecrest has immediate opening in the Planning Department.

Qualifications: ASSISTANT PLANNER — Knowledge and practices of urban planning, drafting, research techniques in the field of urban planning. Bachelor's degree or the equivalent. **PLANNING TECHNICIAN** — Knowledge of basic physical design, drafting, laws and ordinances relating to land uses of zoning and planning regulations. One year experience in subprofessional work. Resumes and applications due: June 30, 1986. Apply at: City Hall, 139 North Balsam, Ridgecrest, CA 93555; call Janice at 619/375-1321.



More JOBS
next page

Private consulting firm seeks a professional with good communications skills including: graphic, verbal, written, multi-media and interpersonal; ability to work in groups including: professional teams, communities and organizations; experience in a variety of microcomputer applications; must have a flexible working style and be adaptable to rapidly changing circumstances; professional experience and educational background in one or more of the following: Landscape Architecture, Urban or Environmental Planning, Graphic Design, Architecture and/or Environmental Design Research. Please send a letter, resume and salary requirements c/o Northern News, 1824 Fourth St, Berkeley, CA 94710.

DIRECTOR OF CITY DEVELOPMENT

— City of Sheboygan, WI — (Salary negotiable depending on experience and qualifications.) Under administrative direction independently initiates, develops, and supervises the implementation of all matters related to the comprehensive planning and development programs for the City. Bachelor's degree from an accredited college with major course work in planning or a related field and six years of practical experience in the field of city planning is required. **Apply by: Open.** For a statement of the requirements and/or an application contact: City of Sheboygan, Personnel Department, Room 204, 828 Center Avenue, Sheboygan, WI 53081. EOE M/F/H.

A Delicate Balance

housing exacerbated the problem. Counties increasingly began looking at economic development and job growth as ways of raising revenues, according to a separate background report written by San Jule for the ABAG General Assembly.

As a result, according to the background report, new centers of development sprang up in unincorporated areas within counties. Because office, industrial and commercial development brought retail sales and business taxes to counties and because commuting workers spent money in the area while requiring fewer public services than resident workers, jobs grew at a pace faster than housing.

The housing that was built in outlying areas, according to San Jule, often required expansive infrastructure extensions and additional public services, such as water, sewer, roads, waste disposal facilities, public safety, schools and libraries. These costs, paid in the past through property taxes, were passed on to developers — and subsequently homebuyers — inflating the price of housing beyond the reach of many of the workers in these areas.

The *Jobs/Housing Balance* report recommends six general strategies that local governments can adopt to close the gap between jobs and affordable housing and to reduce the number and length of commute trips on freeways.

The measures include the following:

- Increase the supply of housing close to job centers.
- Encourage production of affordable housing.
- Phase housing construction with job growth.
- Promote transit and ridesharing for home-to-work-trips.
- Encourage developers to locate where affordable housing is available.
- Increase employment of local residents in new jobs.

Jose Rodriguez, author of this article, is with the Public Information Department of the Metropolitan Transportation Commission. The article was reprinted with permission from the April transactions, published by MTC.

SECTION-ONLY MEMBERSHIP

As a member of The Northern Section, California Chapter of the American Planning Association, you will:

- Receive *Northern News*, the Section newsletter, published 8 times yearly
- Receive discounts on admission to Section events

Please provide the information requested below and at right and return this form with your membership fee of \$25 (payable to Northern Section, Cal Chapter, APA) to:

Maureen Morton, Membership Chair, P.O. Box 442, So. San Francisco, 94083.

Your present job, employer

Other professional organization(s) to which you belong

Your reason for becoming a Section Only Member

NORTHERN SECTION CALIFORNIA CHAPTER AMERICAN PLANNING ASSOCIATION

Name

Organization

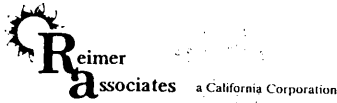
Address

City, State, Zip

Phone

Please renew before

Maureen Morton, Membership Chair



Reimer Associates a California Corporation
 CIVIL/ENVIRONMENTAL SYSTEMS ENGINEERS
 LANDSCAPE ARCHITECTS - URBAN PLANNERS
 1633 Old Bayshore Highway 2600 Kitty Hawk Rd., Suite 110
 Burlingame, California 94010 Livermore, California 94550
 (415) 692-1830

VONDER HAAR HYDROGEOLOGY ASSOCIATES

Consulting in: Geology
 Hydrology
 Biochemistry
 Water Quality
 EIR/EIS Subcontracting
 540 Kenyon Berkeley, CA 94708
 415/527-7652

Parsons associates

Urban Design
 Site and Land Planning
 Landscape Architecture
 Community Planning/Design
 1184 Keeler Avenue
 Berkeley, California 94708
 Tel: 415/540-0373

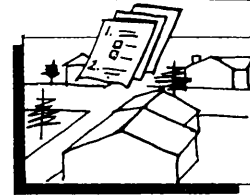
Wagstaff and Brady

Urban and Environmental Planning Landscape Architecture
 1801 A Fourth Street, Berkeley, California 94710 (415) 540-6865



A Land Use Planning & Development Firm

284 Foam Street 455 San Benito
 Monterey, CA 93940 Hollister, CA 95023
 (408) 649-1799 (408) 637-8823



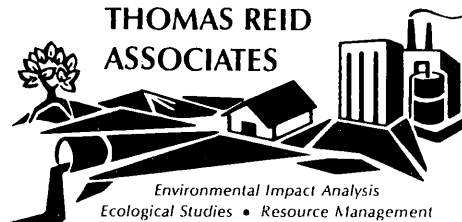
Community Surveys...
 among other things

MOORE IACOFANO GOLTSMAN
 1824 A Fourth Street Berkeley, CA 94710
 415/845-7549

Lamphier & Associates

URBAN PLANNING
 ENVIRONMENTAL ANALYSIS

Joan Lamphier, Principal
 853 York Street, Oakland CA 94610



THOMAS REID ASSOCIATES

Environmental Impact Analysis
 Ecological Studies • Resource Management

444 Ramona Street Palo Alto, CA 94302 415-327-0429

SEDWAY COOKE ASSOCIATES

Urban and Environmental Planners and Designers



Main Office 350 Pacific Avenue San Francisco, California 94111 (415) 433-0966
 Bradbury Building 304 S. Broadway, Suite 330 Los Angeles California 90013 (213) 620-1613

DKS Associates

- Transportation Engineering
- Public Transit
- Traffic Engineering/Parking
- Light Rail Systems
- Civil Engineering

119 Broadway Ste. 700 Oakland CA 94612 415-763-2061
 San Bernardino San Jose San Francisco



ROBERT J. SCHUBERT, AICP and Associates
 PLANNING CONSULTANTS

1753A Nue Street San Francisco, California 94131 415 262-7174

Environmental Planning Ecological Analysis
 Resource Management



1824 fourth street, berkeley, ca 94710 (415) 841-5484

ARCHITECTURAL PHOTOMONTAGES
 PHOTOGRAPHY
 VIDEO PRODUCTIONS



HARTMUT H. GERDES, AICP
 Principal

SQUARE ONE FILM+VIDEO
 ENVIRONMENTAL AND CORPORATE COMMUNICATIONS
 725 Filbert Street, San Francisco, Ca 94133 (415) 398-7044

DENISE DUFFY & ASSOCIATES

- ENVIRONMENTAL IMPACT ANALYSIS
- SITE AND LAND PLANNING
- REGIONAL AND COMMUNITY PLANNING
- FISCAL IMPACT STUDIES

546-A Hartnell Street Monterey, CA 93940 (408) 373-4341



J. David Rogers, Ph.D., P.E.
 Principal-in-Charge

ROGERS/PACIFIC

PROFESSIONAL ENGINEERING CONSULTANTS
 GEOTECHNICAL AND GEOLOGICAL ENGINEERING
 SURFACE WATER HYDROLOGY
 RESEARCH AND DEVELOPMENT

3340 Mt. Diablo Blvd. Lafayette, California 94549 (415) 283-3402

NORTHERN NEWS

MOORE IACOFANO GOLTSMAN
 1824 A Fourth Street
 Berkeley, CA 94710

Please report any address changes directly to:
 Donna Gamino, APA, 1313 E. 60th Street,
 Chicago, IL 60637.

PRESORTED
 FIRST-CLASS MAIL
 US POSTAGE PAID
 BERKELEY, CA
 Permit No. 170