

NORTHERN NEWS

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Good Bye Palm Springs,

HELLO SAN JOSE !

By Marlene Stevenson

September 12-15, 1989, Northern Section will host a Special California APA Conference.

The theme: "Pacific Rim, the Economy, the Environment, and the People."
The participants: California, plus the Western States, and a number of the 26 countries located around the rim of the Pacific Ocean.
The location: Fairmont Hotel in San Jose—a new hotel in a reborn downtown situated in the heart of Silicon Valley.



Conference Headquarters
San Jose's Fairmont Hotel

The Chair of the Steering Committee is Bob Sturdivant, Chief Planning Officer for Santa Clara County. Others on the conference Steering Committee include San Francisco Planning Director Dean Macris, ABAG Director Gary Binger, San Jose Planning Director Gary Schoenauer, Clayton City Manager Val Al-exeff, and APA Northern Section Director Marlene Stevenson, Director Pro Tem Ann Bogush Millican, and former Newsletter Editor Dan Iacofano.

Will major world development in the next twenty years, and the next century, focus on the Pacific Rim countries?

What is the impact on local, regional and Rim planning? The Steering Committee is looking at five track sessions emphasizing Economic Development, Migration Trends and Demographic Changes, Environmental Concerns, and Managing Growth in the context of California and the Pacific Rim. Proposed workshop sessions include such controversial issues as Trade Wars, Technology Exchange, Foreign Ownership and International Companies, Agricultural Quotas, Immigration, Zoning and Cultural Values, Deteriorating Quality of Life, Regionalism, and Disaster Planning Along the Rim of Fire.

An emphasis on the private sector will be woven into the fabric of the conference, as well as topics of interest to foreign planners and by foreign planners.

Traditional conference fare such as mobile workshops, award presentations, and receptions will be augmented by breakfast and other sessions with foreign planners where an impromptu exchange is invited.

Now is the time to contact the steering committee with your suggestions for the conference program. We're looking for ideas, advice, and volunteers to work on this exciting project. Contact a steering committee member, or write to:

PACIFIC RIM CONFERENCE
APA EDITORIAL OFFICE
P.O. BOX 160531, CUPERTINO, CA 95016-0531.

Watch the Newsletter for progress reports.

Northern NewsMAKERS!

Hartmut Gerdes, AICP opened his video production *Cities in the Sky, Designing Toward Greater Rooftop Utilization...* Promotions abound in the San Jose Planning Department: Stan Ketchum and Carol Painter to Principal Planner; Joe Horwedel, Linda Muchow, Julie Caporgno and Nancy Hemmen to Senior Planner; Mike Enderby to Planner I and William Scott to Planning Technician...Michael Hitchcock, AICP has joined EIP of San Francisco as a Senior Associate...Suzanne Gyorey, formerly with the Town of Los Gatos, and Tom Robillard of Santa Ana have been welcomed as new Planner I's by the City of Cupertino...Randy Tsuda was recently appointed as Associate Planner in the City of Danville... Sonia Binnendyk, formerly with OPR and more recently the City of Cupertino has joined the City of Santa Rosa Planning Department.

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AICP Newsbrief

By President, AICP
Northern Section AICP Coordinator



Planners who intend to take the May, 1989 American Institute of Certified Planners (AICP) exam are invited to attend an orientation meeting which will be held on November 30, 1989 from 6:00 to 7:00 PM in Room 314B, Wurster Hall, University of California, Berkeley. The purpose of this meeting is to acquaint prospective exam takers with the scope of the examination, the application process, and exam preparation workshops offered by Northern Section in April, 1989..Successful completion of this exam is prerequisite to AICP Membership status.

Wurster Hall houses the College of Environmental Design and is located at the southeast corner of the campus. Parking is available behind Wurster Hall in a lot accessible from Gayley Road which runs along the east side of the campus. Those unable to attend should write directly to AICP, 1776 Massachusetts Avenue, NW, Washington, D.C. 20036 to request a copy of the application form.

Application for the AICP Exam is a two step process. Prospective exam takers must first apply to AICP for a determination of their eligibility to take the exam. This application, copies of which will be available at the orientation meeting, must be received by AICP by January 6, 1989. Generally, persons with a Bachelor's or a Graduate Level degree in Planning and four or more years of professional planning experience are eligible to take the AICP examination.

An essential eligibility requirement for AICP membership is being a dues-paying member of the American Planning Association (APA). If you are not currently a member of APA, you may apply for APA membership via the AICP application process.

Persons determined to be eligible to take the examination will be sent de-

tailed information on the written exam along with the registration form. This form, accompanied by a \$150.00 fee, must be received by AICP by March 31, 1989. The administration of the exam will occur during the week of May 15-20 at a local test center.

The section also sponsors a series of free preparatory workshops which are tentatively scheduled for April 3 and 17, 1989. Each workshop will be held from 6:00 PM to 9:00 PM in Room 314 B, Wurster Hall, Berkeley. ADVANCE REGISTRATION IS MANDATORY FOR ADMISSION. Register by bringing two stamped, self-addressed legal size envelopes to the orientation meeting or by mailing them to my attention at Henn, Etzel & Mellon, Four Embarcadero Center, Suite 3610, San Francisco, CA. 94111 by March 1, 1989.

Northern Section is pleased to offer belated but no less hearty congratulations to the following persons who passed the May, 1988 AICP Examination:

- Bruce R. Andersen
- Lynette K. Cervantes
- Jeffrey C. Baird
- David R. Clore
- Gary K. Black
- Scott T. Edmonson
- John L. Bunch
- John W. Everts
- Steven P. French
- John E. Ledbetter
- Lora Anne Lucero
- Brian P. Kennedy
- Hanson D. Hom
- Christine M. Nassif
- Stephen M. Patek
- Dean C. Pedersen
- Stephen W. Scott
- Charlotte Ann Strem
- William C. Wycko
- Marie Zeller

The AICP Exam has become increasingly difficult in recent years, and passing it is a major achievement.

CONGRATULATIONS!

"Public-Private Partnership" Comes to Northern News

This issue of Northern News marks the first attempt to produce the newsletter jointly by a public planning agency and a private planning consultant. Mark Caughey, AICP, Associate Planner with the City of Cupertino has been joined by Barry Miller, Associate Planner with Sedway Cooke Associates, in the editing and production of Section news coverage.

Mark will remain responsible for the formatting, production and distribution of the newsletter. Barry will act as Manager of Communications, compiling articles and reporting on upcoming events and programs. With two primary contributors, the newsletter will provide greater coverage of planning issues in the region. The joint production approach will also ensure balanced reporting from the South Bay and from the San Francisco/East Bay area. Both Miller and Caughey hope to increase reporting from the North Bay, Monterey Bay and North Coast areas.

One of the first steps in restructuring the newsletter staffing approach was to set a few goals regarding its content. These are:

- **Focus on Issues:** Each edition will contain one or more stories addressing issues of concern to planners in Northern California. The newsletter should become a forum for new ideas.
- **Increase Participation of Section Members:** Each of the Section's 1,200 members should be encouraged to submit articles for publication in the newsletter. Articles can cover a broad range of topics such as innovative projects in your community, frustrating or rewarding professional experiences or ideas on how the planning process might be improved.
- **Develop Regular Newsletter Features:** Existing features such as "Northern NewsMAKERS," "Planlines," and "Jobs in Planning" will continue as an important part of our service to readers. We'll also try to include book reviews, letters to the editor and maybe even comics.
- **Broaden Coverage of Related Disciplines:** Many events sponsored by the AIA, ASLA and other professional organizations are of interest to planners. Upcoming lectures, seminars and other functions sponsored by these groups should be noticed in Northern News.
- **Improve Announcement of Upcoming Meetings:** The newsletter should provide sufficient lead time when announcing upcoming events. Achieving this goal will be tied to a first-time ever preplanned 1989 calendar of events now being planned by the Professional Development Coordinator and Section Liaisons.
- **Expand Reporting of APA Meetings:** In addition to providing notice of upcoming events, the events themselves should be chronicled in follow-up articles. Each event should be attended by a Section representative who recaps what took place.
- **Expand the Role of Liaisons in Providing Newsletter Material:** The six liaisons provide an important bridge between the Section's Board of Directors and APA members in the various subsections: South Bay, North Bay, East Bay, Monterey Bay, Peninsula and San Francisco. Each liaison will be encouraged to solicit articles from members in their respective areas and to cover APA events within their areas.

Additional suggestions for improving and expanding our service to the readers of Northern News are welcome. If you would like to contribute an article, please call Barry Miller at 415/495-2400; and remember, if you don't call us, we'll be calling you!

ORDER FORM

Please send me _____ copies of the Northern Section Membership Roster. Enclosed is a check for \$ _____ (\$6/copy) payable to Northern Section, Cal Chapter APA.

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Company/Agency _____

Address _____

City & Zip Code _____

Mail to:
Jeff Holmwood
Membership Chair
P.O. Box 726
Brentwood, CA. 94513

Now Available!

Northern Section's Membership Roster, listing all 1,200 members both alphabetically and geographically. Each member's title, address and phone number (by permission) is provided.

An invaluable and convenient reference tool, you'll want to order one or more copies for home and office. We'll even pay the postage!

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We should get this I think

Conference

Call...



Bay Planning Coalition's Third Annual San Francisco Bay Decisionmaker's Conference on Friday, November 18, 1988 (S.F. Airport Marriott -- 415/543-3830)...San Francisco Tomorrow holds a Transportation Conference on December 10, 1988 (UCSF campus -- 415/673-4281)...Environmental Design Foundation sponsors "The University as Developer" on November 22, 1988 (Wurster Auditorium, UC Berkeley campus -- 415/982-2151)

Have You Noticed ?

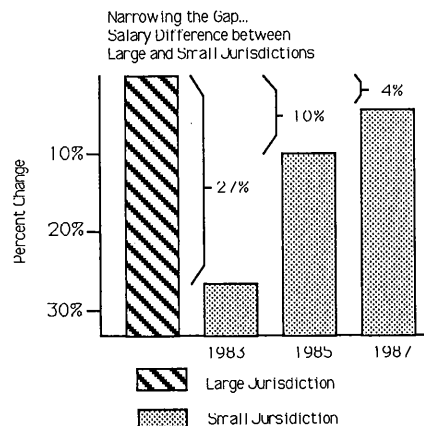
PLANNERS' SALARIES ARE UP

The median salary for urban and rural planners rose about six percent between 1985 and 1987 (from \$34,000 to \$36,000) according to Planner's Salaries and Employment Trends 1987, a report published by the American Planning Association.

Other findings in the report include:

- Planners working for the Federal Government, as consultants, and in business continue to earn the highest salaries among planners at all levels of experience.
- The 1987 survey reveals the continued graying of the planning profession. For the first time in the history of the PAS salary surveys, planners with more than 10 years experience account for more than half of the respondents. During the 1980's this category has shown a rate of increase greater than 48 percent.
- Women have reached parity with men in entry level salaries — both genders reported a median salary of \$25,000. Women planners with more than 10 years experience report an 11 percent increase while their male counterparts reported a 9 percent increase. In the middle experience category (6 to 10 years), male planners' salaries increased by 10 percent, while women planners in this category experienced a 5 percent salary increase.
- The number of minority planners increased more than 5 percent, with the largest representation among Hispanic women. Among minorities, Blacks and Asians are best represented.
- Traditionally, planners who work in "large" jurisdictions (over 250,000 population) earn higher salaries than planners in smaller jurisdictions, but this difference is shrinking.

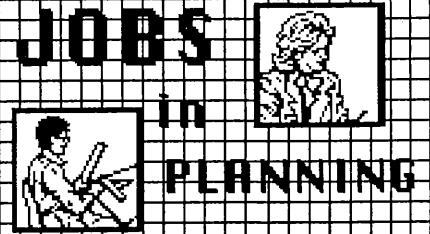
The difference between the median salary of planners in large jurisdictions when compared with that of planners in small jurisdictions (under 50,000 population) is only 4 percent in 1987; it was 10 percent in 1985.



- Two of the three largest increases in salaries were reported by suburban planners in large and mid-size jurisdictions: 10 percent and 15 percent respectively. For small suburban jurisdictions, the reported increase was 8 percent which is still higher than the average of 6 percent reported by all planners. Rural planners also reported about 10 percent increases.
- Geography may be as important as your years of experience. Alaska, California, Hawaii, Nevada, New Jersey, New York and the District of Columbia reported a median salary greater than \$40,000. Planners in Connecticut, Delaware, Illinois, Maryland, Michigan, Rhode Island and Texas report median salary greater than \$36,000 but less than \$40,000.

The survey is based on 7,400 responses (about 44%) from non-student, professional planners, and was compiled by James Hecimovich, Editor of APA's Planning Advisory Service reports.

Thanks to Sheri L. Singer, APA's former Director of Public Information, for preparing this article.



STAFF ECONOMIST -- Downtown Oakland firms specializing in Urban and regional economics. Analytical/writing skills essential. Master's Degree in Economics, Planning, Real Estate or related field; 2-3 years professional experience. Send Resume to Racht, Hausrath Associates, 1212 Broadway, Suite 1700, Oakland, CA. 94612 ATTN: Sally Nielsen.

ASSOCIATE PLANNER - City of Oakland, CA. -- (\$3,075-\$3,401/mo.) Environmental Review Coordinator. Bachelor's Degree, Planning/Rel. field + 4 years experience or Master's Degree, Planning/Rel. Field + 2 years experience. File By: 11/18/88. More Information, Call 415/273-3526.

PLANNER II -- County of Santa Clara, CA. -- (\$2,631-\$3,182/mo.) Varied assignments in EIR administration, General Plan maintenance and implementation. Bachelor's Degree, Planning/Rel. Field + 2 yrs. experience (or equiv. combination) Master's Degree may substitute for 1 year exper. File By: Immediately. More Information, call: 408/299-2341.

ASSOCIATE PORT STRATEGIC PLANNER -- Port of Oakland, CA. -- (\$3,155-\$3,481/mo.). Conducts complex analytical and research assignments on Port activities. Master's Degree, Planning/Rel. Field + 4 yrs. relevant exper. or Bachelor's Degree, Planning/Rel. Field + 5 yrs. relevant exper. File By: 11/22/88. More Information, call: 415/444-3188.

PLANNER I -- City of Campbell, CA. (\$2,430-\$2,953/mo.). Professional city planning work, significant duties in code enforcement. Degree in Planning/Rel. Field + some experience desirable. File By: 11/22/88. More Information, call: 408/866-2122.

ASSISTANT PLANNER -- City of Vacaville, CA. (\$2,247/mo. + City paid PERS). Long Range Planning position to assist with GP update. Bachelor's Degree, Planning/Rel. Field + 1 yr. exper. File By: Open until filled. More Information, call: 707/449-5101.

ASSISTANT PLANNER -- Law Firm of Shute, Mihaly & Weinberger, 396 Hayes St., San Francisco, CA. 94102. Provide technical analysis and client assistance. Master's Degree, Planning + 1 year experience; Salary commensurate. Send Resume/salary reqs. to Terry Watt, AICP, above address. Open until filled.

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