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# NORTHERN NEWS

*Berkeley TRiP's Commute Store*

## "RETAILING" COMMUTER RELIEF

RECEIVED

JUN 17 1989

DUNCAN & JONES

by Gail Murray

With traffic congestion considered by voters as the biggest Bay Area problem, according to a recent Bay Area Council survey, cities are turning to regulatory ordinances to modify travel modes. The City of Berkeley, in conjunction with the University of California, has taken a different—more entrepreneurial—approach.



*The decision not to put up drapes or blinds was consciously made to create an invitation to enter and ask helpful humans about frustrating commute questions.*

Berkeley TRiP, an acronym for Transit, Ridesharing and Parking, is jointly-sponsored by the University and the city to promote alternatives to driving alone. In May, 1987, TRiP opened a Commute Store as a proactive method of reaching out to commuters. The philosophy behind the Commute Store is to make travel mode changes as effortless as possible through personalized assistance delivered in a one-stop, accessible location.

The Commute Store is located in a pedestrian area convenient to downtown Berkeley workers and on the periphery of the University campus. It is a street-level, walk-in storefront office one-half block from the Bay Area Rapid Transit (BART) station and the bus transfer hub where 18 lines converge. Monthly passes and ticket books for eight San Francisco Bay Area transit systems are sold, and maps and schedules of

*Continued on Page 2*

**HISTORIC PLANNING  
LANDMARK AWARDS**

On September 12-15, 1989, at the CCAPA Conference in San Jose, Chapter Awards will be given for Historic Planning Landmarks. Between now and July 24, Bob Graham, Section Awards Coordinator, will be working with the NorCal Board and Section members to prepare a list of local projects. To qualify, a nomination must meet the following criteria:

All nominations must be for either a person and his or her work or for a project approved by a government agency:

- Designed or prepared by a planner or a planning agency;
- A minimum of 25 years old;
- A pioneering work, historical, unique, used as a precedent for other work in California and the nation; and
- Considered as making a significant contribution to the community;
- Available for public use and viewing.

Please mail your suggestions and supporting information to:

Bob Graham, AICP  
c/o Blissell & Karn, Inc.  
4637 Chabot Drive, Suite 204  
Pleasanton, CA 94566

Call (415) 463-0660 for an application form.

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**Northern Section Annual Awards Banquet**

*Awards Program to Feature  
Outstanding Projects, Honor Past  
NSCCAPA Officers*

Each Year, the Northern Section seeks to identify notable planning programs for consideration in its award program. It is the time of year when we acknowledge the significant professional accomplishments of our colleagues and have the opportunity to discuss programs which have been particularly effective for individuals whose accomplishments we can emulate.

In keeping with what has become an annual tradition, this year's presentations will be made at the Awards Banquet on June 29th at the UC Berkeley Faculty Club. Section award winners will be forwarded to the State program for consideration for Cal Chapter awards. Six public agencies and one private organization will be recognized for a variety of projects, publications and programs demonstrating leadership and creativity in response to Planning issues affecting the Northern California region. Awards Chairman Wayne Goldberg, along with his distinguished jury, will describe each project and present certificates to the award winners. A slide program will run continuously during the no-host cocktail hour (6:00-7:00pm) showcasing all of the nominations reviewed by the Awards Jury. Dinner and presentations will begin at approximately 7:15pm.

The Board of Directors will also recognize past officers who have contributed to the organizational development and leadership of the Northern Section, CCAPA.

Plan now to join us at the Awards Banquet; return the coupon below today!



*Reservation Form*

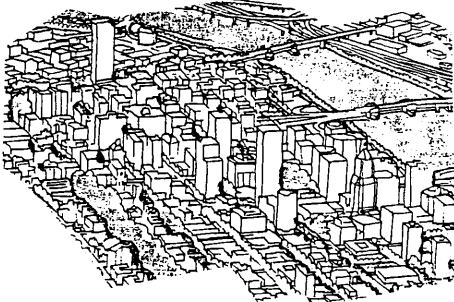
Yes! The persons listed below plan to attend the Annual Northern Section Awards program. We have enclosed a check for \$\_\_\_\_\_ (\$24 per person) payable to Northern Section, CCAPA.

Return by June 21, 1989 to: Wayne Goldberg  
City of Santa Rosa Planning Dept.  
P.O. Box 1678  
Santa Rosa, CA. 95404

Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_

## NSCCAPA DINNER AND PRESENTATION ON DOWNTOWN PLANNING

Coming July 27th



Please join us on Thursday, July 27 at the St. Francis Yacht Club on the Marina in San Francisco for a buffet dinner, a great view of the bay and Golden Gate Bridge, good conversation and a presentation on "Downtown: You've got one. So what do you plan to do with it?" by Larry Cannon and John Dykstra. Slides and other visuals will be used at the presentation.

Larry, an architect/planner and Executive Vice President of Wurster, Bernardi and Emmons, has over 20 years of experience in the preparation of revitalization and urban design plans for cities both the United States and as far away as China. John, President of John B. Dykstra and Associates, is a specialist in implementation and funding. He is the former Assistant Executive Director of the San Francisco Redevelopment Agency. Their presentation, which includes handouts, will focus on the problems which face downtowns, and on the planning processes and strategies which may be employed to stimulate their revitalization. References will also be made to other types of commercial areas including strip areas and older shopping centers.

Continued on Page 4

Continued From Page 1

## Berkeley TRiP's Commute Store

these systems are available. On-the-spot carpool/vanpool matching is performed using a terminal linked to the RIDES regional ridematching database. Bicycling and walking are also promoted as healthy and economical commute alternatives.

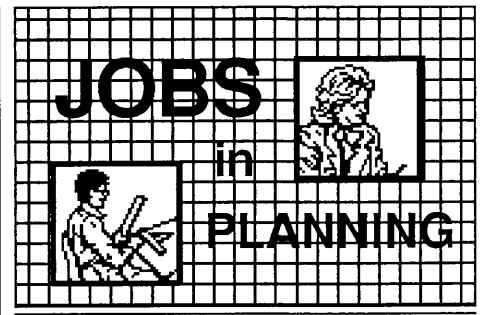
The Commute Store borrows retailing ideas from the private sector to market its services. A 24-foot window features displays aimed at attracting passers-by. A monitor in a corner of the window displays bus and BART departures from the transit hub at the corner. The storefront is glass.

This marketing emphasis on pedestrians brought effective results. In a survey of TRiP's customers, 35% reported that they learned about the Commute Store by walking past it.

The Commute Store approach is premised on changing traditional techniques used to communicate with commuters. It recognizes that "the cream has been skimmed" and more aggressive measures are needed to reach the hard-core driver. It addresses a national trend toward more single-occupant vehicles caused by low fuel prices, suburb-to-suburb commuting and greater auto ownership by responding to a consumer preference for customized services. And it is tailored to a community or multiple employers and small businesses.

The Commute Store is a unique response to a changing market:

- It is consumer rather than employer based.
- It is a complete commute alternatives program rather than a segmented market approach



**ENVIRONMENTAL PLANNER -- Nolte & Associates, San Jose, CA.** Preparation and management of environmental documents for public and private projects. Min. 5 yrs. experience in EIR prep., emphasis on land use development projects. Excellent salary and benefits. Resume to: Nolte & Associates, 60 South Market Street, Suite 600, San Jose, CA. 95113.

**PLANNING INTERN -- City of Campbell, CA.** (P/T \$9-\$12/hr.) Min. 2 years college coursework in Planning, Geography, Architecture/Rel. Field. Preference for working computer experience. File by: 06/16/89. Attach resume/evidence of qualifications to City application form. More information: 408/866-2140.

**TRANSPORTATION PLANNER -- Korve Engineering, Inc.** Seeking Transportation planners with experience in traffic, parking and circulation studies, traffic forecasting, traffic impact analysis and TSM. Excellent communication skills required. BSCE or Master's Degree in Transport. Eng./Plng. or Urban Plng. Required. Resume and salary history to: Ruth Hotchkiss, Administrator, Korve Engineering, Inc., 180 Grand Avenue, Suite 955, Oakland, CA. 94612.

**ENVIRONMENTAL PLANNER -- ERC Environmental & Energy Services Co., San Francisco.** Good project management skills and working knowledge of CEQA required. Salary/Position DOQ. Resume to: Rod Jeung, ERC Environmental and Energy Services Co., 201 Spear St., Ste. 1660, San Francisco, CA. 94105.

### More Jobs

...on the Back Page

- It is a retail rather than back-office, phone-in operation.
- It emphasizes personalized assistance rather than generic information.

In Fiscal Year 1987-88, 51,344 transit passes were sold and 608 persons were placed in carpools or vanpools. These numbers translate into a reduction of 1,372 vehicles.

## PACIFIC RIM CONFERENCE UPDATE

The annual CCAPA conference, hosted by Northern Section, is only four months away. The program committee is hard at work to bring you an outstanding state conference. Mark your calendars now for September 12-15 at the Fairmont Hotel in San Jose, and look for conference registration information in the June and August issues of Cal Planner.

### Private Sector Exhibit and Reception

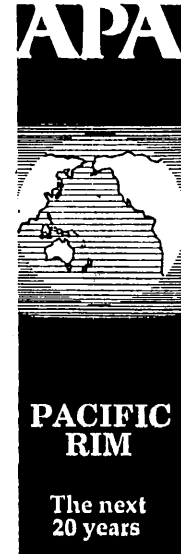
The annual conference provides a valuable opportunity for consultants and other exhibitors to talk directly to planners and public officials from California and throughout the Pacific Rim. This is also the first year that special outreach is being made to include the local high tech industry,

For one fee, each company will be provided an exhibit space during the conference, an evening reception to be held on Wednesday, September 13, and recognition for contributing to the reception. A limited number of exhibit spaces are available, so call Peter Larko at (408) 998-2460 to reserve your space now.

### HOMESTAY PROGRAM

The conference will include an opportunity for local Bay Area planners to host out-of-state and foreign planners in their homes. This "Homestay" program offers a chance to practice a little foreign diplomacy - in the case of a foreign visitor - or to just meet new people and compare notes on the conference or other planning topics.

If you are interested in "adopting" a foreign or out-of-state guest for the duration of the conference, please contact the Homestay coordinator, Mimi Whitney, City of San Jose (408) 277-4747, or mail in the coupon below. When the Pacific Rim registration form is mailed to these attendees, information on the program will be included in the packet. Interested participants will be matched with hosts in the Bay Area. Final arrangements will be left to the discretion of the host and guest.



## DOWNTOWN PLANNING DINNER EVENT SLATED FOR St. FRANCIS YACHT CLUB

CONTINUED FROM PAGE 3

Day: Thursday  
Date: July 27, 1989  
Time: 6:45 - 10:00 P.M.  
Location: St. Francis Yacht Club (San Francisco)  
Cost: \$25.00 per person for dinner and wine

As many of you know, St. Francis Yacht Club is well known for its fine food, and the buffet planned should be a culinary delight. There will also be a cash bar beginning at 6:45 followed by a buffet dinner at 7:30.

Plan now to attend. Although we will not be requesting firm reservations with checks until our next newsletter, expressions of interest would be appreciated through Frank Osgood, Osgood Urban Research, 12 Elder Avenue, Millbrae, CA 94030. Phone (415) 692-7439. The size of the response will determine the room we use at the Yacht Club.

I AM INTERESTED IN HOSTING A FOREIGN OR OUT-OF-STATE GUEST.  
PLEASE MAIL ME INFORMATION ON THE HOMESTAY PROGRAM.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

MAIL TO: Mimi Whitney, Senior Planner  
Housing Department  
City of San Jose  
No. 4 North 2nd St., Suite 900  
San Jose, CA, 95113

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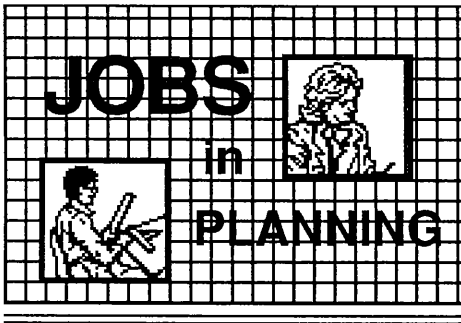
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Continued from Page 3

**PLANNING TECH -- East Bay Regional Park District** Entry level professional planning work (research, report writing, graphics) Min. 2 years college and one year planning or drafting exp. Preference for working computer experience. File by: 06/16/89 on District application form. More information: 415/531-9300 xtn. 2600.

**ASSISTANT PLANNER -- City of Pleasanton, CA.** Performs professional current and advanced work. BA/BS Planning/Rel Field. Experience in Land Use Planning preferred. File by: 06/16/89. More information call: 415/484-8012.

**PROFESSIONAL PLANNER -- Alexander & Associates, Palo Alto, CA.** Varied assignments in CEQA, subdivision control and community surveys. Familiarity with research methods desirable. Master's Degree + 4 yrs. professional experience. Position available on full or part time basis. Resume to: Alexander & Associates, 124 University Avenue, Suite 210, Palo Alto, CA. 94301. More information call: 415/326-8200.

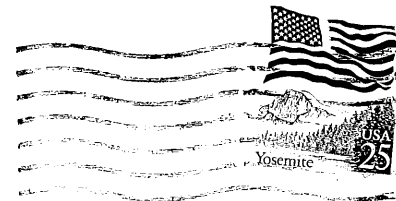
**SENIOR PLANNER -- City of Martinez, CA..** (\$3,447 - \$4,118/mo.) Supervise current planning; advance planning and special projects. Bachelor's degree, Planning; Min. 4 years professional experience, one year at supervisory level. Master's degree substitute for one year experience. Resume to: Richard Pearson, Community Development Director, City of Martinez, 525 Henrietta Street, Martinez, CA. 94553.

**SENIOR PLANNER/PROJECT MANAGER -- Earth Metrics, Inc.** Salary Negotiable. Experience in comprehensive GP updates, CEQA and NEPA Statements.

**SENIOR TRANSPORTATION PLANNER/PROJECT MANAGER - Earth Metrics, Inc.** Salary Negotiable. Experience in all aspects of transportation planning for roadway and transit programs, related CEQA/NEPA reports.

More information, both positions call: 415/578-9900.

**JUNIOR AND SENIOR LEVEL PLANNING POSITIONS -- Sedway Cooke Associates.** Two positions available. Junior-level position requires strong writing and analytical skills, degree in planning or related field. Prior experience with general plans helpful. Senior-level position requires experience with CEQA, project management, and MCP or related degree. Women and minorities encouraged to apply. Resume to: Sedway Cooke Associates, 101 Howard, Ste.200. San Francisco, CA 94105. No calls please.



## **NORTHERN NEWS**

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