

NORTHERN NEWS

DAYS OF WINE AND DOZERS

Come savor wines and hors d'oeuvres at the Mirassou Wineries and then enjoy a program on the hillside planning issues of San Jose and the East Bay.

The Northern Section of APA will sponsor this event on Thursday, July 26th at the Mirassou Wineries located at 3000 Aborn Road in San Jose. Wines and appetizers will be served from 5:30 to 7:00 p.m.; brief tours of the winery will also be available. We will then begin our program at 7:00. Mr. Gary Schoennauer, Director of Planning for the City of San Jose, will start the evening off talking about San Jose's 20 years of experience with hillside development issues.

The program will then focus on a planning issue presently evolving in the East Bay hills. The hills south of Interstate 580 have been the topic of four initiatives (three within the last year) and several studies concerning sphere boundaries, incorporations and park expansions. Representatives from Alameda County, East Bay Regional Park District, and Hayward, Union City, Fremont and Pleasanton will be on hand to discuss their jurisdiction's interest and touch on their experiences in dealing with hillside development.

Tentatively, the program will conclude with a brief presentation about a relatively new program at Stanford University. The Center for Conservation Biology, founded in 1984, is part of the University's Department of Biological Sciences. The Center's purpose is to help stem the accelerating loss of biological diversity by facilitating the development of conservation biology and its application to critical environmental problems. We have asked a member of the Center to explain how the Center could benefit planners.

The cost for the event will be \$10 for APA members and \$11 for non-members. We encourage you to register in advance by filling out the coupon below and returning it to Mr. Darryl Boyd, Department of City Planning, 801 North First Street, Room 400, San Jose, CA 95110.

socks, ties and videotape

by Steve Matarazzo

At the Newport Beach APA conference, I will be on a panel regarding professional development, tentatively titled "Selling Yourself". If you haven't searched for a job lately, you should be in the audience; things have changed.

When applying for a job in the urban planning field, it used to be, particularly at most professional levels below the Planning Director position, that you would only need to submit a resume and an application (a fairly standard form between jurisdictions), and a list of references, if requested. If you made the initial cut, an interview would follow. The interview would be fairly general in content, without really measuring your knowledge of planning principles and practice. Interviewers, presumably, wanted to know that you were breathing, were fairly articulate, and that you had a personality that would fit within the organization. The latter criterion was particularly hard to judge based on a half-hour interview where the applicant is on his/her best behavior.

Nowadays, there is almost always a supplemental application which does test your knowledge of planning as well as professional achievement. Interviews are beginning to get more technical in content; and videotaping interview performance and requiring assessment centers for Principal Planner positions and above are not uncommon.

To date, I have been through five assessment center processes and probably a dozen interview/supplemental applications for journey-level to Planning Director positions. During the course of this application journey I have dealt with both success and rejection. Knowing of no other professional planner with an equivalent level of wanderlust, I offer a few tips on how to prepare for the job search process.

Dress for success. You've heard it before, but its true. Some of the most successful planners are also good dressers. Knowing it couldn't have been my level of technical competence, I am sure I lost more than one job to some power-tie or pair of argyle socks.

(Continued on Page 3)

Please sign me up for the Hillside Development Event on Thursday July 26th.

I have enclosed \$10.00 for each APA member and \$11.00 for each non-APA member.

Name: _____ \$ paid _____
Name: _____ \$ paid _____
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TAKING CARE OF BUSINESS

by Ann B. Millican

Hail to New Boardmembers Caughey, Forsardo and Hale!

Welcome to our three new Boardmembers installed at the Awards Banquet last month. **Mark Caughey** is **Director Pro Tem** and will be working to create a **Planning Management Liaison** position and a clearinghouse for tracking innovative and successful planning tools. **George Foscardo** is taking over as **Administration Director**, with a commitment to participate in strategic planning for the Section. **Debra Hale** will manage our finances as **Treasurer**. We eagerly welcome their new ideas and enthusiasm as we work to improve APA Northern Section's services and activities.

Young and Belzer Raised Performance Standards

A special thanks to outgoing Boardmembers **Valerie Young**, who served as **Administration Director**, and **Treasurer Dena Belzer**. Valerie's accomplishments include keeping monthly Board agendas, maintaining the Events Calendar, facilitating our Board Retreat, and chairing the Publicity Committee for the Pacific Rim Conference. Dena computerized Northern Section's budget process, updated our budget monthly by individual account, developed an event accounting system, and conducted a training session for regional liaisons on organizing events. Both Valerie and Dena will be advisors to event planners in the future.

Certificates of Appreciation Presented

At the Awards Banquet we also presented planners who have made significant contributions to Northern Section with Certificates of Appreciation: **Mark Caughey**—past Northern News Publisher; **Dave Carbone**—past Peninsula Liaison and Education Coordinator; **Fred Etzel**—past AICP Coordinator; **Laurel Prevetti**—past South Bay Liaison; **Bob Sturdivant**—1989 Pacific Rim Conference Chair; and **Marlene Stevenson**—past Northern Section Director.

And a Special Thanks to Frank!

Acting Director Pro Tem **Frank Osgood** returns to his post of **Education Coordinator** for the North Bay. While "acting", he assembled an election nominating committee and recruited planners to run for three vacant offices—coordinating elections was not an easy job this year.

CalChapter Action Agenda Note

The CalChapter Board continued discussion of the Draft Action Agenda to its September meeting. Forward comments to Don Steiger, Northern Section Legislative Liaison.

NORTHERN SECTION'S AUGUST EVENT

'AFFORDABLE HOUSING—MYTH OR REALITY?'

What options exist for providing it? Are public-private partnerships the answer?
How do we construct and pay for affordable housing?

PAT O'KEEFFE from the City of El Cerrito

HELEN DUNLAP of the California Housing Partnership Corporation

Scheduled for **TUESDAY, AUGUST 21, FROM 7:00 TO 9:00 P.M.**

THE EL CERRITO ROYALE SENIOR HOUSING COMPLEX LOUNGE

For further information contact **CELESTE WIXOM AT (415) 646-2035**

Look in next month's issue of Northern News for more detailed info on this event.

Socks, Ties and Videotape (continued)

Go into the assessment center process with a killer attitude. If you are somewhat reserved and shy, get a quick attitude adjustment. Although assessment centers attempt to simulate on-the-job situations, most turn out to be a competition for attention, and a lesson in assertiveness while being diplomatic; particularly those that have "leaderless group" exercises.

Lose a few pounds. A lot of jurisdictions are turning to professional headhunters to do the initial selection and screening of applicants. As a result, these firms usually videotape the last 2 or 3 interview questions and ship the tape to the appropriate, subsequent reviewer. Remember: you do gain a few pounds in front of the camera.

ATTEND THE CAL CHAPTER NEWPORT BEACH CONFERENCE. I'll have more to say on the interview process this coming September and so will the other panel members in the "Selling Yourself" discussion group. I have probably learned more from my interview failures than the successes, and I'll share insights from both with you then.

NORTHERN SECTION APA AWARDS 1990

Outstanding Planning Award to a Comprehensive Planning Program of Unusually High Merit
Sonoma County General Plan

Outstanding Planning Award to a Specific Planning Project of Unusually High Merit
San Juan Hills Area Plan, City of Belmont

Outstanding Planning Award to a Project Reflecting a Social Commitment to Advocacy Planning in Support of the needs of Society's Disadvantaged
Blueprint for Bay Area Housing, ABAG and Bay Area Council

Distinguished Leadership Award to an Elected Official for Significant Contribution to Excellence in Public Planning
Supervisor Gary A. Patton, Santa Cruz County

Award for Contribution to Women in Planning
Marjorie Macris

Academic Award for Excellence in Planning Education for Outstanding Work Done in Planning School by a Student
CityLimnits Computer Program, Anna Borchers Powell

Media Award for Outstanding Coverage of a Planning Topic in Media other than Newspapers
Consider the Alternatives Traffic Management Posters, Santa Cruz County Transportation Commission

HONORABLE MENTIONS

To a Specific Planning Project of Unusually High Merit
Corona/Ely Specific Plan, City of Petaluma

To a Specific Planning Project of Unusually High Merit
Projections 90, Association of Bay Area Governments

Journalism Award to an Individual Journalist for Coverage of a Planning Issue
Frank Viviano, San Francisco Chronicle

JOBS IN



LAND USE PLANNER/ URBAN DESIGNER — City of San Leandro (\$3,939-\$4,831/mo.) Req's. substantial exp. in land use planning & urb. design; background in proj. mgmt, ext. knowledge of the principles & practices of planning & design. Should have BA in planning or urb. design, landscape arch., real estate, or rel. field, plus exc. pub. rel. skills. Apply by 7/20/90 to: City of San Leandro, Personnel Dept., 835 E. 14th St. San Leandro, CA 94577. (415) 577-3396.

TRANSPORTATION PLANNER — City of Hayward (\$41,641-\$50,585/yr plus benefits) Performs transp. planning work; utilizes computerized travel demand forecasting models; conducts transp. impact studies; maintains transp. system data base. Apply by 8/17/90 to: Personnel Dept., 22300 Foothill Blvd., Hayward, CA 94541. For application and more info: Call (415) 784-8669.

PLANNER - I — City of Seaside (\$2244-\$2659/mo., 5% inc. in Sept., 1990, plus PERS and benefits) Resp. for current planning—code enforcement, field inspections, liaison to Hist. Commission, respond to questions on zoning and GP issues, review projects, prep. staff repts., assist in CEQA reviews. Req's grad. from 4-year univ. with major course work in planning, exc. comm. skills and knowledge of computer data base appl. Apply by 7/27/90 to: City of Seaside Personnel, 440 Harcourt Ave. Seaside, CA 93955. For application and more info: Call (408) 899-6250.

PLANNER IN PETALUMA ARCHITECTURE/ENGINEERING FIRM. — Robert H. Lee & Associates, and arch./eng. firm of 24 years seeks plnr. for Petaluma office. Must be able to present arch. plans to clients and gov't. plnng. depts. for approval. Will be called on to answer tech. questions related to plans and know city and county regs. We offer competitive comp. package and challenging career opp. based on performance. Send resume to Robert H. Lee & Associates, Inc. 900 Larkspur Landing Cr., #125, Larkspur, CA 94939. Attn: Katie Petcavich.

(Continued on Page 4)

Planlines

by Chuck Myer

"To Live In Or Not To Live In"

One of those unanswerable questions that seems to bedevil many public sector planners and provide fuel for debate at the bar at APA conferences is the eternal question: "Should we live in the cities we work for?" The question often breaks down into legal, social, and moral sub-questions. Well, not so much legal any more, since residency requirements on City employees are passe and basically illegal. Socially, there is consensus that living in one's city of employment has drawbacks: You will too often get "buttonholed" at social functions, put on the spot, put on trial without an attorney, with a swizzle stick pointed in your face. So the main question involves morals: Are we ethically obligated to "buy in" to our own communities?

There are definitely some advantages of doing so. We may feel more of a sense of involvement. We may be able to keep our commute more manageable that way. We may feel better knowing we can't be accused of detachment. In some cases, we might qualify for package deals offered by our City government. But can all of these factors add up to outweigh the "buttonholing syndrome" at parties? Is it worth it knowing we're going to be held captive in the frozen foods aisle?

If we do choose to "hide" by living in an adjacent town, we can avoid the buttonholing. In addition, perhaps we can live in a house we already have equity. The out-of-town option does open us up to accusations of detachment. But we know we can take our kids to Little League without having to discuss the park's zoning with anyone.

Ed Steinbeck, the former planning director of Sonoma, saw the issue from both sides. When he first got the job, he commuted from Santa Rosa. One disgruntled property owner took out a newspaper ad that labeled Steinbeck and the City Manager as "transients." Undaunted, Steinbeck showed up at work next day with a lapel pin reading "transient." After Steinbeck moved to Sonoma, he had a much different feeling about the job. "You take more ownership and care in the recommendations you make if they are going to affect the community in which you live...You take it more to heart I guess. You say, 'I have a stake in this. I live in the community. I'm part of the community. Therefore I want to make sure I do the right thing for the community...'"

He describes the feedback from neighbors as being one of the nice things about a small town and also one of the most difficult. "You can be shopping at the local supermarket and people come up to you and tap you on the shoulder and say 'Why in the hell did you do this?' or 'I think what you did there was the right thing.'" One lady he ran into at Safeway started poking him in the chest for neglecting her side of town. "You get hit all the time in your social life. I have to explain the projects to them. But usually after they understand what's going on there isn't really much of a problem."

And the alternative can have some real drawbacks. I will never forget the first day of my first planning internship. I soon learned that not only was I the only one in the department that lived in the city, I was the only one who lived in the same county. And when I asked for a ride home from the senior planner one day, I had to give him directions all the way through town!

MORE JOBS IN PLANNING

ASSOCIATE PLANNER — City of Pleasanton (\$3,320-\$4,034 plus PERS) Journey-level position performing a variety of resp. work in munic. planning. Req's 4-yr. college degree and appropriate experience. Apply by 7/20/90 to: Personnel Dept. City of Pleasanton, PO Box 520, 123 Main Street, Pleasanton, CA. 94566. (415) 484-8012.

ASSOCIATE PLANNER — City of West Sacramento (\$2,627 - \$3,207/mo., plus PERS and exc. benefits) Performs prof. planning duties, researches & prepares planning studies & explains/ interprets ordinances and policies to public. Req's 3- yrs prof. planning exp. plus related educ. equiv. to BA degree. For application and flyer, send SASE indicating position requested to: PO Box 966, West Sac'to, CA. 95691. Apply by 7/27/90.

SENIOR PLANNER — City of West Sacramento (\$2,845 - \$3,473/mo., plus PERS and exc. benefits) Position is specialist/ lead person in planning series. Req's 5 yrs. prof. planning exp. and rel. educ. equiv. to BA degree. For application and flyer, send SASE indicating position requested to: PO Box 966, West Sac'to, CA. 95691. Apply by 7/20/90.

ASSOCIATE PLANNER — City of Concord (\$3,192 - \$3,879/mo., plus exc. benefits) Prof. with exc. public contact skills to work in current plng., design review, and general plan studies. Fast-paced and dynamic env. for indiv. who enjoy teamwork, and a high degree of indep. and resp. Successful performance on the job would require flexibility, the ability to handle stress and deadlines, and a commitment to quality. City appl. reqd. Call (415) 671-3308 ext. 8222 or write Personnel Dept., 1950 Parkside Dr., Concord, CA 94519. Must file by 5:00 p.m. July 25, 1990.

CONTRACT PLANNER — City of Concord (\$2954 - \$3,879/mo., plus exc. benefits) Assistant or Associate position available for approx. two year term. Prof. with exc. public contact skills to work in current plng., design review, and general plan studies. Fast-paced and dynamic env. for indiv. who enjoy teamwork, and a high degree of indep. and resp. Successful performance on the job would require flexibility, the ability to handle stress and deadlines, and a commitment to quality. City appl. reqd. Call (415) 671-3308 ext. 8222 or write Personnel Dept., 1950 Parkside Dr., Concord, CA 94519. Open until filled. Apply soon.

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Summer Calendar of Events

- July 19 to
July 20 Neotraditional Town Planning. AICP conference at the Sir Francis Drake in San Francisco. For more information call Loward Tucker at (312) 955-9100.
- July 26 Hillside Planning Issues in the Bay Area. 7:00 p.m. Mirassou Winery, San Jose.
- July 29 to
August 1 Playful City Conference. Stanford University. Call PLAE, Inc. for more information (415) 845-7523.
- August 21 Affordable Housing—Myth or Reality? El Cerrito Royale Senior Housing Complex. 7:00 p.m. to 9:00 p.m. Call Celeste Wixom at (415) 646-2035.
- Through
August 26 Visionary San Francisco Exhibit at the San Francisco Museum of Modern Art. 401 Van Ness Avenue. Board Room and Galleries, fourth floor.
- September 11 to
September 14 APA State Conference. Glitz versus Glitches. Hosted by the Orange Section APA at the Newport Beach Marriott at Fashion Island. For more information call Julie Oberg, the Keith Companies, at (714) 641-0600.

JULY EVENT AT THE MIRASSOU WINERIES

Join other Northern Section APA Members for a
Discussion on Hillside Development on Thursday,
July 26th. See page 1 for more details

NORTHERN NEWS

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