

NORTHERN NEWS

ANNUAL AWARDS BANQUET TO BE HELD ON JUNE 28

Make your reservations now!

The annual APA Northern Section Awards Banquet will take place on **Friday June 28 at the UC Berkeley Faculty Club**. The event acknowledges the significant professional achievements of our colleagues and recognizes programs which have been particularly innovative, effective, and unique. This is one of the most popular events sponsored by APA Northern Section each year, and this year should be no exception.

This year's program will begin with a no-host cocktail bar from 6:15 to 7:15 p.m. Dinner and the awards program will run from 7:15 to 9:30. Awards Chairman Wayne Goldberg and Section Director Ann Millican will host the event, describing the winning projects and presenting the awards certificates.

More than a dozen projects were nominated for Section awards this year and the jury has been busy deliberating over the winners for more than a month. All of the winning projects will be on display at the event, and a slide presentation showcasing the project will precede the program. In addition to the awards, the Section Board of Directors will recognize past officers who have contributed to the organizational development and leadership of Northern Section CCAPA and will introduce the newest members of the Board.

This is a perfect opportunity to get acquainted with Northern Section and enjoy the season's most entertaining social event. Mail in your coupon now and we'll see you on the 28th.

Reservation Form

YES! I wouldn't dream of missing this event! Enclosed is a check for _____ (\$25 per person) payable to Northern Section, CCAPA.

Name: _____
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Return by June 20 to Wayne Goldberg, City of Santa Rosa Planning Department, PO Box 1678, Santa Rosa, CA 95404.

DD ✓
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LUNCHEON MEETING ON THE SAN MATEO COASTSIDE

Twice in May, environmentalists seeking to prevent large-scale developments from being built on San Mateo County's coastside were victorious in lawsuits brought against the County and Coastal Commission -- both agencies had earlier approved the proposed development. In the same month, voters in Half Moon Bay approved a citizen initiative, Measure A, intended to slow growth in that community. It appears that citizen involvement is alive and well on the San Mateo Coast.

Just what effect will citizen activism have on development and how will other factors, such as infrastructure constraints, affect the area's growth? You're invited to listen to a discussion of these and related coastal development issues on June 21st at a luncheon sponsored by NSCCAPA and the Planner's Association of San Mateo County. Speakers will include County Supervisor Anna Eshoo, Half Moon Bay City Councilman Larry Patterson, and Bill Mahar, a coastside citizen involved in forming the new mid-coast Municipal Advisory Council.

The luncheon will be held from 11:00-2:00 at the Shore Bird Restaurant, 390 Capistrano Way, west of Highway 1 in Princeton-by-the-Sea. The cost is \$13.50. If you're interested in attending, call Heather McMillan or Dave Carbone at 363-4161 before noon, Tuesday, June 18, to make a reservation and indicate your menu choice (baked fresh catch of the day, seafood curry, chicken marsala, or chicken parmesan).

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To place an ad in Northern News, call (415) 465-7169. The deadline for the July-August edition is July 12.

**Have You Returned
Your APA Membership
Survey?**

**If not, please send it in
today!**

TAKING CARE OF BUSINESS

by Ann B. Millican

Visual Media Symposium - A Standing Ovation

The Symposium on Bay Area Planning and Design and the Visual Media held on Saturday, May 4 at the Clark Kerr Campus in Berkeley was a successful event attended by about 100 planners and designers. A hearty thank you goes to the Symposium Chair Hartmut Cergdes and his committed committee. Diana Meservey made a major contribution by coordinating the afternoon Videofest. Hardworking Committee members were Mark Bartholomew, Tara Gauthier, Juliana Pennington, Ted Roberts, Douglas Stewart, Erwin Tanjuaquio, Bob Odland, Don Steiger, Steve Wanat, and Gary Adams.

Now We Wait - AICP Exam Aftermath

May 16 was a critical date for the 30 planners taking the AICP exam. After five Saturday AICP workshops and numerous study group meetings, evenings, and Sundays reading planning articles and taking practice exams, we all sat for three hours taking the AICP exam (with some anxiety). We all really appreciate the efforts of our coaches Don Bradley, AICP Coordinator for Northern Section, and June Catalano. I am sure that none of us will forget Don's advice to "put ourselves in the shoes of a Planning Director of a mid-sized midwestern city." Now comes the wait...but we can enjoy our weekends!

Welcome to the New Northern News Desktop Publisher

Beginning in July, Juliana Pennington will provide monthly desktop publishing services for Northern News. Juliana has over 12 years of experience in graphics with EDAW and Sedway Cooke and is now working as a freelance graphics designer. She will be working with Editor Barry Miller to bring us the news.



Way Down Yonder In New Orleans...

Local APA members whoop it up at April's APA National Conference. Pictured from left to right are NSCCAPA Board members Barry Miller, Don Steiger, George Foscardo, National Board Member Janet Ruggiero, and past AICP Commissioner Frank Wein. Keynote speaker Cokie Roberts looks on from behind the podium.

1991 ELECTIONS ARE HERE

A Message from the Election Committee...

Each year at this time, NSCCAPA conducts its election of Officers. Elected positions appear on the ballot on an alternate-year schedule; this time, the position of Section Director is before you. The Section Director position is a little unusual in that the By-laws require nominees to be selected from current members of the Board of Directors to ensure continuity of leadership.

We are pleased to put before you the names of two qualified candidates: Stephen Noack currently serves as Co-Liaison to the East Bay. Don Steiger is the Section's Legislative Liaison. Take a moment to read each candidate's position statement, and then **VOTE!** By returning your ballot according to the instructions listed above, you'll help set the direction for NSCCAPA during the next two years. Questions about the election process? Call Mark Caughey, Director Pro-Tem at 408/252-4505 for assistance.

VOTE! VOTE! VOTE! VOTE!

Northern Section - California Chapter APA

Official Ballot - 1991 Election

Position of

SECTION DIRECTOR

(Vote for One Only; print write-in candidate name)

Stephen T. Noack, AICP

Donald Steiger

PROCEDURE FOR VOTING

- 1) Mark your selection for the Office of Section Director by making an "X" in the appropriate box.
- 2) Cut out the ballot form from the newsletter; **copies and facsimiles will not be accepted.**
- 3) Seal your completed ballot in an envelope, and write your name on the back flap. (The Tally Committee will verify your name as that of a member in good standing before opening the envelope; it will then be discarded to ensure that your vote remains confidential)
- 4) Mail your ballot to:
NSCCAPA Election Committee
c/o George Foscardo
City of San Bruno
567 El Camino Real
San Bruno, CA. 94066
- 5) Envelope must be postmarked before midnight, June 21, 1991 to be valid.

Candidate Messages for Election of Section Director 1991-1993 Term



DON STEIGER

Position Statement

I am very pleased to have been nominated for Director of the NSCCAPA. My only disappointment is that Ann Millican has not chosen to run again. The Section has enjoyed very capable leadership and I will do my best to maintain the tradition.

I strongly believe in a positive vision for the Section. The Northern Section is larger and more active than many State chapters in APA. We have great diversity in people, issues, and outlook and yet share a common purpose - a better tomorrow. These strengths have much to offer. We should actively participate with and support the very dynamic California Chapter in the setting and attainment of common goals. Together with the Chapter we have much to offer the National APA by assuming a proactive role through our participation in national issues and conferences.

We will continue our solid commitment to our local professional development programs through design, support and attendance. These events target key issues in planning and create opportunities for planners to learn and grow by sharing information and networking with others. Other important functions of the Section include the Awards Program which gives much needed recognition to deserving planners. The Section

provides an excellent local support group for planners in need of recharging their energy levels from the day to day struggles.

The Section should embrace not only our students, who represent the future of our profession, but also our educators who teach and nurture them. Together they press forward in the development of theory, analytical technique and new information providing new goals and insight for practitioners.

I offer energy, integrity, and commitment in assisting the Section to achieve these goals. The planning profession needs you to do the same.

Statement of Qualifications

Don Steiger is employed as a Transportation Planner with Caltrans. He has been with the State for 4 years and has worked on CEQA review for 3-1/2 years. He has worked on projects throughout the Bay Area with a focus on North Bay Counties and the growth areas of the East Bay. Don is currently working throughout the region on Congestion Management Plans.

He received his BA at State University of New York at Buffalo and has also completed coursework in planning at SUNY. Don has been active in APA at local, state, and national levels for several years and is currently the legislative liaison for NSCCAPA.



STEPHEN T. NOACK, AICP

Position Statement

The key to APA's success in promoting the planning profession is the active involvement of its members. This involvement begins at the section level where there are numerous opportunities to offer creative energy and advice into the planning of events and other activities promoted by the Northern Section Board. I think it is important that the Director continually seek new ways to promote membership involvement and to seek feedback from Section members regarding events and activities.

Statement of Qualifications

Steve Noack is an urban and environmental planner with Woodward Clyde in Oakland. His 13 years experience in planning includes positions with local agencies and consulting firms in Oregon and the Bay Area. He holds a Master's Degree in Urban and Regional Planning from San Jose State University and a Bachelor of Arts in Political Science in Political Science/ Urban and Regional Government from Willamette University in Salem, Oregon.

JOBS IN PLANNING

Post-Exam Reflections

by Lia Sullivan

Every year it seems that someone writes about the AICP exam. I jotted down a few thoughts before I took the exam; a few days afterwards, I'm collecting my post-exam thoughts.

It seems there are four phases to the AICP exam: (1) working up the nerve, motivation, and energy to take it; (2) studying (or not studying) for it; (3) getting it over with; and (4) finding out. Along with the other exam takers, I haven't reached the last stage yet - and now I'm fielding numerous inquiries about how it went and if I think I passed. In memory of the experience, and possibly of interest to future exam takers, here is my version of what each phase is like.

Phase (1): *I know I should do this. I'll have to start studying in the Fall. I don't really have the time. Why should I bother? It won't make a difference. It might make a difference to me. It would be interesting to see if I could do it.*

Phase (2-A): This is where the "study group" came in. Don Bradley, AICP Coordinator, and June Catalano, set up a monthly 3-hour workshop to help exam-takers tackle the broad list of exam topics. The group of 20-24 planners included several who had missed passing by a mere point or two. These people were invaluable at helping the rest of us assess just how much effort (and in what area) was required to pass. The "rule of thumb" and promise from group leader Bradley was, "if you put in 100 hours and don't pass, I'll take you to lunch." An objective! 100 hours of studying, starting in February (September was long gone by then)

Phase (2-B): Studying turned out to be a fascinating process, both from the angle of getting back into study habits as well as learning and relearning the actual information. Thoughts from this period:

- actual exam doesn't seem as important as the training needed to pass;
- by exam time, I would guess that most people are pretty clear on where their weaknesses are, at least with respect to what they think they should know;
- taking the exam tells you where your weaknesses are compared to the current test-writer's notion of what a planner should know;
- it's up to each person to decide if such weaknesses affect their ability as a planner - it's a question worth asking one's self.

Phase (3): Taking the exam proved to be, as one previous taker put it, "a rigorous mental challenge." Taking the exam didn't make me feel like I knew alot about planning (studying did, though). In fact, the situation seemed paradoxical. **Examples:** *It isn't something you can study for vs. you really have to study for this; the exam doesn't seem relevant to day-to-day planning vs. you have to be familiar with day-to-day planning to get these right.* It was more comprehensive yet more focused than I'd expected. The strongest feeling I had when I left was that all the discussing and debating of planning concepts and information that went on in the study group had somehow helped me. The moral support didn't hurt either.

Phase (4): Waiting. Six weeks?!? Its hard to believe I don't have to be studying all the time. Well, that's one out of the way, until next year anyway (I hope not!).

ASSISTANT PLANNER - City of Hayward (\$3,311-\$4,017/mo.+ benefits); Neighb. Pln'g Program Div. Duties incl. staffing City Council task force. Req's BA in pln'g or rel. field, + 1 yr. exp. in a pln'g agency. Apply by: June 21. Appl.form avail. from Hayward Personnel Dept, 25151 Clawiter Road, Hayward CA 94545-2731. More info, call 415/293-8669.

PLANNING MANAGER - City of San Leandro (\$61,260 - \$74,424 plus ben.) Seeking progressive mgr. to oversee the planning div. of the Planning and Bldg. Dept. Full-time staff of 12, budget of \$1.1 mil. Primary staff adviser to the Pln'g Commission and Bd. of Zoning Adj. Rept's to Planning/Bldg. Director. Req's bachelors deg. w/ coursework in pln'g or rel. field, sign. munic. pln'g exp., org, mgmt, comm, and neg skills. Apply by July 19. Submit current salary, 3 references, resume to: Shannon Assoc., 1400 K St. Suite 311, Sacramento, CA 95914. More info, call: 916/447-8022.

TRF Meeting Features Air Quality Dialogue

The Transportation Research Forum invites APA members to attend a dinner presentation by Elizabeth Deakin on June 19. Observers of the Bay Area transportation scene are aware that certain highway expansion projects were halted during 1990 by federal court rulings. The argument was that highway expansion stimulates pollution by causing more and longer auto trips while diminishing the fraction of trips feasible by walking, transit, and bicycle.

The speaker, Elizabeth Deakin, teaches in the Planning and Engineering Departments at UC Berkeley. As a consultant, she has worked for MTC on transportation/ air quality projects. Ms. Deakin will address this controversy and review the evidence on various transportation control measures.

The event will be held at the Mandarin Garden Restaurant, 2025 Shattuck Avenue, Berkeley, beginning at 5:30, with dinner at 6:00 and program at 7:00. Admission is \$13 for TRF members, \$14 for non-members. To reserve, call Carolyn at (415) 546-8266.

Planlines

by Chuck Myer

Planners On the Tube

In my last column, I examined how planning issues have been at the heart of several major motion pictures. But only recently has a city planner been a series regular on a television show.

In the critically-acclaimed (and now cancelled) TV show "thirtysomething," the character of Ellyn Warren (Polly Draper) reflects the new breed of planners. The television dramatizations of Ellyn on the job at Philadelphia City Hall don't define her position in detail: Even Draper isn't quite sure of the nature of her job: she described it during one interview as a "high-powered job as the head of some kind of program at City Hall." Her secretaries answer the phone "City Services," and their scope of work is always changing. Ellyn's emphasis seems to be in social planning: she makes presentations regarding youth centers, reuse of existing public facilities, public financing, etc.

Ellyn's supervisor and former lover, Woodman, is the City's Chief Planning Officer. In the first season, she deliberated at length about getting involved in an office romance, concerned mostly with the impact it would have on her work and her career.

In keeping with modern office trends, their professional relationship is portrayed as "team players" rather than the traditional supervisor/subordinate role. In fact, Ellyn is usually the facilitator at meetings while Woodman sits silently at the side of the table. Woodman's character was silent in other situations as well. He was seen as a searching soul, often needing to take a long ride on his ten-speed to clear his head of the bureaucratic fog.

Perhaps most noteworthy is the fact that Ellyn developed a bleeding ulcer during the season's second season, as a result of job-related stress. The producers considered giving her a drug habit or a nervous breakdown. Also significant is the fact that the character had originally been envisioned as an "overweight, mousy frump" who would have an irritating air about her. Fortunately, Draper's attractiveness, strength, and humor convinced the producers to change their image of the character.

Up until "thirtysomething," the television portrayals (and municipal workers in general) have been pretty one-dimensional. Planners have usually been confused with mayoral assistants and political pawns. Caricatures of urban planners on shows such as "He's the Mayor" and "City" with Valerie Harper were particularly guilty in this regard. The municipal aides to the mayor in Stephen Bochco's defunct "Cop Rock" took the caricature one step further. If the mayor disagreed with the results of their environmental or demographic studies, they simply broke out into song in order to convince her of the truth.

In the 1990s, the planning profession will be the focus of increasing media attention. A corresponding increase of fictional planners on the small screen will follow as a result. Those images will play an important role in determining the way planners are seen by the public they serve.

Editor's Note: Those of us who watch too much TV may recall some other recent prime-time planners. A shortlived sitcom called "The New Gidget," aired in the mid-1980s (at obscure times like 3:00 on Sunday afternoon). The premise was simple: Malibu's favorite bimbo had grown up and married high school sweetheart Moondoggie. Seems the Moonman had traded in his surfboard for a pack of Prismacolors and had become -- you guessed it, the local city planner. Typical episodes featured salivating developers proposing condos on the very beaches where Gidget and Moondoggie had once twisted the night away. Of course, I never saw a single episode.

And veteran fans of "All My Children" may recall the tempest that followed when Erica Kane's disco was shut down by the Pine Valley Planning Commission for operating without a Use Permit (I'm not making this up!) Readers may also recall last season's episode of the Wonder Years when everyone's favorite 12-year old, Kevin Arnold, appeared before the Planning Commission of his un-named Southern California suburb to oppose a shopping center proposed on the very site where he and Winnie Cooper shared their first kiss. Stay tuned for more next week.



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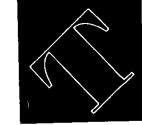


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Summer Calendar of Events

- June 14 Brown Bag Lunch and Evening Reception for Far North Planners. Contact Lia Sullivan at (707) 822-5955 for details.
- June 19 Transportation Research Forum sponsors a presentation by Elizabeth Deakin. See Page 5 for details.
- June 21 Luncheon on Coastal Planning Issues in San Mateo County. See Page 1 for details.
- June 28 NSCCAPA Awards Dinner. See Page 1 for details.



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