



NORTHERN NEWS

A Publication of the Northern Section, California Chapter, American Planning Association

DD
JLV
AYZ

CAN'T GET THERE FROM HERE?

BART to the Airport, A Panel Discussion

A panel featuring key Bay Area decision makers will be discussing the issue of a preferred BART alignment to the San Francisco International Airport in early November. This panel is being sponsored by the Northern Section, California Chapter of the American Planning Association in cooperation with the Women's Transportation Seminar and SPUR (San Francisco Planning and Urban Research Association).

Panel members will include:

Frank J. Wilson, General Manager, BART

Tom Nolan, Supervisor, San Mateo County

George Foscardo, Planning Director, City of San Bruno

Lou Turpen, Director, San Francisco International Airport (invited).

A BART extension to the Airport is one of the Bay Area's more significant planning issues for the decade. The purpose of the panel discussion is to provide an informative and lively discussion of all the issues currently being considered in selecting the preferred BART alignment to the Airport. Each panel member will present their particular point of view on the topic with time for questions and answers after the presentations.

Date/Time: Thursday, November 5, 1992, 6-8 PM.

Location: SPUR, 312 Sutter Street, San Francisco.

Directions: Sutter Street, near Grant.

Parking: Sutter/Stockton garage.

BART/MUNI: Montgomery Station.

Cost: \$5 in advance, \$8 at door.
Refreshments will be served.

Please RSVP to let us know how many people will be attending.

RSVP: Wendy Cosin
Planning Director
170 Santa Maria Avenue
Pacifica, CA 94044
(415) 738-7341

Advance payment may be sent prior to November 3.

Everything You Wanted to Know About Specific Plans

(but were afraid to ask)

RECEIVED

OCT 14 1992

A professional and social event, co-sponsored by the Northern Section, California Chapter of the American Planning Association and the Department of City and Regional Planning at U.C. Berkeley.

DUNCAN & JONES

This event is also an opportunity for students to meet professional planners and learn more about the planning field and the American Planning Association.

Presenters: Larry Kennings, LSA Associates
Steve Spickard, Economic Research Associates.

- Topics:**
- How Specific Plans Are Used
 - Why Jurisdictions Prepare Them
 - What Specific Plans Can And Cannot Do
 - How They Relate to the General Plan
 - What the Required Components Are
 - Staff and Consultant's Roles in Preparing and Implementing Specific Plans
 - Examples of Good and Bad Specific Plans

Date/Time: Thursday, October 22.
6 PM Socialize, wine and cheese
7 PM Presentation and discussion

Location: Wurster Hall, University of California, Berkeley

Cost: \$5 at door, students admitted free.

RSVP: By Monday, October 19
Jim Walsh
Alameda County Planning Department
(510) 670-6509

NORTHERN SECTION HOLIDAY PARTY SET FOR DECEMBER 17

Mark your calendars now!

The Northern Section CCAPA Holiday Party will be held on December 17, 6 to 9 PM at the Cameron Stanford House on Lake Merritt in Oakland. Mark your calendars now and watch for more details in the November issue of Northern News.



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DIRECTOR'S CORNER

by Don Steiger

Well, it is time again for another column and I'm thoroughly unprepared. I would venture a guess that most of you have experienced an office move as part of your career. It is not a pretty business, and has dominated my thinking/life for the past two weeks. I have moved with the regional Caltrans offices from 425 Market Street in San Francisco across the Bay to our new home at 111 Grand Avenue in Oakland. As you can imagine, the business people in the community have given us a warm welcome. My conservative estimate for just lunches and parking total over \$5 million per year moved across the Bay. This and spillover retail and service revenue will give Oakland a big boost.

I can now be reached at:

Caltrans
 Transportation Planning
 P.O. Box 23660
 Oakland, CA 94623-0660
 Phone (510) 286-5506
 FAX (510) 286-5513

The mail system works, the phone works, voice mail is activated, and finally, my computer is operational - hurray! Now if I could just find things...

NSCCAPA is recruiting again. We are in need of an Education Liaison to coordinate our activities with university student representatives. We also need representatives for the North Bay and Northern East Bay. Please volunteer and be a part of something good.

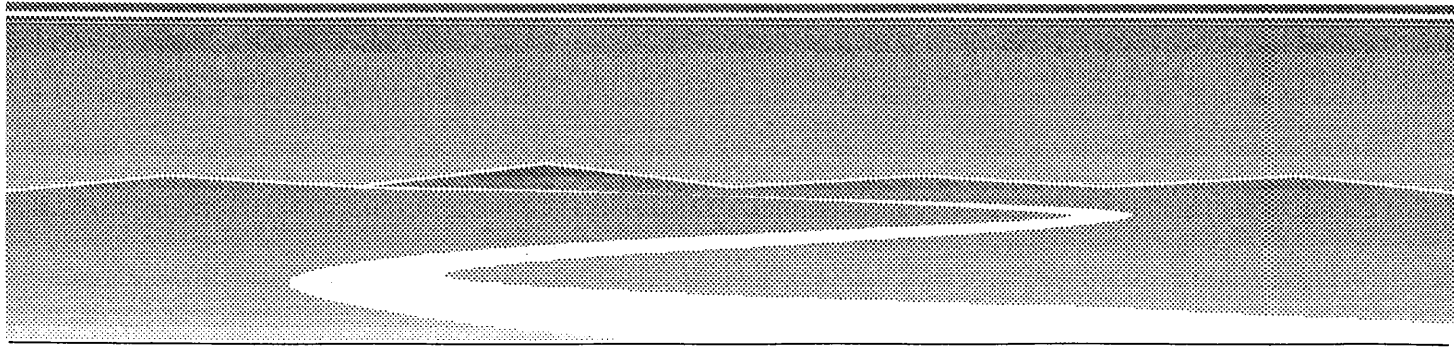
Did you see the list of activities on the calendar page last month? There is a lot more coming, too! Thanks Wendy!!

And don't forget to register soon for the upcoming State Conference in Pasadena.



South Bay Planners Happy Hour

You are invited to join your colleagues for a relaxing time at **Carlos Murphy's** restaurant, Cupertino Village, 10741 N. Wolfe Road, Cupertino. This informal event will be held **Wednesday, October 14, 1992, 5:30 PM** to whenever. No RSVP is required. Call Valerie Young at (408) 436-4909 for more information.



BRINGING PLANNING INTO THE SCHOOLS

by Steve Noack

With a new school year around the corner, it's not too soon to begin thinking about your participation in APA's ongoing efforts to introduce planning into the elementary and secondary education curriculum. Many of you have heard of or participated in "Planners Day in School." This program has been promoted throughout the country by various chapters of APA as one way of introducing school children and young adults to the goals and practice of planning professionals. It can be a rewarding experience for both you and the students, and you'll be glad to know, as the program gains momentum around the country, there's a lot of precedent, experience, and guidance to draw upon for those of you who are interested.

The Northern Section of the CCAPA launched an initial effort to interest planners in the program in the spring. Some 25 to 30 people responded. However, there are probably many more who would like to participate if you felt you weren't being sent off into the Black Forest without a compass or destination. In order to provide some guidance, context and structure to individual efforts, Juanell Waldo and Bill Shoe, of Santa Clara County's Advance Planning Office, have volunteered to help develop the program. They propose to do the following:

1. Build a file of those who have participated in the past and those interested in doing so to start a network.
2. Develop a "How To" packet of information for those interested that provides some background materials and checklist to get you thinking about how you would like to participate.
3. Network with other chapters of CCAPA to develop the program state-wide, draw upon a larger well of experience, and provide a greater consistency and stability to the local efforts.

For those of you who are confident enough to want to "go it alone," here are a few tips to better ensure a successful experience:

1. Participate in the middle of semesters, not the beginning or end.
2. Call around to find out if someone else in the community has ever done it.
3. Call and introduce yourself first to school administrators, principals, and superintendents, to let them know you are interested and available, then propose meeting with individual teachers who express an interest.
4. On the elementary level, one to three day programs have been developed by other chapters. (Heard of "Box City?" Call us to learn more.) As always, present yourself as a community resources for the teacher, and the teacher will work with you to create a "fit" between your ideas and his or her own curriculum and month-to-month plans.
5. For secondary students, plan well in accordance with teachers' existing curriculum standards and time constraints.
6. Make it enjoyable for yourself and fun for the students. We all want to be invited back!

For more information or to contribute to the program's development, contact Juanell Waldo or Bruce Shoe at (408) 299-2521. We welcome your participation.



IT'S TIME TO THINK ABOUT THE 1993 AICP EXAM



The next AICP exam will be given May 15, 1993. Applications for the exam must be submitted by January 8, 1993. For more information, contact **Don Bradley** at (415) 592-0915.

Congratulations to the recent 1992 AICP members!

Northern Section members passing the exam this time were:

Joan Brady, AICP
Jennifer Barrett, AICP
Brad Beck, AICP
Rajeev Bhatia, AICP
Stuart Cook, AICP
Annemarie Dietzgen, AICP
Curtis Eaton, AICP
Louise Engel, AICP
Peter Gertler, AICP
Christopher Gustin, AICP
Jeanne Hamilton-Buikema, AICP
Douglas Handerson, AICP
Robin Jones, AICP
Brian Kalahar, AICP
Warren Lortz, AICP
Judy Malamut, AICP
Charles Mullen, AICP
Brian Parker, AICP
Arlyn Purcell, AICP
Carolyn Radisch, AICP
Karen Wallsten, AICP

The pass rates were 61% national wide, 74% in the state, 83% for Northern Section, and 95% for those taking our workshop!

The Long and Winding Road

by Steve Matarazzo

The County of Santa Cruz Planning Department, where I work, recently hired a consulting firm to facilitate community workshops in preparation of a downtown plan. What struck me most, at the first workshop held for this town, was the consultant's ability to generate significant community interest in the ideas that were bouncing off the walls of that initial meeting. What quality did he possess that made this meeting more successful than most I had witnessed or participated in during the course of my career? An associate of mine gave me the answer very succinctly and accurately - the consulting planner came to the meeting with "infectious enthusiasm."

I was smitten by a similar malady while visiting a store that opened recently in downtown Santa Cruz called "Imagine" - a store dedicated to the life and times of John Lennon - selling memorabilia of the poet/musician. The merchants were very excited and made me feel the same, thereby successfully soliciting a purchase of a giant, wall-sized poster of the Abbey Road scene on the cover of one of the best rock albums of my generation. I immediately put it on my office wall to help reinstall within me the same gusto about assisting in the development and enhancement of our urban areas.

IT WAS TWENTY YEARS AGO TODAY that I travelled to Europe to find out a little bit more about the world and myself. It was on one of those summer tours taken by fortunate college students, visiting 18 countries in three months. But the place I remember most was the St. John's Wood area of London, home of Apple Record's recording studio. It was there, on Abbey Road, when I knew that I wanted to be an urban planner and I became very excited about charting out a curriculum

(Continued on next page)



photo credit: Iain MacMillan, Apple Records, SO-383



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Salary: \$41,064 - \$48,732/yr., plus 7% PERS & suppl. retirement plan.

Requires 4-year degree in city, regional or urban planning or closely related field, and at least 2 years of professional experience. Application and supplemental questionnaire available from: Personnel Department, 2180 Milvia Street, Berkeley, CA 94704.

Deadline: 5PM, Friday, October 16, 1992.

Eligibility list will also be prepared for Current Planning openings.

Solid Waste: Refuse or Resource?

The Northern Section is co-sponsoring a conference planned by the Global Cities Project, looking at issues surrounding solid waste management in our increasingly convenience-oriented society. The day-long conference, scheduled for Friday, October 23 at the San Francisco Hilton, will include round-table discussions and workshops on source reduction and composting, recycling, disposal and NIMBYs, and marketing of recycled materials.

Participants representing a variety of viewpoints will include: Carl Anthony, President of the Earth Island Institute; Laura Skinner, Councilmember, City of Berkeley; Wesley Chesbro, Vice Chair of the California Integrated Waste Management Board; Stu Clark, Vice President of Waste Management of North America; Laura Yoshii, Manager of Waste Programs, EPA Region IX; Kirsten Ritchie, Executive Director of the Western States Glass Recycling Program; and David Skinner, Resource Manager for Apple Computer, Inc.

Registrations can be made by writing the Global Cities Project at 2962 Fillmore Street, San Francisco, CA 94123, or by calling (415) 775-0791.

Rates are as follows:

- Members - \$75/person, government/non-profit;
\$140/person, business/other.
- Non-members - \$95/person, government/non-profit;
\$175/person, business/other

TRF Lecture Series

The Transportation Research Forum is joining the Council of Logistics Management in presenting a series of Thursday lectures at Golden Gate University. On November 5, Prof. Rob Leachman of UC Berkeley's Department of Industrial Engineering and Operations research will speak on "Consolidated Rail Corridor for Southern California Ports, A Case Study in Solving Urban-Railroad Environmental Conflicts." Sound familiar, Oakland and Richmond? And how about passenger trains? Contact Libby Ogard at (510) 888-9822, or Bill Wagstaffe, Director of the program at Golden Gate University, at (415) 904-6738. The University is at 536 Mission Street, convenient to Montgomery Street BART or MUNI and the Transbay Terminal. The presentation will begin at 6 PM in the Auditorium. Cost is \$15.

...Winding Road

(Continued from page 4)

I would need to become one. It was there, toward the end of my summer journey, after exploring the urban aesthetic qualities of many of the most famous cities in Europe, at that famous crosswalk on the Abbey Road album cover, where the Beatles once trekked.

THE LONG AND WINDING ROAD leading to the point of this anecdote is this: As a profession, we need to exhibit a more lively spirit. If you don't believe me, video tape your next Planning Commission meeting and see how monotone we have become when delivering staff reports, both verbally and in expression. Perhaps it was the years of processing variance applications, or the unending neighborhood battles we found ourselves embroiled in that wore us down. Maybe, it was just the toll of the years of personal and professional struggle to "make it" in one sense or another. Or, maybe, just maybe, it is that we don't realize how important our jobs can be.

IMAGINE helping to create a plan or being a part of an urban revitalization project that makes a difference in the lives and comfort of your neighbors.

IMAGINE assisting in the creation of a land use plan that eventually reduces commute times and is fiscally sound.

IMAGINE helping to bring more design-conscious, affordable housing into communities that need it.

IMAGINE ALL THE PEOPLE LIVING FOR TODAY...
my god, I think the poster is working.



The Media Column

"OP-ED"

by Hartmut Gerdes

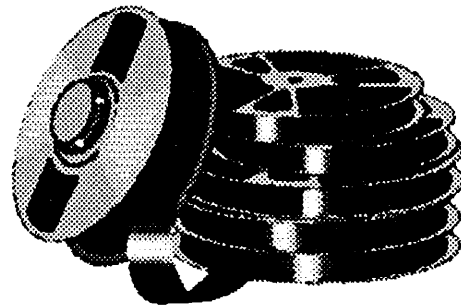
Whenever they have a chance to speak their minds, planners and urban designers have a great deal to share. Often frustrated about having to tow political or company lines, many enjoy venting an opinion in a forum other than their respective chamber or office.

The "Open Editorial", or "Op-Ed" pages of local and regional newspapers are an excellent and effective opportunity to speak out on issues of profound concern to the community and region. The papers' forums are available to anyone, usually six days of the week. Begun a few decades ago by the New York Times, it has become a common feature in newspapers across the country. As professionals and citizens we have an open invitation, perhaps responsibility, to engage in the ongoing public policy debate, individually and as representatives of an organization's viewpoint.

There are a few limitations: Typically, the column's length is between 500 and 650 words, the article may be edited, and funds cannot be solicited, no matter how honorable the cause. The lead time may be as much as two weeks.

To become Anthony Lewis' or George Will's neighbor, call your local newspaper's Op-Ed editor and inquire about column specifications.

Hartmut Gerdes, AICP, is the NSCCAPA's Communications Director and is a principal of Square One Film + Video, San Francisco.



Planlines

by Chuck Myer, AICP

INITIAL REACTION

In her August 1992 memo to AICP members, Margarita McCoy alludes to a mythical class (Acronyms 101) in which you learn that P.A.B. means Planning Accreditation Board, and to an advanced class (Acronyms 304) which teaches that A.C.S.P. is Association of Collegiate Schools in Planning.

There's an obvious way to avoid having to teach these classes. P.R. specialists know that the way to implant an organization's name in people's brains is by making its initials spell out an appropriate buzzword. They might not remember "Cooperation for American Relief Everywhere," but they sure know what a C.A.R.E. package is. So it's not surprising that more and more organizations are choosing names with catchy acronyms that spell a word symbolic of the organization.

Government, of course, was the first to use acronyms. The Navy's W.A.V.E.S. (Women Appointed for Voluntary Emergency Service) and S.E.A.L.s (Sea, Air & Land) got into S.N.A.F.U.s (Situation Normal - All Fouled Up) long ago. The Census Bureau uses D.I.M.E.s (Dual Independent Map Encoding) and T.I.G.E.R.s (Topographical Integrated Geographic Encoding and Referencing) to count P.O.S.S.L.Q.s (Persons of Opposite Sex Sharing Living Quarters).

The acronym craze hit TV screens in 1964-65 with the James Bond parody "The Man From U.N.C.L.E." (the United Network Command for Law Enforcement) and the "Get Smart" series (C.O.N.T.R.O.L. vs. K.A.O.S.). In the 70's, I was a C.O.N.T.R.O.L. agent myself for the Metropolitan Transportation Commission, creators of Service Authorities for Freeway Emergencies (S.A.F.E.). I wrote their computer programs called Ground Origin/Destination Facilitation And Theoretical Hierarchy for the Entire Region (G.O.D.F.A.T.H.E.R.) and Zone Origin Methodology Breakdown and Intra-regional Evaluation (Z.O.M.B.I.E.). Soon after that, they let me go. On my way out, I told them, "Even if all of the oceans run dry, there'll still be an 'empty sea' (M.T.C.)."

Before long, dozens of activist groups had formed with names like Citizens Against Unfair Government Higher Taxes (C.A.U.G.H.T.), Community Action for Rural Environmental Safety (C.A.R.E.S.), Executive Council of Home Owners (E.C.H.O.) and Built Environment Education Program (B.E.E.P.), not to mention the Wild Horse Organized Assistance (W.H.O.A.). On the liberal end we

saw Mothers Embracing Nuclear Disarmament (M.E.N.D.) and the Community Against Registration and the Draft (C.A.R.D.). On the right wing we saw Tax Reform Immediately (T.R.I.M.) and Towards Utility Rate Normalization (T.U.R.N.).


Soon there were so many groups, some acronyms had to do double duty, like C.R.A.S.H. It stands for Citizens for Reliable and Safe Highways, but in L.A., it's Community Resources Against Street Hoodlums. In Gilroy, an organized group of N.I.M.B.Y.s known as Families Opposing Rural Encroachment and Severe Traffic (F.O.R.E.S.T.) were told by a consultant that their name was too negative, so they changed it to Friends of Rural Environment and Safe Traffic, saving a forest of letterhead in the process.

A number of organizations took on tongue-in-cheek names: Benevolent and Loyal Order of Pessimists (B.L.O.O.P.); Sherlock Holmes Enthusiastic Readers League of Criminal Knowledge (S.H.E.R.L.O.C.K.); Society for the Preservation of the English Language and Literature (S.P.E.L.L.); and Women on Mountain Bikes and Tea Society (W.O.M.B.A.T.S.). The satirical organization Ladies Against Women (L.A.W.) formed a men's auxiliary, F.L.A.W. (For Ladies Against Women). Wizards, Astrologers, Numerologists, Diviners and Sensitives got together to form W.A.N.D.S., and in Silicon Valley, Windows, Icons, Mice and Pointers are simply known as W.I.M.P.s.

It's hard to make your group's name sound legitimate and get the right spelling for the acronym at the same time. Of course, there's a little flexibility: You can capitalize conjunctions and prepositions if you wish. "And" is used in National Organization Taunting Safety and Fairness Everywhere (N.O.T.S.A.F.E.), but not in Society to Curtail Ridiculous, Outrageous and Ostentatious Gift Exchange (S.C.R.O.O.G.E.). Some groups take huge liberties, like CALifornians for REsponsible Food Laws (C.A.R.E.F.U.L.).

The best solution comes from the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America (S.P.E.B.S.Q.S.A.), which states in its by-laws that "It is urged that attempts to pronounce the initials is discouraged."

Perhaps a few others should follow their example!



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FALL CALENDAR OF EVENTS

October

- 9 Sonoma State Seminars on CEQA and Affordable Housing.
Call (707) 664-2306 for details.
- 14 South Bay Planners Happy Hour. Details on page 2.
- 22 Everything You Wanted to Know about Specific Plans Presentation. Details
on page 1.
- 23 Solid Waste: Refuse or Resource Conference. Details on page 4.

November

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Consolidated Rail Corridor for Ports, Case Study. Details on page 5.
- 7-10 State APA Conference in Pasadena.

NORTHERN NEWS

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