

MAY 1998 1999

RECEIVED

11111111

The lesson of the gleaners for sustainable economic development is that sustainability is economically viable...

erations has frequently been compromised by the fear that sustainability is incompatible with economic development, or getting jobs and firms to locate in the communities that need them.

Northern News

Sustainable Economic Development

Gleaners: The Potential for

By Ted K. Bradshaw and Karry Winn

ustainability is one of the most

ubiquitous yet one of the least

development discourse. The predominant

ability is the ability to "meet the needs of the

present without compromising the ability of

future generations to meet their own needs."

Commission Report, 1987:43). This goal of

protecting the environment for future gen-

(based on the United Nations Bruntland

definitions use as their core that sustain-

understood words in contemporary

Recent events, however,

demonstrate that the tension between sustainability and economic development is more fictive than real. Unplanned and spontaneous economic development actions that are highly sustainable have proceeded where rational development planning could not. One of the unconventional sources of economic development which is becoming increasingly common is in the arena of waste recycling.

In many urban neighborhoods technically unemployed men make their 5AM rounds with borrowed grocery carts *gleaning* cans and bottles from trash and recycling bins. Their daily load of recyclables provides the collector a cash income totally outside the structure of modern employment, beyond the reach of Federal tax agents or the data collectors from the Employment Development Department. These urban gleaners are part of a long tradition of poor people who survive on discards. The fact that they are unauthorized and outside the mainstream economy is not remarkable on its own. What is interesting is that they exist in such an overall affluent society and they are doing the "dirty work" of the community in promoting recycling. According to a recent article about "canners" in the San Francisco Bay Area (Selna, Rob.1998."Can Do Folks."San Francisco Examiner, September 27, D, pp.1-4), hundreds of persons sift through trash and recycling bins to collect cans and bottles which are sold to distributors. One scrap company buying recyclable materials from cart people reported regularly receiving bottles and cans from about 350 canners who collectively earn about \$1.5 million a year. While only a fragment of the state's total recycling business, gleaning is not only an economic contribution to some of the poorest of the urban poor, but it is an asset to the community and a service to the environment.

The lesson of the gleaners for sustainable economic development is that sustainability is economically viable, but it is often hidden from the mainstream economic institutions and monitoring systems. In the same way that a gleaner finds value in that which is discarded by others, a growing set of experiences and examples are demonstrating that it is highly economical for firms to minimize their waste, to reuse discarded materials, and to support recycling and waste reduction.

One of the best examples of commercial gleaning is a Berkeley firm, Urban Ore. Founded in 1979 by Dan Knapp, a professor of sociology who wanted to put what he was teaching about environmental issues into practice, the company started by sepa-*(continued on page 4)*

DIRECTORY

DIKECIC						
Director						
Mark Rhoades	510/705-8111					
e-mail: mar2@ci.berkeley.ca.us						
Director Pro-Tem						
Sowmya Parthasarathy						
Treasurer	x 49					
Jeri Weiss Ram, AICP	925/833-6610					
Administration Director	r					
M. Kavanaugh-Lynch	510/705-8111					
AICP Coordinator						
Don Bradley, AICP	650/592-0915					
Ethics Review Coordinator June Catalano, AICP 510/577-3374						
	510/5// 55/4					
Awards Coordinator						
Wayne Goldberg, AICP						
Communications Direct	or					
Jerry Haag	510/644-2106					
University Liaison						
Joanne Manson, AICP	510/614-1699					
Legislative Liaison						
open						
Professional Developm	ent					
Patricia Jeffery, AICP	510/524-7980					
Membership						
Greg Mattson	925/988-9188					
International Ligison						
	415/435-1451					
Stephen Wanat, AICP	415/435-1651					
Stephen Wanat, AICP	·					
Stephen Wanat, AICP Regional Advisory Co	·					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area	mmittees (RACs)					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP	·					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay	mmittees (RACs) 650/991-8033					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP	mmittees (RACs) 650/991-8033					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties	mmittees (RACs) 650/991-8033 510/548-7500					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson	mmittees (RACs) 650/991-8033					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson Northern Section Voice Newsletter Editor	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail 415/281-0195					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson Northern Section Voice	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson Northern Section Voice Newsletter Editor John Banks Advertising Coordinate	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail 415/281-0195 510/642-3258					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson Northern Section Voice Newsletter Editor John Banks	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail 415/281-0195 510/642-3258					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson Northern Section Voice Newsletter Editor John Banks Advertising Coordinato Chuck Lerable	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail 415/281-0195 510/642-3258					
Stephen Wanat, AICP Regional Advisory Co Central Bay Area Andrea Ouse, AICP East Bay Michael Neuman, AICP East Bay Counties Greg Mattson South Bay D. Ungo-McCormick North Bay Elizabeth Caraker Monterey Bay Ernie Franco, AICP Far North George Williamson Northern Section Voice Newsletter Editor John Banks Advertising Coordinate	mmittees (RACs) 650/991-8033 510/548-7500 925/988-9188 408/277-4744 × 340 707/253-4417 831/373-1489 707/822-5955 mail 415/281-0195 510/642-3258					

KP Juliana

2

specializing in visuals for the planning and design professions

, Permanastan

Graphic Design Technical Illustration Communications Design Exhibit Planning & Design

DIRECTORS CORNER

by Mark Rhoades

hope that everyone got their taxes in, but more importantly, how about your NSCCAPA awards nominations? I am looking forward to this year's nominations because I know that a lot has been happening in our region in the last year. What significant project has your firm or jurisdiction either began or completed in the last year (even if it is not being nominated for an award)? Send me an e-mail (MAR2@ci.berkeley.ca.us) and tell me, in just a sentence or two, or a paragraph. I am sure that this list would be of interest to many of you and so I will publish the results in some form in an upcoming newsletter. Please submit your descriptions by May 24.

We have two great events coming up: a tour of San Francisco's fabulously restored City Hall (May 20); and the Planning Commissioner's Forum (at ABAG, May 22). This month's Board meeting on Thursday, May 6, will be at the City of Berkeley's Permit Services Center, 2120 Milvia Street, in Berkeley (Berkeley BART). The meeting will begin at 6:30 P.M.



1999 NORTHERN SECTION ANNUAL Awards Banquet

THE TIME HAS COME to join your colleagues in honoring the excellent planning efforts conducted in the Northern Section. Award winners will go on to compete in the state, and if successful, the national levels.

Once again the Awards Banquet will be held at the Fort Mason Officers Club on the beautiful San Francisco waterfront. A social hour and no host bar is scheduled to begin at 6:15 with dinner and the awards presentations to follow at 7:15, on June 18th. This is a popular event with about 100 planners attending each year, so sign up now.

To secure your reservation, mail a check payable to "NSCCAPA", and your name and address, **BY JUNE 11**, for \$32 per person, to: Wayne Goldberg, Director; Department of Community Development; P.O. Box 1678; Santa Rosa, CA 95402-1678.



NEWSLETTER INFORMATION

EDITORIAL John Banks

Tel: 510/642-3258 Fax: 510/642-1641 e-mail: jsbanks@uclink.berkeley.edu Dept. of City & Regional Planning University of California Berkeley, CA 94720-1850

ADVERTISING/JOBS Chuck Lerable Tel: 831/758-7155

Fax: 831/758-7155 Fax: 831/758-7460 e-mail: chuck@ci.salinas.ca.us 200 Lincoln Ave. Salinas, CA 93901

ADDRESS CHANGES

Membership Department APA National Hqtrs. 122 South Michigan Ave., Ste.1600 Chicago, IL 60603-6107 312/431-9100

The deadline for submitting materials for inclusion in the **Northern News** is the **16th** day of the month prior to publication.



BULLETIN BOARD

Tourism Research Excellence Award to Swan & Associates

The California Division of Tourism recognized the firm of Swan & Associates for the "Best Research" Award for its *Mendocino County Tourism and Agricultural Marketing and Promotion Feasibility Study*, at the annual California Tourism Awards conference in Sacramento on January 25th. Also recognized were subconsultants, Sunflower Strategies and Applied Development Economics.

Pamela Swan, of Swan & Associates, noted that "our study identified the chief dynamics of change and opportunity in Mendocino County's economy. But what made this study and its eventual implementation so successful was the involvement and commitment of local public and private sector leaders. The energy and commitment level of these groups was the key factor that led to a successful result—the creation of the Mendocino County Promotional Alliance."

Call for Entries

The Local Government Commission (LGC) is pleased to announce a Call for Entries for our upcoming Ahwahnee Awards. The Ahwahnee Awards Program, named in honor of the "Ahwahnee Principles," recognizes exemplary projects that futher an evolution toward more livable, pedestrian-oriented and transit-based communities. Call for Entries must be returned to the LBC by July 23, 1999 in order to receive an awards entry number (Entry Fee: \$50.00). The awards presentation will be held at our national Smart Growth Conference on November 17-19, 1999 at the Hotel Del Coronado in San Diego. To receive information about the Ahwahnee Awards Program, please visit our website at www.lgc.org. If you have further questions, contact Bismarck Obando at (916) 448-1198.



THANK YOU to Laurie Johnson and Risk Management Solutions (RMS) for hosting the April meeting with a handson demonstration of internet and geographic information system based software for risk management, as well as a review of some of the latest in aerial and satellite imagery applications for natural hazards monitoring and mitigation.

RMS is the leading provider of technology solutions for catastrophe risk evaluation and management for the worldwide insurance and financial markets. RMS staff demonstrated an Internet-based software tool, RiskBrower, that looks up hazards information for a specific property address anywhere in the US. Planners were given access to a temporary account to use in their daily planning activities, such as for plan checking and Initial Studies regarding land stability and other physical conditions of property. RiskBrowser provides an information source to staff which could also be very useful in Permit Centers and other locations to provide the public with information about their property and their community.

State and federal emergency managers led a discussion on Bay Area initiatives to develop a comprehensive building/lifeline inventory for HAZUS. The San Francisco Bay Area HAZUS Users group is looking for GIS data from cities, counties, utilities, other public agencies, and private corporations. The next meeting of the HAZUS User Group is June 23, hosted by Charles Schwab, SF. For more information, contact James Buika, Regional Earthquake Specialist, FEMA Region 9, SF (415) 923-7193 or james.buika@fema.gov. You can also find more information on the FEMA website: www.fema.gov/hazus, and at www.nibs.org

The Bulletin Board section of the Northern News is intended to provide a forum for individuals to provide the membership with information about events or current topics. If you would like to submit an item for the Bulletin Board section, contact the Newsletter Editor at (510) 642-3258.

Gleaners... (continued from page 1)

rating resellable materials from the city dump. From this origin the business has grown more complex. Today 25 full-time staff persons glean reusable goods at the transfer station where they salvage one and a half to three tons a day. However, the salvage aspect of the company's operation is now only 25% of the business because many items are obtained from local businesses and building contractors before they are discarded.

Sustainable economic development strategies are obvious in the way Urban Ore conducts their business—which increasingly is recognized as helping to establish an emerging cluster of waste recycling industries. Urban Ore is the largest of six recovery businesses in the city of Berkeley (two other non-profit organizations, and three forprofit organizations).

The major competitor with recycling businesses is the municipal waste industry. Public and private waste interests profit from volume, which creates tensions with Urban Ore's effort to reduce the size of the waste stream. Urban Ore and other small business in the recovery industry are trying to significantly reduce the waste stream by reusing and reselling valuable discards that used to go into landfills. And moreover, they are trying to redefine the notion of waste so things do not get discarded in the first place. Knapp estimates that the United States could support some 20,000 small businesses such as his in the waste recycling and recovery industry.

These urban gleaners are not far removed from rural bartering and collecting, although even in rural areas a number of programs are underway to better utilize rural resources in a more sustainable way for economic development. Leading the way in a number of these efforts is the Sierra Economic Development District (SEDD) which coordinates economic development efforts in four foothill counties east of Sacramento, California. According to the director, Betty Riley, after years of resource exploitation by large lumber and other resource corporations, SEDD has taken the perspective of "uniting cultural needs and [community] values with an economy that can support those needs at the same time without negatively harming the environment." For over ten years they have been trying to build a hardwood industry, utilizing various hardwood trees that have been ignored by the lumber companies. Oak and other hardwoods in California have not been harvested because the processing capacity was not available and the industry preferred to specialize in soft woods. It turns out that significant wood is available and can be harvested on a sustainable basis much of it in fact could come from urban forests and gleaned from municipal dumps. A processing cooperative has been established and a series of programs have linked hardwood loggers to end-product manufacturing.

Using sustainable economic development strategies, SEDD has linked their efforts with the US Forest Service, the State Trade and Commerce Agency, Cooperative Extension, watershed management projects, and other economic development corporations. Information dissemination is a critical component, especially about the extent of the resource, the need to protect certain species that are endangered, the utility of the wood once processed, and the technology to process the product. Leadership is critical, as is the SEDD role in helping to find financing and market development. While still on a small scale, this project illustrates how resources considered less valuable by traditional industry can create a viable industry to respond to local needs and cultural values.

An outgrowth of the hardwood project is a collaborative effort to explore the possibility of a forest biomass project that would take forest debris and convert it to produce ethanol, a renewable energy fuel. The ad-

_

Governmental Affairs Director

Granite Rock Company Watsonville (Monterey Bay)

Salary DOQ

Responsibilities include obtaining new and modified permits, performing annual compliance reviews, attaining air, water and noise permits and compliance issues. BS in planning, engineering, psychology, earth sciences or related field. Knowledge of EIRs, Conditional Use Permits & Reclamation Plans. Strong planning skills and ability to work well with people. Min. 10 yrs exp. in developing and securing CA-based Mining Use Permits, **Reclamation Plans & Conditional Use** Permits and/or experience as CA city or county Planning Director and/or Mine Compliance Officer. Resume to Human Resources, Granite Rock Company, P.O. Box 50001, Watsonville, CA. 95077 or e-mail to: bkimball@graniterock.com

Public Works Director

City of Redondo Beach

Salary: Under review, range of \$78,000.

Reports directly to the City Manager, responsible for key services to the City, including Fleet Management, Facilities and Pier Maintenance, Street Maintenance and Sweeping, Sewer and Storm Drain Maintenance and the administration of the City's Integrated Waste contracts. The department has a staff of 55 full-time permanent employees, up to 20 parttime seasonal employees, and a budget of \$6.8 million. Requires significant public works operations and/or general services management experience in a diverse and complex organization, excellent customer service and communication skills, Bachelor's degree in a relevant field. Brochure available. Submit resume, cover letter with current salary, and three workrelated references by June 4, 1999 to: Mary Egan, Shannon Associates; 1601 Response Rd., Ste. 390; Sacramento, CA 95815; 916-567-4280; FAX 916-567-1220;email: resumes@shannonassoc.com

JOBS



NORTHERN SECTION WEB SITE?

The APA Board Retreat concluded on a note of great excitement. Recognizing the huge power of the Internet, the APA Northern Section Board allocated funds and initiated the development of an Internet site. The survey of members (see insert) is the first step towards making this dream a reality. So send us your suggestions, opinions, issues and advice! An informal poll of members generated the following responses:

The Northern Section site needs to be very simple with good hotlinks, job listings that are frequently updated, upcoming events, etc. How can we make our web site an exchange for ideas in the planning world? A bulletin board? Chat spot? I want to know what's happening in your town.

- Mark Rhoades, Current Planning Manager, City of Berkeley, and Director, APA Northern Section.

The web is helping me do work including research into other cities and projects, getting contact information, finding and printing aerial photographs.....We can make it a 'one-stop' center for students and professionals that has news articles, project profiles, discussion forums, editorials, links to a variety of databases and libraries, job postings, and mentoring opportunities.

- Sowmya Parthasarathy, Director Pro Tem, APA Northern Section.

I use the Internet to review the revised CEQA Guidelines. In the past, this information could only have been obtained in hard copy.

- Tom Buford, Cuesta Consulting.

I'm located in Arcata. As the Far North RAC representative for the Northern Section, I'm always looking for ways to organize and encourage local planning activities.

- George Williamson AICP, Principal Planner, Planwest, and author of Plantown.com

A 'how to' posting capability would be great. Planners could submit requests for information, meeting/activity posting, capability links to other key regional and national web sites, a password entry to protect posting options, a planner profile function and, perhaps, an RFP noticing capability.

- Laurie A. Johnson, AICP Manager, Risk Applications Marketing, Risk Management Solutions.

We want it to be a true home page for the entire planning community. So think about better yet, askthem — what your city council, planning commission, landmarks board, developers, and other constituents and clients want to see on our site. We aim to design the site so it will be interactive, a forum for discussion of important issues and events. *- Michael Neuman, Principal, Michael Neuman Consultancy.*

Some of the best web sites that I have seen use the simplest technology.

- Donelle Gregory, Nexus Media at www.nexus-media.com, and author of the AEP site, www.aep-sfbay.org

Fulfilling everyone's hopes and expectations will take input from you, APA members. As noted by Cuesta Consulting's Tom Buford, "The Internet can be the vehicle, but it needs a driver." Jump into the fray and help design a great site. Think of your favorite Web sites, what grabs your attention, what is useful, fun, and engaging. The Web Committee is doing that and would love to hear from you!

Northern Section Web Site Survey

Share with your staff, elected officials, planning commissioners, board members...

The Northern Section Board of Directors has allocated \$2,000 to build a Section web site. This survey of members asks for your ideas. We also want to make it the "GO-TO" place for working planners to get vital information and conduct business. Your feedback is of utmost importance to the design team creating the web site.

RESPONSE DEADLINE IS JUNE 15. REPLY TO:

Email: Fax:	nail: nsccapawebsurvey@hotmail.com x: 510 883 6543, Attn: Margaret Kavanaugh-Lynch		Margaret Kavanaugh-Lynch Planning and Development Department City of Berkeley, 1600 Addison Street Berkeley, CA 94703		
1.	Do you have internet access? Yes	No _			
2.	How often do you use the internet? Daily 3-4/week 1-2/week		Less Never		
3.	What should the site be named? (URL or Web address)				
4.	Should the web site stand alone, www.northernsection.org, e.g.? YesNo Or part of the APA California Chapter web site, www.calapa.org/northernsection? YesNo				
5.	Which of the following items should be on the site: 1 - highest priority/essential 2-high priority/valuable 3-medium priority/useful 4-low priority/consider 5-no priority/do not consider b) Oplice Northern News				
	 a) Membership information and application b) Chat room/discussion forum c) Events/programs d) Section info (Board, committees, RAC's) e) Job listings f) Resume posting g) Calling card ads 	i)] j) M k)] l) (m)	Online Northern News		
6.	The Section web site will link to other planning relation Mark if Yes National a) APA Yes b) AIA Yes d) ULI Yes g) ASPA Yes h) HUD Yes j) EPA Yes m)Census Yes n) Other (list)	c) A f) IC i) D l) C q) B t) S	SLA Yes CMA Yes OT Yes ommerce Yes FASLA Yes		
7.	What hyperlinks to other sites should be included?	List as 1	many as you believe are important.		
8.	What other items should be on the site? Think of yo	our clier	nts and constituents.		
9.	What are your three favorite professional web sites?	List: _			
		-	· · · · · · · · · · · · · · · · · · ·		

JOBS

Senior Planner

City of Irvine

Starting salary: to high \$50's, DOQ

Seeking an experienced and highly motivated individual to join our team of professional planners in the Community Development Department. Requires understanding of the relationship between current and advanced planning and the ability to translate complex planning issues into user-friendly and visually effective presentations. Bachelor's degree in Urban Planning or a related area + 5 yrs. of professional planning experience, or equivalent combination. Filing Deadline: May 24, 1999. Call 949-724-6201 for more information. www.ci.irvine.ca.us EOE

Principal Planner

City of Irvine

Salary: to high \$60's-mid 70's, DOE

Seeking an enthusiastic and creative land-use planner to lead team of professional planners. Team will apply creative planning techniques to anticipate and resolve complex forward planning issues in areas such as project entitlement, affordable housing, annexations, development agreements, and hillside development. Bachelor's degree in Urban Planning or a related area plus six years of professional planning experience, or equivalent combination. Supervisory experience highly desirable. Filing deadline: May 24, 1999. Call 949-724-6201 for additional information. www.ci.irvine.ca.us EOE

Assistant Planner

City of Fairfield

Salary: \$3591 - 4365/mo.

Performs a variety of professional current and long-range planning tasks. One year professional planning experience. BA degree with major coursework in planning or related field. Final filing date MAY 14, 1999. For more information 707-428-7396. EOE. www.e-v.com/fairfield/ government

Environmental Planners

CH2M HILL

Salary: DOQ

CH2M HILL, a leading international engineering consulting firm, has opportunities for Environmental Planners in its offices in San Diego, San Jose, San Francisco, and Redding. Will lead project teams supporting a variety of water resources projects in western U.S., conducting research, design studies, alternative development, impact analysis, permit acquisition and preparation of CEQA/NEPA documents. Prepare and manage work scopes, budgets, and schedules for medium to large multidisciplinary projects. Responsible for supervising and mentoring junior staff. Requires B.S. in Environmental Planning or related field (M.S. preferred), 8 to 10 years experience with emphasis in water resource planning, proven project management skills, strong CEQA/NEPA knowledge, and excellent communication and interpersonal skills. Resumes to: CH2M HILL, Attn: CA Planners; P.O. Box 241325; Denver, CO 80224-9325; Fax: (303) 713-5787; email: hmever@ch2m.com; www.ch2m.com EOE M/F/D/V

CEQA Project Manager

Impact Sciences

Salary DOQ

Impact Sciences, a state-wide environmental consulting and planning firm, seeks a CEQA Project Manager for its growing Northern California office. Main responsibilities are to lead CEQA studies and assist with marketing. At least 3 years experience required; good written and oral communication skills essential. Salary DOQ: only professionals with initiative, team orientation, and enthusiastic attitude need apply. Send resume to: Impact Sciences, One Kaiser Plaza, Suite 1520, Oakland, CA 94612 or fax to (510) 267-0490. EEOC employer.

Associate Planner

Design, Community & Environment Starting Salary: \$35,000 - 55,000, DOE

Design, Community & Environment, a planning and design firm located in Berkeley, seeking experienced Environmental Planner. Responsibilities to include client contacts, proposal writing, preparation of environmental and planning reports. Minimum three years experience in CEQA, comprehensive planning and related fields, with some project management experience. Cover letter and resume to David Early; Design, Community & Environment; 1600 Shattuck Avenue, Suite 222; Berkeley, CA 94709. Resumes may also be sent email to: david@dceplanning.com

Associate Planner

City of Millbrae, CA

Salary: \$4,464 - \$5,427 per month + full benefit package

Under general supervision of the Community Development Director, to perform planning duties with a primary emphasis in the area of current planning activities; to work additionally on advance planning in Community Development and assist the Director in planning and implementation of redevelopment projects; and to do related work as required.

Minimum requirements: Bachelors Degree in Urban Planning or a related field, 4 years municipal experience as a current planner. One year experience can be substituted by a Masters Degree. Candidates MUST submit both an application and resume by: Tuesday, June 1, 1999 5:00 p.m. No Postmarks Accepted. EOE. To apply, choose one of the following: call our 24 hour Voice Mail Job Hotline at: (650) 615-8458, pick up application from our Personnel Office, 621 Magnolia Ave, Millbrae, 94030, 8:30 a.m. - 5:00 p.m. or visit our website at www.ci.millbrae.ca.us

Assistant Director

Institute of Urban and Regional Development

UC Berkeley

Salary DOQ

Work with Director to develop and manage collaborative initiatives with faculty, students, public agencies, nonprofits, communities in policy research, planning, design, community development. Manage the University-Oakland Metropolitan Forum (nationally recognized university-community partnership) and other collaborative programs. Seek funding, prepare proposals; conduct and manage research; supervise students; prepare reports, articles; make presentations.

Qualifications: Experience/skill in research, management, fundraising, community building. Familiarity with universities, public agencies, nonprofits. Excellent communication skills, ability to work with diverse groups. Professional/advanced degree in planning, public administration, public policy, social welfare, related field. Knowledge of Bay Area desirable. Initial appointment one year; reappointment subject to funding, performance. C.V., 3 references by June 21 to Judith Innes, Director, IURD, 316 Wurster Hall, UC Berkeley, Berkeley CA 94720-1870.

Tel. 510/ 642-6579 (email: cklai@uclink4.berkeley.edu). UC is an Equal Opportunity/Affirmative Action Employer.

(more on page 6)

Gleaners...

vantage of this effort is that it would simultaneously create a sustainable energy source and provide jobs, while also helping to reduce catastrophic fire danger due to the buildup of too much dry vegetation on the forest floor. Producing ethanol could help reduce the need to import and burn oil which is nonrenewable and which diverts funds from the local area to international oil companies.

Thus, gleaners provide economic developers with an agenda to plan for a more efficient use of waste and resources by linking several parts of the economy in an integrated network of sustainable firms. The material flow in a modern economy must be integrated for sustainability and this requires informa-

JOBS continued

Advertising Coordinator

 \otimes

Northern Section California Chapter American Planning Association

Salary: Volunteer Position

Business Card Ads: Maintain list of active business card ad accounts; invoice accounts annually and prorate new accounts for annual billing cycle; maintain accounts receivable; follow-up late payments; forward payments to treasurer; provide information to potential new accounts; coordinate new and revised ad artwork with Newsletter Designer; retain all correspondence and files

Job Ads: Receive job ads via telephone, fax, e-mail; answer questions regarding advertising venue, costs and deadlines; invoice accounts monthly; maintain accounts receivable; follow-up late payments; forward payments to treasurer; transmit ad copy to Newsletter editor working within monthly deadlines; retain all files. Note : An increasing amount of this work is being conducted via e-mail.

Forms & Databases: Prepare and maintain forms as follows: letterhead, invoice, envelopes, transmittal, and accounts receivable (absent software specific for this purpose).

Prepare and maintain database of business card accounts suitable for mail merge.

Other: Be a totally cool and nice person.

(continued from page 4)

tion about what is possible and who might become a market for waste from other firms. The sustainable economic development strategies applied to waste reduction, recycling, and renewable resource use makes both economic and environmental sense.

Ted K. Bradshaw, Ph.D., is an Assistant Professor in the Human and Community Development Department at the University of California, Davis. Karri Winn is a recent graduate with an M.A. in Community Development from UC Davis.

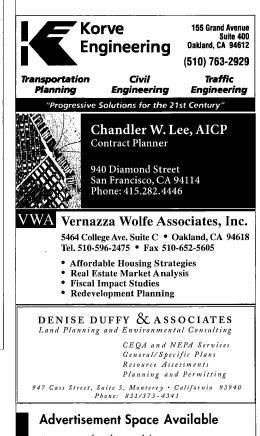
This article was gleaned from a paper presented at the 1998 meetings of the Community Development Society, Kansas City.

Letter to the Editor

Ken Norwood's lead piece in the April issue of APA Northern News was certainly provocative. It is the first time I've seen such a wide-ranging, inclusive address to the design problem in retrofitting the eastern span. My question is whether the Section will embrace and promote the concept. Or has the clock almost run out since the urgency is to get the bridge replaced as soon as possible before the next quake? I would be glad to join in any letter-writing campaign if the Section deems this an effort worth promoting.

Jack Schoop, AICP

ASSOCIATES					
URBAN & REG RESOURCE I Sacramento San	FAL ASSESSMENT IONAL PLANNING MANAGEMENT Frankico Los Angeles 302-1500 310 268-132				
	nd Consulting				
 Zoning & Implementation Systems Resource Management Systems Livable & Sustainable Communities 					
7530 Terrace Drive Tel: (510) 524-0648 El Cerrito, CA 94530 Fax: (510) 524-0567					
Urban and Re • General Plans • Urban Design • Specific Plans www.dbpl	BHATIA gional Planners • Zoning • Environmental Planning • GIS lanners.com 100 Ph: 415 957 2950 107 Fax: 415 543 8957				
HARLAND BA	SONS ARTHOLOMEW DCIATES				
Oakia Santa Ro Home Pa	sa • (707) 575-1933				



Contact Chuck Lerable, Advertising Coordinator:

831/758-7155



NORTHERN SECTION CALENDAR

Mar		MAY SMTWTFS
May		1
6	NSCCAPA Board Meeting, 6:30 pm.	2 3 4 5 (6) 7 8
	City of Berkeley's Permit Services Center, 2120 Milvia Street	9 10 11 12 13 14 15
		$\begin{array}{cccccccccccccccccccccccccccccccccccc$
20	Tour of San Francisco City Hall, 6:00 pm	23 24 25 26 27 28 29
	(Meet at bottom of grand staircase in Main Rotunda)	30
22	Planning Commissioner's Forum	
	ABAG, 9:00 am-1:30 pm	JUNE
	For more information: Meera Nagaraj (925) 439-4047	S M T W T F S
		1 2 3 4 5
June		6 7 8 9 10 11 12
18	1000 Northan Costing America Provide	13 14 15 16 17 (18) 19
18	1999 Northern Section Awards Banquet	20 21 22 (23) 24 25 20
	Fort Mason Officers Club, 6:15 pm	27 28 29 30
	(reservations by June 11)	
23	HAZUS User Group meeting	
	Charles Schwab, SF	
	For information: (415) 923-7193	
AN	orthern News	

rn news

EDITORIAL OFFICE John Banks Department of City & Regional Planning University of California Berkeley, CA 94720-1850

FIRST CLASS MAIL U.S. POSTAGE PAID Hayward, CA Permit No. 2

Send To: