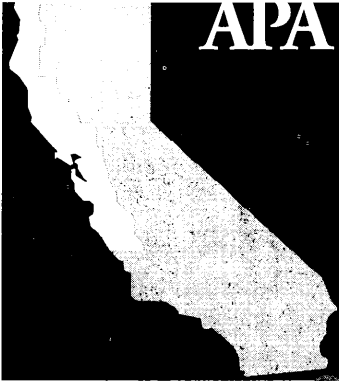


5/6/02



Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Why Ethics Are Important for Planners, Part II *by Carol Barrett*

MAY 2002

Last month my article on ethics began with a short scenario. This time I am going to review the details of the hypothetical event, invite you to identify a course of action, and then provide a framework by which you may review your decision against the AICP Code of Ethics.

You and an old friend are having dinner. Your friend is currently the Director of Environmental Management in Kelso County, Florida. He supervised the completion of a multi-million dollar comprehensive watershed master plan. The study recommended stringent impervious cover limitations by watershed. One effect of the plan was to

make land in the watersheds with a 50% impervious cover limitation very valuable, and land with a much lower impervious cover

standard virtually unbuildable. In the meantime, the County has embarked on the construction of a variety of stormwater detention facilities to further address water quality concerns in already developed areas. The study rejected all non-structural techniques such as berms, levees, and swales in favor of concrete tunnels and streams. All this construction has been financed by a citywide drainage fee on every household's utility bill.

Over a second bottle of wine, your friend mutters about how the consultant selection process is dominated by political contributions. You nod, sympathetically. You have seen, on more than one occasion, how the #4 or 5 ranked firm mysteriously rises to the top.

Only later do you give your colleague's remarks further consideration. You had assumed that he was referring to the contracting process. But what if he was alluding to something even more sinister? What if

the science in the watershed master plans had been skewed by political concerns? Massive amounts of money are being made and lost by land speculators and developers as a result of the study's recommendations. You are profoundly troubled and wonder if you have a duty to report. Report what? To whom? Do you first have a responsibility to contact your colleague and confirm your understanding? If he is corrupt, your giving notice will only make it easier for him to continue to cover his tracks. If he isn't, then he and his organization can surely withstand a little scrutiny. You decide to:

Ethical Issues: If you believe that there may have been corrupt activity by a planner, should you follow-up and, if so, how can you do so without appearing overly inquisitive and failing to respect the confidence of a friend? If you believe the science or the planning has been subverted for illegal purposes, to whom would you make such an accusation? Would such an accusation have any impact if the system is corrupt?

Action Alternatives:

1. Do nothing. The report was completed several years ago. Surely if something were amiss, someone else would have raised the issues by now.
2. Give a copy of the report to a friend who is an environmental engineer. Without describing your concerns, ask the engineer to review the scientific integrity of the assumptions, the analysis, and the conclusions.
3. Call your friend and explain in very general terms the questions raised over your last meal together and seek clarification.
4. "Blow the whistle" and report the event.
5. Other.

A planner must protect and enhance the integrity of the profession and must be responsible in criticism of the profession..

(continued on page 4)

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DIRECTOR'S NOTE

This year is passing so quickly and your Board is busy working on a variety of projects including finishing up the web site and planning for upcoming events. I encourage anyone who is interested in meeting new people and getting involved in APA to contact me regarding our events or working on our Board.

I recently received a phone call from a planner asking me about Planning Commissioner education. I don't know if you are aware that the State Board has a Planning Commissioner position and she is from our Northern Section. Her name is **Lorie Garcia** and she is a Commissioner for the City of Santa Clara. You can e-mail Lorie at loriesc@ix.netcom.com. Our State Board is also interested in educating Planning Commissioners and Lorie is spearheading this effort throughout the State. I encourage you to contact Lorie about your ideas or how to get your Planning Commissioners active in APA.

A big congratulations to **Alec Bash** from our very own Northern Section who has won the Distinguished Leadership Award from National APA! Check out your March 2002 "Planning" magazine for Alec's incredible bio. In June 2001, Alec was the winner of the APA Northern Section award. For all you entry-level planners out there – Alec began his career as a Code Enforcement Officer and progressed to many other positions that have had a positive impact on San Francisco. I never had the opportunity to work with Alec, but I did meet him at the last two holiday parties – at one of which I believe he was dressed as a hippy (representing his favorite decade). . . obviously he is a man of many stories.

See you at our next events: the **Northern Section Board meeting**, May 2 at Beckett's pub in Berkeley; Rebecca Lave's **Professional Development** event featuring Jeffrey Tumlin at SMWM, May 9; and be sure to attend the **2001 Northern Section Awards Banquet** at the Fort Mason Officers Club, June 21. Our State Board Meeting will be held here in the Bay Area in June. I look forward to attending and representing our Section. I will report back to you all on items of interest in the June newsletter. — *Jeri Ram*

EDITOR'S NOTE

Congratulations to **Sung Kwon** of RBF who was elected to the secretary/treasurer position of the National APA Urban Design and Historic Preservation Division! Sung is also the University Liaison for the Northern Section Board.

Thank you to **Clark Wilson** of CDA for speaking at the Northern Section Professional Development event March 14. Clark is one of the pioneers of the 'Green Streets' movement and he was a very engaging speaker. Clark shared his expertise in redesigning streets to address alternative transportation and storm water needs with about 30 APA members and guests at ABAG in Oakland. — *Pierce Macdonald*

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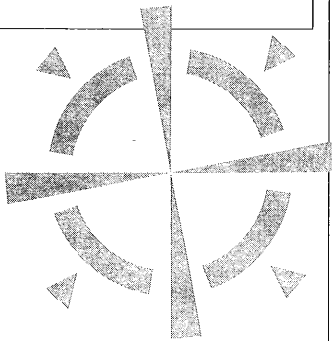
The deadline for submitting materials for inclusion in the **Northern News** is the 16th day of the month prior to publication.



Web Site Committee

Thank you to **Audrey Freely** of Firebox Media, the Northern Section's consulting Web Designer, who presented three web site designs to the Board on April 4. The Board unanimously agreed on one concept and construction of the site has begun. Audrey's work is characterized by subtlety, elegance and professionalism and the web site committee is sure that it will satisfy APA members' needs. Thank you to everyone who participated in the web site survey. Please join the excitement and **send in photos** of your town so that the web site reflects all of the Northern Section (send photos to me at the address on page 2).

— *Pierce Macdonald*



Cuba Here We Come

The International Section has decided! **Cuba** will be our first tour. We are going to try to arrange a trip for **November 8–16** of this year. However, this date may be postponed to the **Spring of 2003** if we are not able to secure our group visa in time.

Trip highlights could include: the cities of **Havana, Santa Clara, Trinidad, and Ceinuegos**; exploring the 16th c. through 19th c. **historic architecture**; meetings with **planners, sociologists, historic preservationists, journalists, and others**; and lots of unscheduled time to **eat great food, listen to the famous musicians of Cuba, visit museums, and relax on the beaches.**

For those of you who are interested, this will be an educational trip, organized through a travel agency in Southern California who specializes in Cuba. The trip will be limited to 15 members of the California APA Chapter, with members in the Northern California Section having priority. We are trying to keep the price to around \$3,000 per person, double occupancy with all meals and airfare from Los Angeles to Cuba included. It is anticipated that this trip will be fully tax deductible,

but you should talk to your tax preparer to be sure.

We plan to meet in Los Angeles and fly directly to Havana, Cuba as a licensed travel group from the US. The plan is to spend eight days and seven nights getting to know the people, culture and history of Cuba and leave with a greater understanding of the planning issues that Cuba will face in the years ahead. Keep an eye on this column for additional travel details as they unfold!

It is not too early to let me know you're interested in this trip! Want to get on the "tell me more" e-mail list? Just send an e-mail to me at jandersen@ci.fremont.ca.us and say "I'm interested in participating in the Cuba Trip". Please note that sending in an e-mail does not obligate you to go on the trip, nor does it establish your priority for joining the tour. However, it will make sure you get early information on the details as they unfold, so you will be one of the first to know when we will be accepting reservations and deposits. We expect this trip to fill up fast, so don't say I never told you how to get the inside scoop!

— *Jennifer Andersen*

How to Design and Run a Successful Charrette

THE NATIONAL CHARRETTE INSTITUTE Seminars in Atlanta, Austin and Orlando

The National Charrette Institute (NCI), a new non-profit organization that trains professionals in the Charrette process, has developed a two-day Charrette training targeted at planners, architects, urban designers, public and private land developers, and public involvement facilitators. For the uninitiated, a Charrette is a rigorous and collaborative planning process, undertaken by an interdisciplinary design team over a brief time period, typically for the design of new and redeveloping communities. In an environment of increasing difficulty and complexity for public and private planning initiatives, Charrettes are becoming a key resource for getting public support for the most challenging planning issues.

The first "How to Design a Successful Charrette," will be held at the Piedmont Park Conservancy Education Complex, in Atlanta, on May 16-17, 2002. Enrollment at this event will be limited, so please make reservations through NCI's website at <http://www.charretteinstitute.org/>, or contact Aarin Lutzenhiser at the National Charrette Institute, 321 SW Fourth Ave., Suite 800, Portland, OR 97204. Phone (503) 228-9240, fax 228-2010, or e-mail aarin@charretteinstitute.org. Subsequent programs are scheduled in Austin, Texas on May 30-31, and Orlando, Florida on June 27-28.

Relevant AICP Code Citations:

A.3 A planner must strive to provide full, clear, and accurate information on planning issues to citizens and governmental decision-makers.

A.6 A planner must strive to protect the integrity of the natural environment.

C.1 A planner must protect and enhance the integrity of the profession and must be responsible in criticism of the profession.

D.1 A planner must not commit a deliberately wrongful act which reflects adversely on the planner's professional fitness.

Advisory Ruling No. 4 Honesty in the Use of Information: As professional givers of advice — advice that may affect the well being of communities and individuals for many years — we have a special obligation to cherish honesty in the use of information that supports our advice. Yet many daily pressures do battle against honesty. We are pressed to be effective advocates for an elected administration or a cause. It is part of our professional conduct to communicate our ethical standards to clients, employers, and the public.

Advisory Ruling No. 5 A planner who knows of unethical conduct must report it.

Advisory Ruling No. 6 Illegal conduct should be reported, even if it means revealing confidential information.

Discussion:

This is a distressing circumstance and a true test of character: do you do the right thing even when no one is watching? As a seasoned professional, you have learned to rely on your instincts. You should not ignore them here. You sense that something seriously wrong may have occurred. The different courses of action are clear.

Alternative 1, do nothing, is the least appropriate. First, it implies that ethical obligations fade over time. Secondly, it suggests that responsibilities can be avoided by assuming someone else will take care of the issue.

(continued on next page)

**Senior Planner**

CITY OF RICHMOND

\$5240-6337 Per Month with Paid Benefits

Final Filing Date: Monday, May 13, 2002

Present opening is within the Advance Planning Division with primary responsibilities in environmental coordination including City administration of the California Environmental Quality Act (CEQA). Looking for individual with demonstrated knowledge of and experience in administration of CEQA, including consultant contract administration. Attendance at off-hour meetings and field investigative work a requirement of the position.

Position requires education and training equivalent to graduation from a four-year college or university in city, urban, or regional planning and 4 years professional planning experience. Graduate level education may be substituted for experience on a year-for-year basis to a maximum of 2 years.

TO APPLY: Submit a City of Richmond employment application, along with supplemental questionnaire in person, or send SASE, w/first class postage, delineating "Senior Planner", to Human Resources Department, City of Richmond, 2544 Barrett Avenue, Richmond, CA 94804. NO FAXED APPLICATIONS ACCEPTED.

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Urban Designer/Planner: A talented project planner and urban designer with experience in downtown and waterfront urban design, master planned community development, specific plans, and CEQA. 5 to 10 years experience. Advanced computer, writing and graphic skills essential. CAD experience desirable. Education in City and Regional Planning and Landscape Architecture or Architecture.

Landscape Architect: A talented project designer with experience in a broad range of construction documents, parks, plazas, streetscapes, various development projects. 5 to 10 years experience. Advanced CAD, computer graphics, writing and graphic skills essential. Landscape architectural license.

Salary commensurate with experience. Please fax resume to TPC @ (510) 433-0954 or mail to 640 Third Street, Oakland, CA 94607. Attn: Jeff Grote, President.

Assistant Planner

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

\$48,900-\$64,900

Assist in collection, analysis, presentation of data from campus professional and academic staff and consultants. Assist in implementing and maintaining long range development plan, which guides physical development of the campus. Including, but not limited to: prepare studies, updates, amendments, statistical reports, analyses, drawings. Implement campus signage program. Other tasks as assigned. BA in Planning, Architecture, related field. 3 years related experience. Know Microsoft Word, Excel, graphics. Open until filled. Apply to UCSF Human Resources, 3333 California Street, San Francisco, CA 94143-1202. EOE/AA/MFDV. Reference Job 158HS.

Educational Facility Planner

\$52,400-\$86,400

UCSF Campus Planning seeks Educational Facility Planner for one year only to assist with: long-range planning for Medical Center; due diligence efforts related to hospital replacement; numerous projects for Medical Center and affiliates. BA in architecture, planning, engineering or related field. Minimum 5 years' experience in building planning. Ability to interact with faculty, administrators, consultants in deadline-driven environment. High level of technical competence and diplomacy essential. Microsoft Excel, Word required; Access preferred. Open until filled. Apply to UCSF Human Resources, 3333 California Street, San Francisco, CA 94143-1202. EOE/AA/MFDV. Reference Job 108HS.

Associate Planner

CITY OF VACAVILLE

\$4,268-\$5,187

The City of Vacaville is recruiting for an Associate Planner to perform urban planning. Position requires a Bachelor's degree in urban planning or a related field, and 2 years professional municipal planning experience.

A Master's degree may substitute for one year of experience. For more information call (707) 449-5303 or visit www.ci.vacaville.ca.us



Senior Housing Planner

CITY OF SANTA CLARA, CA

Salary \$6,612-\$8,045/month

This is a supervisory position responsible for affordable housing and other planning functions of the City. An incumbent in this classification demonstrates strong ethical, professional, and service-oriented leadership and interpersonal skills; exercises independent judgment and discretion; trains and supervises employees; formulates and carries out policies. The position will involve ongoing project and contract management in coordination with City staff, non-profit organizations and contractors; independent analysis and judgment skills; and excellent oral and written communication skills.

Requires graduation from an accredited college or university with a Bachelor's Degree in Urban Planning, Public Admin-

istration, Environmental Studies, or an approved related field; and at least five (5) years of progressively responsible experience in urban planning, public administration, housing finance and development, or redevelopment; with some supervisory experience. Master's degree from an accredited college or university in one of the above fields may be substituted for one year of the required experience. Familiarity with computer software programs commonly used by the City, such as Windows Office, is highly desirable. Apply by formal application with the Human Resources Department, 1500 Warburton Ave., Santa Clara, CA 95050, (408) 615-2080. Applications may also be obtained on the City of Santa Clara website at www.cho.ci.santa-clara.ca.us/40109.html Position is open until filled and may close without further notice.

Ethics ...

(continued from page 4)

Alternatives 2 and 3, pursuing additional information, are reasonable and in no way threaten your friend. Rulings 5 and 6 preclude ignoring the circumstances.

Alternative 4, "whistle blowing" is a more challenging issue. This is an enormous step for a planner. How would you proceed if your informal inquiries did indicate a need for more answers? What are the mechanisms for dealing with this issue within the planning profession? How do you proceed with professional responsibility?

We'll deal with Alternative 4 and the existing mechanism for handling delicate issues like unethical conduct, as well as possible improvements to the system, in a future article in the *Northern News*. Send your thoughts or comments on this topic to: cbarrett@ci.berkeley.ca.us

2001 Northern Section Awards Banquet

Friday, June 21 Reservations deadline **June 15th**

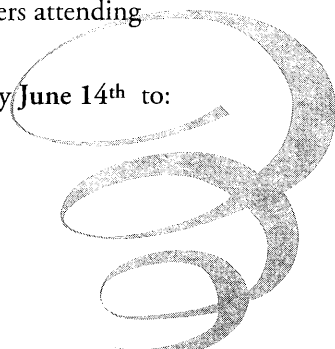
The time has come to join your colleagues in honoring the excellent planning efforts conducted in the Northern Section. Northern Section award winners will go on to compete in the state, and, if successful, the national levels. The banquet affords you the opportunity to learn about these programs in a relaxed and enjoyable atmosphere.

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 21. This is a popular event with about 75 planners attending each year, so sign up now.

To secure your reservations, mail your check made out to NSCCAPA for \$32/person by **June 14th** to:

Wayne Goldberg, AICP
Northern Section Awards Coordinator
P.O. Box 1678
Santa Rosa, CA 95402-1678

See you there!



*Awards
Banquet*
Reservation Form

Name: _____

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Applications Available for APA Planning Fellowships & Scholarship

The APA provides a scholarship and fellowship program to graduate students who are interested in pursuing a career in planning. The following awards are available for the 2002-2003 school year:

APA Planning Fellowships:

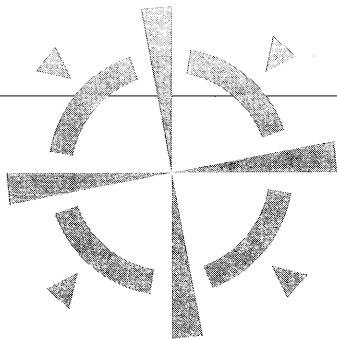
Individual awards ranging from \$1,000 to \$5,000 for African-American, Hispanic, or Native American students who are citizens of the United States and enrolled in an approved Planning Accreditation Board (PAB) graduate planning program. Application deadline is May 15, 2002.

Charles Abrams Scholarship:

One award of \$2,000 is made to a citizen of the United States who is enrolled, or has been accepted for enrollment, in the graduate planning program at one of the following schools: Columbia, Harvard, MIT, the New School University, or the University of Pennsylvania. Application deadline is April 30, 2002. For an application or further information about student eligibility requirements, visit www.planning.org/institutions/scholarship.htm

Update Your Address and Member Profile Online

We are pleased to announce that you can now update your member profile online! It is as simple as going to www.planning.org/members. The web site was experiencing technical difficulties, but it has been switched to a new file server.



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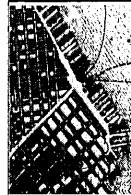


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NORTHERN SECTION CALENDAR

May

- 2** Northern Section Board meeting from 6 - 8 p.m., Beckett's Pub at 2271 Shattuck Avenue/Kittredge (Berkeley BART Station)
- 9** Jeffrey Tumlin of Nelson/Nygaard Associates speaks on the principles of Transportation Demand Management and examples of successful Bay Area TDM at the APA Professional Development event at SMWM's offices in San Francisco. Contact Rebecca Lave at rebecca@dceplanning.com
- 13** International Section Meeting/Cuba Trip 6:30 p.m. Contact Jennifer Andersen at 510-494-4648 or jandersen@ci.fremont.ca.us

June

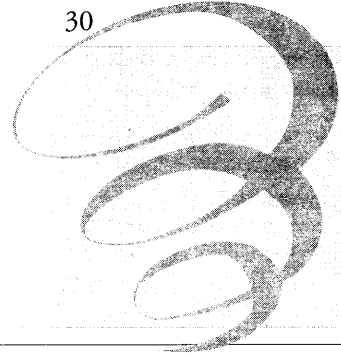
- 6** APA Northern Section Board Meeting.* Location to be announced.
- 21** APA Northern Section 2001 Awards Banquet, Fort Mason Officer's Club

March 29–April 2, 2003: National Planning Conference, Denver, Co.

*There will be no Board Meeting in July.

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