



FEBRUARY 2004

# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## 2004 NORTHERN SECTION AWARDS PROGRAM

### Request for Nominations

*April 1 Deadline Approaching!*

You have worked long and hard on your outstanding planning effort; and now is the time for some positive recognition for you, your elected and appointed officials, and your customers and clients. Please submit your application for a 2004 Northern Section award. Each year the American Planning Association, through its sections and chapters, conducts the

awards program to acknowledge outstanding efforts and individuals in the profession. The Northern Section has been quite successful over the years in obtaining state and national recognition for its nominees who have won local awards, and encourages individuals, planning agencies and consulting firms to submit applications for 2004.

*Awards are granted in several categories, and in many cases the categories include awards for both small and large jurisdictions. The categories are:*

Comprehensive Planning  
Planning Implementation  
Planning Projects  
Innovative Use of Technology  
Focused Issue Planning  
Advocacy Planning  
Contribution to Women  
Education Projects  
Academic  
Distinguished Leadership  
Distinguished Service  
Journalism/Media

*Award nominations are rated against criteria such as innovation, transferability, originality, quality and implementation by a jury of planners from the Northern Section. Successful nominations are then forwarded to the state jury for consideration of state awards. The deadline for application is Thursday, April 1, 2004 .*



For further information and application materials, visit the website at [www.norcalapa.org](http://www.norcalapa.org) or contact:

Marta Self, AICP

McGILL MARTIN SELF, Inc.

1600 South Main St, Suite 332

Walnut Creek, Ca. 94596

Tel: 925 988 9188 ext. 117

Fax: 925 988 0170

Email: [mself@mms-inc.net](mailto:mself@mms-inc.net)

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position open

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specializing in visuals  
for the planning and  
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Graphic Design

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## DIRECTOR'S NOTE

20 What does citizen involvement mean? I was called for jury duty in January. As I sat in the courtroom waiting to be selected, many of the possible jurors decided to claim hardship. Being in a case that might last a month could definitely create some undue hardships. It doesn't help that the courts only paid \$15 per day, plus "one way" reimbursement. For many serving on a jury, their workplace might not cover the difference in salary. For others, it was a problem of being away for a long time from other commitments. I did not get selected as a juror, but I wondered, "Do we see planning in the same light, where we do not get appreciated for long hours and good work? Do we sometimes feel that we are being stretched out too far?" We must never give up the battle to create better communities for ourselves!

The NSCCAPA Board met in mid-January to discuss goals and needs for 2004. We welcomed back **Marta Self** as our new Awards Director! She is no stranger to the Northern Section or to the awards program. She served as the Awards Coordinator in the late 1980s prior to the amazing and enduring **Wayne Goldberg**. One main goal for our section in 2004 is to host more events that planners can attend. Give us your ideas and we'll have our RACs organize some events.

The 2005 APA National Conference Steering Committee is moving right along. However, we have a job opening for one special person! We are looking for an intelligent, enthusiastic individual to take charge of the Fundraising Committee. Please contact me if you fit that bill. Starting with the last issue of the *Northern News*, each of the ten committees planning the conference will update members in an article and this month's article will be from **Wendy Cosin** and **Laura Thompson**, co-chairs of the Mobile Workshop Committee.

Our next NSCCAPA Board meeting will be on Thursday, March 4. Please mark on your calendars the following upcoming events: 2004 National Conference in DC on April 24-28; 2004 State Conference in Palm Springs on October 17-20; and 2005 National Conference in San Francisco on March 19-23.

- Hing Wong, AICP

## Student News

The College of Environmental Design Job Fair 2004 at U.C. Berkeley happens on Wednesday, March 3, in Pauley Ballroom, Martin Luther King, Jr. Student Union. Graduates and current students will be looking for summer internships and full-time positions. Website for the event is: <http://career.berkeley.edu/Fairs/Fairs.stm> (button for "employers"). To receive an invitation, email [kbock@uclink.berkeley.edu](mailto:kbock@uclink.berkeley.edu).

## NEWSLETTER INFORMATION

### EDITORIAL

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## ADDRESS CHANGES

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

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# Thank You

## Contributors to Holiday Party

A grateful **Thank You** is expressed to all of the contributors of gifts for the Holiday Party raffle. Gifts ranged from Wine and Cheese Baskets, Restaurant Gift Cards, a Best Buddy Basket for pets, a picnic basket for four, Tequila Basket, Ghirardelli Chocolate Basket, planning books and taste of Cuba basket complete with Cuban cigars.

### RBF CONSULTING

111 West Saint John Street  
San Jose, CA 95113

RBF Consulting is a full service firm providing consulting services for planning, design and construction.

### PMC

#### Pacific Municipal Consultants

1440 Broadway, Suite 108  
Oakland, CA 94612

PMC is a multi-disciplinary consulting firm providing a full range of environmental, planning and municipal services.

### LSA

2215 Fifth Street, Berkeley, CA 94710

LSA is a full-service consulting firm providing environmental, transportation and community planning services.

### ESA

#### Environmental Science Associates

225 Bush Street, Suite 1700  
San Francisco, CA 94104

ESA is a multidisciplinary planning firm with offices nationwide offering services in research, planning, and environmental analysis.

### EDAW, INC.

150 Chestnut Street  
San Francisco, CA 94111

EDAW, Inc. provides landscape architecture, planning and environmental services throughout the United States and abroad.

### DC&E

#### Design, Community and Environment

1600 Shattuck Avenue, Suite 222  
Berkeley, CA 94709

DC&E provides a wide range of planning and design services including environmental and visual impact analysis, urban design, land use planning.

*(continued on page 5)*

## Your Chance to Shine under the National Spotlight

### *Submit Mobile Workshop ideas for the 2005 APA Conference*

As the 2005 APA National Conference approaches, the mobile workshop committee is beginning to organize one of the most exciting components of the event.

Mobile workshops provide local planners with the unique opportunity to show off successful projects and educate planners from throughout the country. It is a chance to get out into the community and highlight innovative projects.

The mobile workshop committee is responsible for selecting approximately 80 local planning tours for the conference. We need your help to create a list of exciting mobile workshops throughout the Bay Area. Most tours will last a few hours and some will extend to a half or full day excursion. Project sites will be accessed by bus, public transit, walking, bicycling or a combination of modes.

If you have suggestions of potential planning workshops we would like to hear about them. Send proposals for mobile workshops that include:

- description of the tour
- what people will learn from attending the workshop
- additional information you may have such as the workshop guide, mode of transit, anticipated length of tour, etc.

Submit proposals by March 15th to Laura Thompson at [laurat@abag.ca.gov](mailto:laurat@abag.ca.gov). Include contact information so we can follow up on workshop details. If you need more details about the structure of mobile workshops, please send a request.

The mobile workshop committee has identified several area coordinators throughout the region responsible for collecting ideas within a specific geographic region. If you would like to discuss mobile workshop proposals in more detail, please contact the coordinators listed below. In addition, if you are interested in serving as a coordinator for the Peninsula, please let us know.

### Area Coordinators

San Francisco, Marin County:

**Rick Crawford**, 415-558-6358

Oakland: **Liane Zimny**, 510-251-1912

Alameda County:

**Hanson Hom**, 510-577-3421

Berkeley: **Wendy Cosin**,  
510-981-7402

Napa, Sonoma, Contra Costa County:

**Rich Bottarini**, 707-257-9530

San Jose: **Jeremy Battis**,  
408-794-1022

Peninsula : **open**

#### **Laura Thompson**

*Co-Chair, Mobile Workshop Committee*  
510-464-7909

#### **Wendy Cosin**

*Co-Chair, Mobile Workshop Committee*  
510-981-7402

The ten conference committees planning the 2005 APA National Conference in San Francisco are: Fundraising, Hospitality, Merchandise/Souvenirs, Mobile Workshops, Orientation, Portfolio, Program, Public Relations, Treasurer, and Volunteers. There's still space for you to join any of these committees!

# APA Trip to Cuba

by Pipi Ray Diamond

In October 10th, 2003 I traveled with ten venturesome souls from the APA International section to see for myself the reality in Cuba. This was a legal trip organized through Global Exchange. We were eager to use our government license before the end of the year because on January 1st, 2004 President George Bush will end the cultural exchange license program for travel to Cuba.

We spent most of our time in Havana which is a large beautiful city on a natural bay. It is filled with Spanish colonial architecture though most of the buildings are in run-down condition. Planner and architect Miguel Coyula gave us a tour of Old Havana. This area was declared a UNESCO World Heritage Site and seed money was given to restore buildings. We saw many beautifully restored buildings in this area and others in the process of restoration.

The weather while we were there was hot and humid. Outdoor public spaces are very important because of the heat, and because of crowded housing conditions. For example, the Paseo del Prado is a large street, the center of which is devoted to pedestrian traffic. Trees provide shade and people are out at all hours socializing. Another major public gathering place is the Malecón, a long street which runs by the shore. At night hundreds of young people hang out there enjoying the ocean breeze.

The economy in Cuba is somewhat complicated. Since the fall of the Soviet Union, Cuba has been suffering from a lack of trading partners. One response to this economic crisis is that Fidel Castro has allowed the U.S. dollar to enter the country through visiting tourists and through Americans who send money to their relatives in Cuba. Consequently most everything we bought we paid for in dollars. This makes for a dual money system since Cubans use Cuban pesos which are worth far less than dollars. This has introduced more income inequality in Cuba. Those who work in the tourist industry (and get tips in dollars) are earning much more than other Cubans.

Since Cuba is socialist country, many, if not all of the major industries are owned by the gov-

ernment, but since the economic crisis began in 1989 Castro has allowed more private business to flourish. We experienced this at meal-times. Some of the time we ate in government owned restaurants. Other times we ate at paladares which are privately owned restaurants often located in the owner's home. The quality at the private restaurants was generally superior to the government owned restaurants.

The transportation systems in Cuba are very interesting. In Havana buses are inexpensive but incredibly crowded. Very few people own cars so we saw a lot of carpooling. There are many alternative methods of travel such as bicycles and horse-drawn carriages. Major freeways connect the cities in Cuba and hitchhiking is institutionalized. Cars are required to stop for hitchhikers heading their way; we saw many people waiting by the side of the freeway for a ride.

We also visited the city of Trinidad. The core of Trinidad is filled with one and two-story buildings built in the 18th and 19th centuries. Every building is painted in a pastel green, blue, yellow, or pink which gives the whole area a distinctive look. This area is also a UNESCO World Heritage Site and we visited a church in the main square which is currently undergoing restoration.

The last place was visited was the city of Santa Clara. The highlight there was meeting with the members of the city planning department. They showed us a PowerPoint slide presentation that summarized the challenges they face such as aging infrastructure. We also visited a new plaza that they created dedicated to Che Guevara who was a key figure in the Cuban socialist revolution. It was a very patriotic square with an enormous statue of Guevara and a museum about him. Incidentally, we saw very few images or statues of Fidel Castro while we there, but Guevara's image is seen everywhere on billboards and murals.

These are some of my impressions. If you want to find out more about the trip and see pictures we will be having an informal session at the APA Conference in Washington, D.C. this spring.

Cienfuegos - 1913 Eclectic  
Palacio De Valle



Photos: Courtesy of Juan Borelli, AICP

*Pipi Ray Diamond is a research analyst at Lapkoff & Gobalet Demographic Research Inc., a consulting firm specializing in demographic forecasting. She may be reached at [PipiDiamond@aol.com](mailto:PipiDiamond@aol.com).*

## Thank You

(continued from page 2)

### CITY OF SAN LEANDRO

Office of Business Development  
Luke Sims, Business Development  
Manager

The mission of the office of business development is to encourage economic growth through retention and expansion of existing business and attracting new industry.

Note: Ghirardelli Chocolates are made in San Leandro!

### NSCCAPA

Northern Section, California Chapter  
of the American Planning Association

The Northern Section is hosting the National APA 2005 Conference.

Join our team and help showcase Bay Area planning efforts!

### INTERNATIONAL SECTION OF NSCCAPA

The International Section is dedicated to exploring planning issues and efforts in other countries. This year the group traveled to Cuba. Watch for the "Cuba at the Crossroads" presentations coming in 2004.

### SLRC

Shared Living Resource Center

2337 Parker Street #9

Berkeley, CA

SLRC Director Ken Norwood's book "Rebuilding Community in America: Housing for Ecological Living, Personal Empowerment and the New Extended Family" received the "Focused Issue Planning Award" at the 1997 Awards Banquet.

### SQUARE ONE PRODUCTIONS

1736 Stockton Street, Studio #7

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Square One Productions helps clients achieve their urban planning and educational objectives by providing communication tools such as 3D visual simulations and video.

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Historic City Core



Havana - Fishing & Swimming Along El Malecon  
With El Morro & Lighthouse Beyond

Havana - Elaborate 19th & 20th Century  
Porticoed Buildings Along Paseo Del Prado



Havana - Unrestored Colonial  
Residence Building At Plaza Vieja

## JOBS



### Senior Environmental Planner

If you are an Environmental Planner with more than seven years of professional experience, then RBF Consulting has an exciting opportunity you should know about. The Planning group in our Ontario Office is currently working on a wide range of challenging projects, including several of California's largest ocean desalination projects, major redevelopment projects for the City and County of San Bernardino, the West Coast's largest planned multi-modal rail facility, and more. We are looking for a talented environmental professional who is ready to make a major impact in one of our most dynamic offices playing a key role in areas such as staff development, business development, project management and strategic planning.

The position requires a Bachelor's or Master's degree in environmental studies, planning or a related technical field, and a minimum of 8-10 years of experience in the preparation and management of CEQA and NEPA environmental documents and related technical studies. Responsibilities will include managing multi-disciplined teams in the production of various technical studies, implementing public participation programs, developing relationships with clients and public agencies, and mentoring and training staff. A willingness to travel and conduct site visits at various locations throughout the western United States may also be involved.

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EOE

## Letter to the Editor

It's unfortunate that David Brooks' piece used up so much of the limited space of the January, 2004 *Northern News* ("People Like Us"). Brooks' demographic comments are wrong—at least for California—and his cultural comments are biased.

Brooks makes some vague and unsubstantiated comments about segregation being maintained. In fact, a study by the Public Policy Institute of California of every census tract in the state found substantial increases in diversity ("Whose Your Neighbor? Residential Segregation and Diversity in California" available at [www.ppic.org](http://www.ppic.org)). They rated census tracts—which generally are small areas—on a 1-100 index of racial diversity. They found that 19% of tracts were quite diverse (scoring 75 or better) compared to 7% in 1990, while only 25% of tracts were rated highly segregated, down from 43% (diversity index of 45 or less). This trend held true throughout the state, and regardless of which racial group (if any) constituted the majority in the tract. Of the 10 cities with the most diverse neighborhoods, 7 were in the (in order): Vallejo, Pittsburg, Hayward, San Leandro, Fairfield, Union City, and Richmond.

Brooks' argument about self-willed cultural isolation might be more persuasive if he also attacked conservative insularity—instead all his examples are evil sheltered liberals. I wonder for example, how many evangelical Christian churches open their pulpits to bracing debate with people such as pro-choice activists, committed secularists, or even liberal Christians. Leading conservative newspapers certainly do not open their pages—when I read the Orange County Register I found no liberal columnists. But conservatives (including Brooks himself) have regular columns and cartooning slots in such "liberal" media as *The New York Times* and the *Los Angeles Times*. Or to take a different dimension of insularity—what of the millions of Americans who believe they do not know any gay people? Clearly the cultural foxholes Brooks decries come in many different varieties.

There is a lot of important information planners in Northern California should be hearing about. We don't need to waste our space with canned East Coast polemics.

*Nathan Landau, AICP*

## Web Pick of the Month

The Neighborhood Knowledge California (NKCA) site is the new national model for user-friendly mapping, data analysis and convenient access to timely, local data at the state level. The site provides users with access to sophisticated mapping software applications, substantial public and private data resources easy to use tools to enable them to design and print maps, charts, and reports, and measure their data against up-to-date federal and state statistical indicators. NKCA is the first online toolkit to allow users to design their own research, collect data in downloadable formats, and automatically upload and geocode this information to a shared website.

Designed by the University of California's Advanced Policy Institute, the system demonstrates how an advanced online toolkit combining statistical and GIS applications can be used as a forum for community research.

Site address: <http://www.nkca.ucla.edu>

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[www.ddaplanning.com](http://www.ddaplanning.com)

## NORTHERN SECTION CALENDAR

### February

- 5 International Section of NCCAPA meeting for more information call Jennifer at 510-750-6510 or e-mail [anderjenn@comcast.net](mailto:anderjenn@comcast.net)
- 19–20 “Transect Based Smart Code” with Andres Duany in San Diego. Registration information can be downloaded at [www.placemakers.net/smartcode](http://www.placemakers.net/smartcode).

### March

- 3 College of Environmental Design, Job Fair (see page two for information)
- 4 Northern Section Board meeting: 6:00 PM. Check <http://www.norcalapa.org> web site for location.
- 15 Proposals are due for Mobile Workshops. Contact Laura Thompson at [laurat@abag.ca.gov](mailto:laurat@abag.ca.gov)

### April

- 1 International Section of NCCAPA meeting for more information call Jennifer at 510-750-6510 or e-mail [anderjenn@comcast.net](mailto:anderjenn@comcast.net)
- 2 Deadline for submissions for Northern Section Awards Program
- 6 Registration and Payment Deadline for May AICP Exam
- 24–28 APA’s 2004 National Planning Conference, Washington, D.C. Our Nation’s Capital and the seat of our democracy will host the APA National Planning Conference.

### FEBRUARY

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### MARCH

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### APRIL

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