



NORTHERN NEWS



A Publication of the Northern Section of the California Chapter of APA



American Planning Association
California Chapter
Northern
Making Great Communities Happen

MAY/JUNE 2008

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Prop. 98 attacks renters, water infrastructure, the environment and our communities

Ed. Note: The following article was approved by the board and legal counsel of the American Planning Association, California Chapter. It was prepared with information from the No on 98 and Yes on 99 campaigns.

Proposition 98 on the June 2008 ballot is a deceptive and poorly-drafted measure that would do unprecedented, widespread harm to Californians. Dubbed the “Hidden Agendas Scheme,” the measure would eliminate rent control and other renter protections, hurt efforts to ensure a reliable supply of clean, safe drinking water, threaten local land-use planning, and jeopardize laws that protect the environment and our communities. At first glance it’s easy to be fooled by Proposition 98. Its proponents are hoping voters don’t look further than their claims about eminent domain reform. But the devil is in the details. Hidden in the “definitions” section of the measure are harmful and far-reaching provisions that would amend the State Constitution for the worse.

One of Proposition 98’s provisions would eliminate all future rent control laws in California: When a renter moves out, that home will be gone from the affordable housing supply forever. With more than a million California renters living in rent controlled units, the impacts of this measure could be devastating. And Proposition 98 doesn’t stop there. It would also gut renter protection laws for all of California’s 14 million renters—such as those laws requiring the fair return of deposits or proper notice before evicting renters from their homes. In fact, over 85 percent of the funding for Proposition 98 comes from apartment owners and mobile home park owners whose main goal is to eliminate rent control. Regardless of how people feel about the issue of rent control, proponents should campaign honestly about their true goals and not hide behind the guise of reforming eminent domain.

Another problem with Proposition 98 is that it would threaten our ability to ensure an adequate supply of water. Proposition 98 defines “private use” to mean the “transfer of ownership, occupancy

(continued on next page)

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Prop. 98 attacks renters... *(continued from previous page)*

or use of private property or associated property rights to a public agency for the consumption of natural resources.” Since virtually all aspects of a public water project involves the “consumption of natural resources,” Proposition 98 would preclude using eminent domain to build public water projects needed to ensure an adequate supply of clean, safe drinking water.

That is why the Association of California Water Agencies opposed Proposition 98 even before it qualified, saying the measure “could derail needed groundwater and surface water storage projects around the state” and calls flaws in the measure “cause for alarm.” The Western Growers Association, which represents California farmers and ranchers, concluded that language in the measure created an “unacceptable risk.” They also opposed Proposition 98. Anyone who cares about ensuring the deliverability of safe, quality drinking water for California’s growing population and the state’s economic growth and development should oppose Proposition 98 on this flawed provision alone.

Also hidden in the definition of “private use” is a provision that would cripple land-use planning, gut environmental protections, and threaten communities and public safety. This provision would prohibit laws and regulations that “transfer an economic benefit to one or more private persons at the expense of the property owner.” Since the courts have ruled that almost all land use decisions could transfer economic benefit at the expense of some property owner, the reach of this definition is virtually limitless.

The types of laws and regulations that could be impacted include a wide range of environmental protections—those that curb global warming and protect open space; zoning laws that protect communities from locating liquor stores and other businesses near schools or homes; and approvals of new businesses needed for economic growth, to name a few.

The countless negative impacts of Proposition 98 explain the broad and diverse coalition opposed to the measure. The coalition includes the League of California Homeowners, League of Woman Voters of California, AARP, California Chamber of Commerce, California Police Chiefs Association, California Alliance for Retired Americans, California Teachers Association, National Wildlife Federation, Older Women’s League of California, Coalition to Protect California Renters, the Silicon Valley Leadership Group, and many others. These groups are working to ensure that voters understand the hidden provisions in Proposition 98 and the adverse consequences for communities.

Many of the same groups who oppose Proposition 98 also support Proposition 99—a true eminent domain reform measure called the “Homeowners Protection Act.” Proposition 99 will protect owner-occupied homes from being taken by eminent domain for transfer to a private party. It is a straightforward, clear reform without the hidden agendas and adverse consequences of Proposition 98. To learn more and get involved, visit www.no98yes99.com. ■

The deadline for submitting materials for inclusion in the *Northern News* is the 15th day of the month prior to publication.

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DIRECTOR'S NOTE

By Juan Borrelli, AICP, SNI Senior Planner, City of San José

Join us in celebrating Northern California's "excellence in planning" by attending the **Northern Section's 2008 Awards Ceremony** on Friday, May 16, at the historic Argonaut Hotel on San Francisco's Fisherman's Wharf. You won't want to miss this gala event. Space is limited, so reserve your seat early. For more information, and to register and pay online through PayPal (a new service this year which makes registration easier), visit the "Awards Program" page at www.norcalapa.org, or contact **Eileen Whitty, AICP**, at ewhitty@ebmud.com.

Please join me in sending a very big "Thanks" to Board Member **Lynnie Melena**, who has served as Associate Editor of *Northern News* since January 2007. She is stepping down to focus on other volunteer activities. On behalf of the entire Board, it truly has been a great pleasure working with her. We wish Lynnie much success in her new endeavors and adventures.

Hopefully, most Californians are fully aware of eminent domain reform measure **Proposition 98**, the "California Property Owners and Farmland Protection Act," which is coming up for consideration in the June 3 statewide election (see page 1). Beware – because Proposition 98 is a "wolf in sheep's clothing." I believe that it is deceptive and not a true eminent domain measure. Hidden within its "definitions" section are its true agendas which are to eliminate rent control laws and other renter protections; cripple local land use planning and gut environmental protections; hurt efforts to ensure a reliable source of clean and safe drinking water, and threaten communities and public safety throughout California.

In response to Proposition 98, a coalition led by the League of California Cities has sponsored **Proposition 99**, the "Homeowners and Private Property Protection Act," which

(continued on next page)



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Book early at Renaissance Hollywood Hotel, \$189 single/double room rate from September 21–24, 2008 (Sun – Wed). Cutoff date: August 22, 2008, subject to availability.

<http://www.marriott.com/hotels/travel/laxrh-renaissance-hollywood-hotel-and-spa/?groupCode=ccaccaa>

DIRECTOR'S NOTE *(continued from previous page)*

is also on the June ballot. I believe that Proposition 99 is a true eminent domain measure that is straightforward and without hidden agendas. It more clearly is a direct response to the decision of the U.S. Supreme Court in *Kelo v. New London* in that it protects owner-occupied residences from being taken by eminent domain to transfer to a private party. Proposition 99 would also keep rent control regulations as they are now, which in many communities is a source of affordable housing—particularly for seniors. I'll be voting **NO on 98** and **YES on 99**, and I urge you to do the same.

Did you know that May is “**National Bike Month?**”

For more than a century, bicycling has been an important part of the lives of most Americans. Today, millions of Americans bicycle because it is a viable and environmentally-sound form of transportation, an excellent source of fitness, and an enjoyable form of recreation. Since 1956, the League of American Bicycles has sponsored this cycling celebration, and it has designated May 12-16, 2008 as “Bike-to-Work Week.” I encourage you to organize or get involved in a local Bike-to-Work event in your community. Rediscover bicycling this May as a healthy mode of transportation to help relieve traffic congestion and ease motor vehicle emissions throughout Northern California, to improve your bicycling education and skills, and to get outside and enjoy the ride.



2008 NSCCAPA Awards Celebration

Sip...Eat...Cheer...Celebrate the winning projects, programs and people at the 2008 NSCCAPA Awards Dinner

When: Friday, May 16, 2008, 6:30 to 9:30 PM
Where: **The Argonaut Hotel on Fisherman's Wharf**
495 Jefferson Street (at Hyde), Golden Gate Ballroom, San Francisco, 94109

Menu: **No-host bar includes one free drink ticket per person**

- **Salad:** Spinach salad with candied walnuts, feta, and sun dried tomatoes
- **Entrées (choose one per person):**
Chicken Forestiere stuffed with wild mushrooms, lemon butter sauce
Grilled Salmon with Mirin Orange Beurre Blanc
Grilled Portobello Mushroom Napoleon with vegetables
- **Dessert:** Chocolate Decadence

Parking: BART to Embarcadero, take F Streetcar to corner of Jefferson and Jones and walk two blocks to the Argonaut Hotel at Jefferson and Hyde (other routes, see Muni schedule at www.sfmta.com).
Hotel Valet parking: \$39 per vehicle with Hybrids free, no discounts.
Nearby Parking Options: Beach/Hyde Street Parking structure behind Hotel.
Beach/Taylor Street Parking structure nearby.

Registration: By 5 PM Monday, May 12, 2008 — Please register online at <http://www.norcalapa.org/> and pay using PayPal, or mail the completed reservation form (below).

Cost: \$40 per person for registrations received online using PayPal or by mail by 5 PM Monday, May 12th. **After 5 PM Monday, May 12th: \$50** per person for late registrations and payments received by mail or at the door. PayPal payments not accepted after 5 PM Monday, May 12th.

Make check payable to "NSCCAPA" and send to
Eileen Whitty, EBMUD, 375 – 11th Street, MS 808, Oakland, CA 94607

PLEASE NOTE: For late registration (after 5 PM Monday, May 12th), your prior reservation approval by email to Eileen Whitty is required and your reservation is a contract to pay. Please contact Eileen Whitty by e-mail at ewhitty@ebmud.com or 510-287-1109 for late registration.



Print and Send

Mail-In Registration Form (please print):

Please reserve _____ places @ \$40 each for the NSCCAPA Awards Celebration and Dinner.
Check made payable to "NSCCAPA" is enclosed.

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Northern Section Award winners announced

The Northern Section winners of awards in 17 separate categories have been announced by Awards Program Directors, **Andrea Ouse, AICP**, and **Eileen Whitty, AICP**. Award winners will be honored at the 2008 NSCCAPA Awards Celebration on Friday, May 16 (see page 5 for more information on the event) and will be featured in the next issue of *Northern News*.

The categories and winners are:

Comprehensive Planning, Large Jurisdiction Award

Marin Countywide Plan, County of Marin

Comprehensive Planning, Small Jurisdiction Award

Redwood City Downtown Precise Plan, City of Redwood City

Planning Implementation, Large Jurisdiction Award

San José County Island Annexation Plan, City of San José

Planning Project Award

Implementation Efforts in Union City's Intermodal Station District, City of Union City

Innovation in Green Community Planning Award

Tapping the Potential of Urban Rooftops-Rooftops Resources Assessment, City of Oakland, DC&E

Innovation in Green Community Planning, Merit Award

Local Action Plan for Climate Protection, City of Alameda

Focused Issue Planning Award

Downtown San Leandro TOD Strategy Plan, City of San Leandro, BMS Design Group

Focused Issue Planning, Merit Award

Downtown Area Specific Plan, City of Santa Rosa

Best Practices Award

23rd Street Specific Plan, San Pablo, City of San Pablo

Best Practices, Merit Award

MacArthur BART Access Feasibility Study, City of Oakland, Fehr and Peers Transportation Consultants

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Northern Section Award winners *(continued from previous page)*

Grassroots Initiative Award

STA's Safe Routes to School Plan, Solano Transportation Authority

Education Project Award

Youth Planning Workshop Team, San José State University

Neighborhood Planning Award

CommUniverCity San José, San José State University

Distinguished Leadership Award, Professional Planner

Wayne Goldberg, AICP, Santa Rosa

Distinguished Leadership Award, Organization

University Circle Development, Joseph Bellomo Architects, Inc.

Distinguished Leadership Award, Student Planner

Emilia (Emy) Mendoza, San José State University

Planning Achievement Award, Academic

Graduate Students, San José Urban Eco Park, San José State University Urban Planning 260 ■

Catalog opt-out update

An article in our December-January issue, "Going green: Stopping unwanted mail," highlighted GreenDimes.com and a free service from CatalogChoice.org (Berkeley).

In the six months since its launch, Catalog Choice has signed up 730,000 consumers. The nonprofit acts on recipients' behalf to inform specific catalog mailers that an individual or household has elected not to receive that company's mail order catalogs. In addition to the opt-out service, Catalog Choice now lists a cadre of 189 catalog mailers (<http://www.catalogchoice.org/pages/merchants>) who not only cooperate with Catalog Choice, but offer a convenient way to shop via online catalog.

An update in the February Northern News listed a third service — the Direct Marketing Association's Mail Preference Service. This service (www.DMAChoice.org) will remove recipients from all DMA member prospect lists. DMA recently dropped its credit card verification and fee requirements. ■



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Elaine Costello closes a chapter in stellar career

By Lynnne Melena, Associate Editor

For 30 years **Elaine Costello, FAICP**, has helped communities manage change and plan ahead with outstanding developments. Her retirement on May 2nd was her last day as Community Development Director for the City of Mountain View. Although Elaine is retiring, she is not leaving the profession completely behind. Instead, she sees this period in her life as a “sabbatical” with a still-undefined plan for re-engaging later on.



The last half of Elaine’s planning career has been in Mountain View, but in the first half she built a strong base of experience in both the private and public sectors. A Boston native, Elaine earned her master’s degree in city planning at Columbia University. Her first planning job was with Skidmore, Owings and Merrill in San Francisco. After a few years as a private consultant, she moved on to San Mateo County where she took on the highly contentious assignment of developing the San Mateo County Local Coastal Plan. The planning process, which had to encompass the interests of both long-time property owners and environmentalists, eventually resulted in lasting protections for recreation and environmental resources.

Elaine’s next three jobs were directorships—four years at the City of Belmont, three years in South San Francisco, and then 15 years in Mountain View. In Belmont, she took on the difficult task of developing a plan for a hazardous hillside area. When she arrived in South San Francisco, the big challenges were economic development and preparing for the new BART line which would pass through the city on its way to San Francisco Airport. Under Elaine’s leadership, the Genentech campus took shape near the Bay, and South San Francisco adopted an El Camino Real Corridor Plan which defined the underground BART alignment, station locations, and incentives for transit oriented development.

In her most recent (not necessarily last) chapter, Elaine has taken on everything from economic development to neighborhood outreach, affordable housing, downtown revitalization, and improving the planning process. One of her first assignments in Mountain View was to help negotiate the lease of city-owned land to Silicon Graphics, Inc. This proved especially fortunate when SGI reduced its operations and transferred its lease interests to Google, now the pre-eminent Silicon Valley high tech company.

During Elaine’s tenure, Mountain View became a frequently cited example of Best Practices in transit oriented development

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Elaine Costello closes a chapter in stellar career

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and higher-density housing. In 2002, the city won a national APA Award for Implementation for Transit Oriented Development.

Elaine's accomplishments are many, but she has taken special pride in helping decision-makers determine where they want their communities to go and how to make the tough choices on how to get there. "It's not what we, as planners, think they should do, but what the community wants for itself," has been her oft-repeated advice to planners. Elaine has enjoyed the challenge of difficult situations: gaining support from both developers and the community to positively resolve problems, whether a low-income efficiency studio project, a major new housing development, or a new policy like Mountain View's Below-Market-Rate housing program. With her planning staff (and at professional meetings), she preached the value of good design in overcoming the perception of density and responding to community opposition to infill redevelopment.

For many years, Elaine has been a featured panelist at APA conferences, more recently focusing on leadership skills for planners. She was elected to the California Planning Roundtable in 1997, and in 2006 became a Fellow of the American Institute of Certified Planners.

What's ahead for the planning profession? Global warming is, of course, a looming issue, although Elaine believes there is a strong willingness in the planning and development community to address it. Many of the recent trends in planning—transit oriented development, smart growth, sustainability—feed right into global warming solutions. Another big challenge she sees is the loss of diversity within communities and a polarization—more "haves" and "have-nots." This dichotomy extends to young planners who have difficulty finding affordable housing close to their jobs.

Elaine has an impressive professional biography, but planners who worked with her are more likely to evoke images of an energetic, dynamic, outgoing woman, always ready for one-on-one discussions of family, travel, the latest books and, of course, planning. That "presence," her humor, and her skillful guidance will be missed in the daily activities of the Mountain View Community Development Department.

Elaine's immediate plans are a trip to Europe with her husband, Bud, who is executive director of the California School Employees Association. While there, they will meet up with their daughter, Anna, a UC Berkeley junior who has been studying in England this year. Their older daughter, Malaika, is a web editor for the George Lucas Foundation.

On her return, Elaine will make a stab at catching up on "30 years of deferred maintenance" at home, starting with "a long-overdue kitchen remodel." But sometime next year, the planning profession can expect to be hearing from Elaine as she again looks for ways to contribute her knowledge, skills, and energy. ■

Lorraine Weiss

DESIGN AND DEVELOPMENT REVIEW



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AICP proposes fee changes for CM providers

In response to feedback received from members and providers about the fees that planning education providers must now pay, AICP is considering changes to its Certification Maintenance program. The provider fee changes have the potential to reduce the costs planners must pay for their continuing education—costs which have escalated since the new certification program was created.

Currently, providers pay \$50 per credit (*i.e.*, per hour of education). The AICP Commission—which met on April 26 at the National Planning Conference in Las Vegas—was presented with a new fee schedule with options that would range from the current \$50 per credit to a \$2,000 flat rate for universities and \$5,000 for large nonprofit providers. The new fee schedule would likely have a long-term, rather than a direct impact on planners. (Detailed fee breakdowns may be viewed at <http://planning.org/cm/commissionfees.htm?project=Print>)

Although the AICP Commissioners felt that the proposal generally reflected the direction they would like to take, they requested extra time to consider three key issues:

- Qualifications and standards for online products, such as online courses, podcasts, webcasts, etc., and whether this type of training should be considered as part of the unlimited annual fees that would be paid by organizations.
- Additional pricing options for nonprofits with total annual gross receipts of less than \$1 million.
- Increasing the number of CM credits that a member may self-report from 4 to 8 per reporting period.

APA staff will host a series of conference calls with the Chapter Presidents Council and Divisions Council during May so that the AICP Commission can consider their feedback before deliberating. Updated information will be posted to the APA website as soon as the Commission reaches a final decision.

NOTE: The requirements for certified planners—32 credits every two years—would stay the same. Only the fees providers pay to APA would change.

Organizations join AICP/CM petition

The April 8 issue of the PDI newsletter reported that Planners Network and an APA chapter had added their support for reforming the CM program.

(continued on next page)



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OPR compiles list of technical resources for General Plans

OPR—the Governor’s Office of Planning and Research—with the assistance of State agencies, has compiled a list of State agency resources that can be used by local governments to create or update a general plan. The resources include studies, guidebooks, data, and grant opportunities. The list (dated April 3, 2008) “is by no means exhaustive and will be updated by OPR as needed.” You can download the 32-page, 333KB document at

http://opr.ca.gov/planning/docs/State_Agency_Technical_Resources_for_General_Plans.pdf

AICP proposes fee changes for CM providers

(continued from previous page)

- The Planners Network Steering Committee jointly signed the “Campaign for Fair Fees” petition which asked that the CM program be made fairer and more equitable. Planners Network represents about 500 professional planners, community activists, and academics.
- The Executive Committee of APA’s New York Metro Chapter, representing about 1,200 planners and others involved in planning, sent a letter to AICP Commission President Graham Billingsley, Past AICP President Sue Schwartz, APA Executive Director Paul Farmer and others expressing concerns about the program. The letter, published in Planetizen, states in part:

“While most NY Metro Chapter members support some form of mandatory certification maintenance, there is an overwhelming and growing number that opposes the format approved by the AICP Commission,” the letter says. “We understand that the program’s administrators have indicated that some fine tuning to the program over time might be considered. However, we strongly advise that the AICP Commission act quickly to take a step back from the implementation of the current program and that it evaluate the carefully considered comments about the impacts of implementation on both members and CM providers. There is every reason for concern that the program, as currently outlined and administered, will create harm to AICP and its members.” The letter continues: “The Chapter has registered detailed objections on several prior occasions... We want to make this program work but our experience has only heightened our concerns.”

The complete letter from Ethel Sheffer, AICP, President, New York Metro Chapter, can be found at <http://www.planetizen.com/node/29996#comment-6830> ■

JOBS

LOCAL AGENCY FORMATION COMMISSION

MONTEREY COUNTY

Half-time Associate or Senior Planning Analyst

Associate Analyst: (20 Hours/Week)
\$2,635 – \$3,581/Mo. + Benefits

Senior Analyst: (20 Hours/Week)
\$2,889 – \$3,927/Mo. + Benefits

Located on the magnificent central coast of California, the Local Agency Formation Commission of Monterey County is seeking an exceptional candidate to perform planning, policy and program analysis of government boundaries and services. The position may be filled at either the Associate or Senior Analyst level. Ideal candidates will have degree in urban/regional planning, public administration or a closely related field; 2+ years experience for Associate position or 4+ years for Senior position in a California LAFCO, County or City government; excellent communication skills, and working knowledge of LAFCO, land use, environmental and other applicable State and local laws.

For more information and application, please visit www.monterey.lafco.ca.gov or call 831-754-5838. Initial filing deadline is June 13, 2008. This position is open until filled.

(Jobs continue on next page)

Space, race, and health in the San Joaquin Valley

Northern News has received a copy of a student paper, “Spatial, Racial and Social Determinants of Health in the San Joaquin Valley: A survey of the evidence,” by Beth Altshuler and Miriam Zuk, University of California, Berkeley (February 2008). The study explores the linkages between the built environment and public health in the San Joaquin Valley, where residents exhibit higher mortality and morbidity rates than other Californians.

This topic is of great concern because of the Valley’s recent and projected rapid population growth. Are the Valley’s physical development patterns inherently unhealthy? How can these issues be addressed to healthfully accommodate future residents? The report includes an extensive literature review about what is known and unknown regarding how the built environment affects population health. The students looked at local data on environmental factors and health outcomes focusing on four risk factors: exposure to air pollution, exposure to pesticides, access to healthy foods, and physical activity patterns of Valley residents.

Among the findings

- Valley residents are 30 percent more likely to have been diagnosed with asthma or diabetes, and are 20 percent more likely to have heart disease than the average Californian.
- 18.9 percent of Valley residents live below the Federal Poverty Level compared to 13.1 percent of Californians; and Valley residents living below the poverty line were 2.45 times more likely to be diagnosed with diabetes than those living above the line.
- Nearly half of Valley residents have asthma or have family members with asthma, and children living in the Valley are 66 percent more likely to develop asthma than children living elsewhere.
- 64.8 percent of Valley adults were overweight or obese compared to 56.1 percent in California.
- The researchers found no clear link between physical activity and median household income, but did find that physical inactivity increased the relative risk of diabetes by 17.8 percent and obesity by 12.2 percent (15.3 percent among inactive teens).

Among the conclusions

The researchers conclude that there are ties between the built environment and the health of the population, but more research

(continued on next page)

MARIPOSA COUNTY

Assistant Planner

Salary: \$2,944 – \$3,579/month
+ Excellent Benefits

Mariposa County is seeking an Assistant Planner to perform responsible office and field work involving planning, zoning, and land use; provide staff support to Planning Advisory Committees, the Planning Commission, and the Board of Supervisors; review, assess, and prepare reports concerning current application proposals and recommend necessary modification for compliance with California Environmental Quality Act, California statutes, County plans, ordinances, and policies; prepare plans, reports, technical documents, and ordinances; and provide credible, accurate assistance to departmental clients.

Requires high school diploma or GED equivalency, graduation from an accredited four-year college or university with major course work in planning, architecture, landscape architecture, environmental studies, or directly related courses, and possession of a valid California Driver's license. Under certain circumstances, the Personnel Director may accept a valid driver's license if applicant acknowledges his/her intent to acquire a California driver's license within three months by signing an acknowledgement form.

Wonderful staff, working conditions, and community in the Sierra Mountains adjacent to Yosemite National Park. For application package, contact the Mariposa County Personnel Office, 209-742-1380 or

www.mariposacounty.org/personnel.

Application Deadline: Open until filled. EOE

(Jobs continue on next page)

Space, race, and health in the San Joaquin Valley

(continued from previous page)

is needed before deciding what can be done. Suggested research priorities include:

- Determine which specific pollutants and sources are causing observed effects, such as increased asthma. Future research should explore the effects of pollutants other than ozone and particulate matter, and should follow the emerging public health literature to clarify likely cause and health relationships.
- Future research should seek data that better characterize pesticide exposures in diverse residential settings (urban, rural, suburban, etc.).
- Future research should explore why residents in the most productive agricultural region in the country, the “salad bowl” of America, have such high rates of diet-related health problems and such poor access to the produce grown there.
- Hot summer weather and poor air quality discourage residents from exercising outdoors for extended periods. Future research should use GIS to look at park level of service at a neighborhood scale to determine which sections of the Valley's cities could benefit most from added green space.
- Health data are needed at a finer geographic level (zip code, census block, etc.) to explore with any certainty whether certain characteristics of the built environment are associated with specific health outcomes.

A PDF of the 60-page paper may be obtained from beth_a@berkeley.edu ■

Where in the world?



Answer on page 16

CITY OF SANTA CLARA

Housing Development Officer

The City of Santa Clara is seeking a Housing Development Officer. This is a managerial position in the Unclassified Service responsible for developing and implementing effective public/private partnerships designed to stimulate the development of affordable housing, as well as those services needed to support such developments.

The position requires a combination of education and experience equivalent to graduation from an accredited college or university with a degree in Urban Planning, Public Administration, Environmental Studies, or related field; and at least five (5) years of progressively responsible public or private experience in urban planning, business/public administration, housing finance and development, or redevelopment; with some supervisory experience. A 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. Experience working in the Housing Division of a public sector Planning and Inspection Department is desirable.

The annual salary is normally appointed at 85% of Control Point, which is approximately \$84,936. Hiring above that amount may be considered, based on qualifications and years of experience, up to the normal top of the range Control Point of \$99,924. To receive first consideration for the screening process, the Human Resources Department must receive completed resume packets no later than 5 PM, by the preferred filing date of Friday, May 30, 2008. Resume Packets must include a "Letter of Interest and Intent", a detailed resume and recent salary history and current major fringe benefit history.

You may send resume packets by mail to City of Santa Clara Human Resources, 1500 Warburton Ave., Santa Clara, CA 95050, FAX to (408) 247-5627 or E-mail to humanresources@santaclaraca.gov ■

(Jobs continue on next page)

Practice makes perfect

The following is excerpted from an editorial ("Looking Back After Five Years") by Jerry Weitz, FAICP, editor of *Practicing Planner* (Spring 2008, <http://www.planning.org/practicingplanner/default.htm>).

"This issue of *Practicing Planner* marks the beginning of its sixth year in cyberspace. The publication is an outgrowth and extension of *Planners' Casebook*, which was published in printed form until 2003 for AICP members. By transitioning from a printed and mailed case study to web-only access, the content, breadth, and scope of the publication expanded significantly.

"... We have probably been most successful in meeting the following stated purposes (to provide):

- A reflection of professional planning standards;
- A resource that provides professional planning tools and information; and
- A resource that inspires and helps develop the future of planning practice.

...with a consistent template of planning practice features, case studies, and planning essentials articles.

"Fitting manuscripts to that core framework of three major types of articles has become less of a challenge more recently, as the publication has received more frequent inquiries and submissions of manuscripts.

"... We probably have been less successful in meeting the following stated purposes (to provide):

- A facilitator of national/global professional planning dialogue;
- An advocate for, and demonstration of, professional planning excellence;
- A vehicle to promote and further the professional development of practicing planners; and
- A vehicle to distribute news about AICP.

"Most publications are unidirectional: they are prepared for readers' consumption with no built-in, two-way communication. We receive relatively few comments about articles or the contents of the publication. Sure, we get occasional remarks, both encouraging and critical. But little dialogue has occurred within *Practicing Planner* in the form of letters to the editor, point-counterpoint exchanges, and continuing debates.

(continued on next page)

RBF CONSULTING

Environmental Planner

RBF Consulting in Walnut Creek is currently seeking an **Environmental Planner** to join our team and collaborate with technical experts throughout RBF on a variety of CEQA-related documents for urban in-fill, transit oriented development, and transportation and public works projects that will improve the quality of life in Northern California for generations to come. Responsibilities include preparation and management of environmental documents, including Initial Studies/Mitigated Negative Declarations and EIR's. The position requires a minimum of 5 years of experience and a BS in Environmental Studies, City and Regional Planning or a related field. The candidate should possess thorough understanding and proven success in the preparation of CEQA documents and EIR's.

RBF offers excellent compensation, benefits packages, bonus plans and relocation assistance.

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Email resume to: hmail@rbf.com

"*Practicing Planner* rarely has been used as a conduit for news about the organization because other APA communications have served that function.

"Any publication is bound to be influenced by its editor's frame of reference, perspective, biases, preferences, and experiences. ...My perspective has been largely that of a local government planner preparing a local comprehensive plan or administering regulations in a local planning agency. If an article has the potential to positively affect the way local government planners do their jobs, I see merit in publishing the article.

"At the forefront of our profession is the need to continually consider professional ethics and standards of conduct. Accepting social responsibility and giving voice to the needs of disadvantaged groups remain core values of AICP. We welcome manuscripts that emphasize those core values of AICP, and we will make special efforts to get them published.

"I hope you will share your thoughts and help us meet those objectives that may have eluded us so far."

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LETTERS

Editor:

Here is an idea I want to pass along: How about setting up a Readers' Forum asking for reactions to articles, submitting short statements on anything — or you suggesting a subject for discussion? Lots of people can break away for under an hour to write, blog-like... And everybody likes to vent at times...

Another idea would be a regular op-ed column, requiring more work... It could be the brainwork of several *Northern News* readers, finding each other through the newsletter in a kind of snowballing way... I would also encourage that more members write op-eds for the daily newspapers, such as the piece by Hing Wong on planning policies that can help reduce greenhouse-gas emissions (*San Francisco Chronicle*, January 29, 2008).

And how about activating some of the older members who have retired, but like to stay connected — and write?

Hartmut H. Gerdes, AICP
San Francisco

Editor:

I am so sorry that I reply so late to your e-mail. I hope you have already used the photo. It sounds like a very good cause, and I would feel proud to have my dagaa picture as an illustration to that (Climate Change: Focus on East Africa, "Tanganyika: Disappearing dagaa," March 2008). I am very interested in the urgent question of climate change as well, not least how it affects Africa! And I am so impressed to hear that a 12-year old is writing about this. That gives some hope for the future!

In case it isn't too late, I am the photographer of this photo and my name is Ylva Ekström or Mama Moses, living in Sweden and sometimes Tanzania. Don't hesitate to contact me again.

Kind regards,
Mama Mo

NORTHERN SECTION CALENDAR

MAY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MAY

5/16

2008 Northern Section Awards Banquet

6:30 – 9:30 PM. Argonaut Hotel on Fisherman’s Wharf, 495 Jefferson (at Hyde), San Francisco. See page 5 for further information, or contact Eileen Whitty, ewhitty@ebmud.com

5/28

Green Builder and Developer Forum

8 AM – 12:30 PM, Ohlone College, 39399 Cherry Street, Newark

“The Green Advantage: South Alameda County Green Builder and Developer Forum” will feature updates on green building programs and policies in Hayward, Newark, Fremont, Union City, San Leandro, and unincorporated Alameda County. Sessions on green building rating systems, including a presentation by Tenaya Asan (GreenPoint Rated program manager, Build It Green) and Pepper Smith (LEED for Homes project manager, Davis Energy Group), as well as a tour of the new Ohlone College building, which is designed as a LEED Platinum facility. For more information, please visit www.acgov.org/cda/planning/green.htm

JULY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JULY

7/10

NSCCAPA Board Meeting

6:00 – 8:30 PM. Location to be determined.

Answer to “Where in the world?” (page 13)

Rangoon, Burma (also known as Yangon, Myanmar)

Photo by: Richard C. Paddock