



# NORTHERN NEWS



American Planning Association  
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Making Great Communities Happen

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

## NOVEMBER 2009

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## Protecting the East Bay environment: The first 75 years

By Larry Tong

**Establishing a legacy.** Seventy-five years ago, during the depths of the Great Depression in 1934, voters in the seven cities of El Cerrito, Albany, Berkeley, Oakland, Piedmont, Alameda, and San Leandro created the East Bay Regional Park District by an overwhelming 71 percent majority. They reached deeply into their pockets to tax themselves a very substantial five cents per \$100 of assessed property value to fund the Park District. From its very beginning, the Park District was determined to acquire and protect the natural wilderness areas on the eastern side of San Francisco Bay before they were lost to development forever.

**Conserving wilderness by building scenic lanes.** The newly formed Park District immediately embraced the advice of Frederick Law Olmsted, the famous landscape architect and designer of New York's Central Park. Years earlier, Olmsted had recommended building scenic lanes through the wilderness of the East Bay hillsides in order to conserve them. Within two years, the Park District had acquired land rights to 3,220 acres (about five square miles) for its first four regional parks: Tilden Park (formerly Upper Wildcat Canyon); Temescal Regional Recreation Area; Sibley Volcanic Preserve (formerly Round Top); and Redwood Regional Park. The Park District secured millions of federal dollars and assistance from the Works Progress Administration (WPA) and the Civilian Conservation Corps (CCC).



1935 Carving Skyline Blvd. into the natural area above the Caldecott Tunnel

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## Protecting the East Bay environment: The first 75 years (continued from previous page)



1937 East Bay Regional Park District Playtime Guide

The Park District's first concern was to build scenic lanes and boulevards. Under the Park District's direction, the WPA surgically carved Skyline Boulevard (including a portion of Grizzly Peak Boulevard) into the natural hillsides and forestlands to provide the public with a scenic drive from Tilden to Sibley (Round Top) and Redwood.

**Building and blending with the natural environment.** The Park District's WPA and CCC projects preserved the wilderness while carefully clearing hiking trails, equestrian paths and fire breaks. They also built campgrounds, restrooms, and park buildings purposely designed to blend into their natural environment. These Park District projects created over 1,300 full-time-equivalent jobs and income to boost the morale, self-respect and dignity of workers when they needed it the most.

**Stewardship of the natural environment.** The Park District maintains its core values of preservation and environmental stewardship for future generations while providing healthy and sustainable recreation throughout the East Bay region (Alameda and Contra Costa counties). The founders' original goal—to maintain a balance between wilderness and recreational use—continues to this day: 90 percent of Park District land is undeveloped,



Las Trampas to Mt. Diablo Regional Trail – Photo by Larry Tong

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- Raise member awareness and involvement in APA affairs;
- Increase public awareness of the importance of planning;
- Encourage professionalism in the conduct of its members; and
- Foster a sense of community among the members.

APA California Northern publishes *Northern News* online in PDF 10 times each year as a medium for the exchange of ideas and information among its members. Circulation (complete web downloads per issue) is 7,500.

*Northern News* welcomes comments. Letters to the editor require the author's first and last name, home or work street address and phone number (neither of which will be published), and professional affiliation or title (which will be published only with the author's permission). All letters are subject to editing. Letters over 250 words are not considered.

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

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## Protecting the East Bay environment: The first 75 years (continued from previous page)



Redwood Regional Park – Photo by Deane Little

providing open space and natural areas for hikers and outdoor enthusiasts. An environmental ethic continues to guide all that the Park District does.

**Sustainable environmental protection of the East Bay.** As East Bay cities and counties developed and populations grew, the Park District increased the regional park and trail opportunities in balance with the increasing development and population. Throughout the decades, the Park District has sustainably grown to currently include more than 98,000 acres of parkland (over 150 square miles) with 65 regional parks and over 1,100 miles of regional trails. The Park District provides regional park and trail opportunities within 20 minutes to all of the current 2.5 million residents throughout Alameda and Contra Costa counties.

**Economic benefits.** A comprehensive economic study commissioned by the Park District in 2000 shows that the regional parks and trails provide tremendous economic benefits to the East Bay. Properties adjacent to the regional parks derive between 10 and 30 percent of their value from the Park District facilities. If they were to be purchased today, the Park District lands would have a replacement value of close to \$1 billion. And the Park District facilities provide quality of life benefits to virtually all East Bay residents.

**Social equity and environmental justice.** The Park District has a long tradition of providing equal opportunity and access to all of its constituents. The Park District has developed regional parks, such as Point Pinole Regional Shoreline in Richmond and Bay Point Regional Shoreline in unincorporated Contra Costa County, near census tracts with the lowest incomes and highest concentrations of minorities. And for more than 25 years, the Park District has offered its "Parks Express" low-cost bus program to make all regional parks accessible to seniors, disabled people, and students from schools with reduced-rate lunch programs. Parks Express provides more than 15,000 riders a year with safe, economical and effective access to regional parks and trails.

**What do customers think about the Park District?** Our customers, the 14 million annual regional park and trail visitors, and East Bay voters (especially those with a high propensity to regularly vote) have continued their passionate loyalty to the Park District. Park visitor surveys show that

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## Protecting the East Bay environment: The first 75 years *(continued from previous page)*

high quality regional parks and trails are vital components to maintaining the quality of life in the East Bay. And “knowledge-based” businesses and workers have shown a strong attraction to communities with a high quality of life. East Bay citizens and regional park visitors are extremely satisfied with the regional parks and trails.

**What have you done for me lately?** Similar to 1934, in November 2008, the East Bay voters again delivered a huge vote of confidence to the Park District by passing Measure WW, a \$500 million park bond extension. Again, by an overwhelming 71 percent majority, the voters reached deeply into their pockets to tax themselves up to \$10 per year per \$100,000 of assessed property value. While it is proportionately less than the 5 cents per \$100 (equivalent to \$50 per \$100,000) tax rate approved in 1934, it is still a significant amount during these difficult economic times.

During the next 20 years, Measure WW will provide \$125 million in local grants directly to East Bay cities, county service areas, and local park and recreation districts for local park projects, while \$375 million will fund regional park projects. The first Measure WW bond issuance for at least \$50 million is being processed in 2009. About \$28 million will fund local park projects. The local park projects include a sports center in Oakland, a water spray park in Concord, soccer fields in Pittsburg and Dublin, and park sea wall improvements in Newark. About \$22 million will fund regional park projects, such as Delta Science Center improvements at Big Break Regional Shoreline in Oakley, and Breuner Marsh wetland restoration at Point Pinole Regional Shoreline in Richmond. With careful financial planning, the Park District hopes that the \$50 million in initial Measure WW funds can be leveraged at a 2 for 1 ratio to effectively double its economic benefit to the East Bay community.

**The next 75 years.** As the Park District moves forward into the next 75 years of protecting the East Bay environment, it will continue to seek partnerships with other agencies (many of whom share the same constituents with the Park District) and a huge array of Park District stakeholders. The Park District will stay true to its core values, including balancing preservation with recreation for future generations, minimizing climate change with trees, plants, and grasslands that naturally reduce carbon dioxide, increasing green transportation opportunities with regional trail improvements, and providing safe and healthful recreation opportunities. The Park District Master Plan Map (2007) provides a blueprint for existing and potential regional parks and trails in balance with the increasing development and populations in Alameda and Contra Costa counties.

The Park District invites you to join us and begin your journey into the East Bay regional parks and trails through the Park District’s comprehensive and easy to use website at [www.ebparks.org](http://www.ebparks.org). So get out, explore the East Bay regional parks and trails, and help support and protect the East Bay environment for the next 75 years!

*Larry Tong is the Interagency Planning Manager at the East Bay Regional Park District and is a former Planning Director with the cities of Los Altos and Dublin, CA. Mr. Tong can be reached at [LTong@ebparks.org](mailto:LTong@ebparks.org).*

*Jerry Kent, former EBRPD Assistant General Manager, and Brenda Montano, EBRPD Secretary, provided background information vital to this article. ■*



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## DIRECTOR'S NOTE

By Darcy Kremin, AICP

Don't forget to sign up to attend our annual **Holiday Party** on **Thursday, December 3**, at Restaurant Lulu in San Francisco. This year the organizing committee reduced the total cost of the party, so we were able to lower our ticket prices. Also for the first time we are offering an unemployed rate for members and guests alike. We look forward to seeing you all there.

This month is election time. We are trying a new format this year, so watch out for an e-mail that contains your official ballot for Section Treasurer. If you do not receive one by November 25, please contact Membership Director, **Lucy Armentrout, AICP** ([lucylikesorange@yahoo.com](mailto:lucylikesorange@yahoo.com)). If you have not been receiving the eNews e-mails, please be sure your e-mail address is up-to-date with National APA ([www.planning.org](http://www.planning.org)), and let Lucy know if you still haven't received anything from Constant Contact, our e-mail provider.

Be sure to check out conference materials from the Squaw Valley conference online at [www.calapa.org/2009-conference](http://www.calapa.org/2009-conference). There are session PowerPoint presentations and other related materials, and the site will continue to be updated as information is sent in. Also, congratulations are in order to three Northern Sections members: **Dean Macris, FAICP**, **Marjorie W. Macris, FAICP**, and **Donald N. Rothblatt, FAICP**, who each received a Planner's Emeritus Network Honor Award at the conference. The awards were well deserved, and we are honored to have these planners represent our section.

In late October a group heads to India for a planning tour that was almost two years in the making. Tour events will include meetings with local planning professionals, tours of districts and sites of special interest to those with a planning background, and of course, a healthy share of pure tourism and cultural discovery. This tour of India is a sequel to a very successful Spring 2007 tour of China organized by the same group. Almost half the people going on the tour of India are graduates of the 2007 tour of China. See the article titled "[Northern Section India Trip blog now active](#)" in this issue for more information.

*Darcy Kremin*



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## Northern California roundup

**California High-Speed Rail update.** In the [July/August issue](#), we reported that the California high-speed rail scoping report was available. In September, the California High-Speed Rail Authority (Authority) released draft alternative analysis exhibits (to download a copy, [click here](#)). The preliminary alignment will give planners, city officials and residents options to review, debate and provide input for the next year and half. The Authority proposed three vertical track alignments along the Caltrain corridor – 1) raised tracks on open aerial structures or filled-in berms, 2) two added train tracks to the existing Caltrain at-grade or 3) underground tracks through an enclosed tunnel or open trench. Mountain View is now considered for a potential mid-Peninsula station along with Palo Alto and Redwood City. —Mike Rosenberg, “[State reveals detailed high-speed train plans from San Francisco to San Jose](#),” *San Jose Mercury News*, September 30, 2009. For more news articles on the high-speed rail, visit <http://www.mercurynews.com/california-high-speed-rail>. To obtain various reports produced by the Authority, visit <http://www.cahighspeedrail.ca.gov/library/>. To subscribe e-mail notifications for the Caltrain and other corridors, [click here](#).

**HOT lanes study in Marin County.** The Transportation Authority of Marin will fund a study on how High Occupancy Toll (HOT) lanes would work in the county. Solo drivers would pay to use HOT lanes. Toll rates would be higher during peak periods in the peak direction and be lower during off-peak hours. HOT lanes are in operation in San Diego and Orange County. Typical toll for the eight-mile HOT lanes in San Diego “vary from 75 cents to \$4.” While the Bay Area Toll Authority “would like to see HOT lanes on Highway 101 from Santa Rosa to Richardson Bay,” Dianne Steinhauer, executive director of the Transportation Authority of Marin, questions whether HOT lanes would be well-utilized and whether they would promote solo driving.—Mark Prado, “[HOT lanes on Highway 101 in Marin to undergo study](#),” *Marin Independent Journal*, October 1, 2009.

**EBMUD’s long-term water supply program.** The East Bay Municipal Utility District (EBMUD) approved [the Water Supply Management Program EIR](#) on October 13. The Program EIR provides “a 30-year water supply management program,” including controversial options to enlarge the Pardee Reservoir in the Sierra foothills. As the EBMUD has learned a lesson from a 17-year legal battle which ended in a 1990 Superior Court decision affirming the EBMUD’s right to take water from the American River, it must “consider cooperation with a number of water interests, including users, those holding senior water rights and environmental groups.”—“[Editorial: EBMUD’s long-term water supply program faces opposition](#),” [www.insidebayarea.com](http://www.insidebayarea.com), October 4, 2009. ■



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## How do I get that nonprofit job I've been seeking?

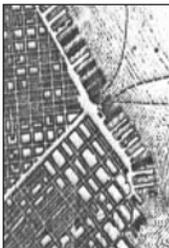
By Todd Owens

It's ubiquitous, that old saying that you never get a second chance to make a first impression. Career and interviewing advice abound on the internet, but every so often a resource comes along that really stands out. While networking and conducting some candidate research on LinkedIn, I connected with Julie Bauke ([www.congruitycareer.com/](http://www.congruitycareer.com/)) and her outstanding new book, *Stop Peeing on Your Shoes: Avoiding the 7 Mistakes That Screw Up Your Job Search*. In her book, on her website, and in her consulting work she offers job seekers sage strategic advice about your career trajectory, your next move, putting your best foot forward, and networking for current and future success. Check it out.

During my nine years at Dewey & Kaye, I have interviewed thousands of individuals and conducted more than 600 interviews with search committees who are wrestling with decisions related to hiring the right professional to lead a nonprofit organization. In most cases the interviewers are volunteer board members operating with the best interest of the organization at heart, seeking someone who will do the same. During these interviews I have seen just about everything. Here's the best advice I can offer to those interviewing for a role in a nonprofit organization:

1. **Don't leave your passion at the door.** This might or might not factor into interviews in the private sector; however, there is a good chance that the interviewers are there because they care deeply about the cause the organization is supporting. They want to hear the same from you—if you are going to lead the organization at some level.
2. **Don't make it about the money.** I'm astounded when candidates respond that their primary interest is compensation. In most cases you're interviewing with someone who isn't being paid to interview you, or has chosen to work in the nonprofit sector out of passion and not a desire to be a millionaire. It can be about money at some point; however, it shouldn't be about money first.
3. **Don't do anything to take the focus off of you.** I was in an interview where a strong candidate wore a jangly bracelet that kept hitting the glass top table around which we were sitting, and at the end of the interview the noise of the bracelet was all that the committee heard. Don't do this to yourself. You've got one shot with the search committee. Wear neutral or smart colors, dress professionally, and don't make a statement with your cologne/perfume. Allow your impressive self to do the talking, and leave them wanting more of you because of how prepared you were.

*(continued on next page)*



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## How do I get that nonprofit job I've been seeking?

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- 4. Preparing for a nonprofit interview is much easier than a private sector interview.** Most information about nonprofits is public. Forms 990 are available free and online (<http://www2.guidestar.org/>). Foundations frequently publish information on their current grantees. Google alerts (<http://www.google.com/alerts>) can be used to research an organization, your interviewers, board members, etc., while you sleep. Be smart about this and don't waste anyone's time by being unprepared.
- 5. Practice makes perfect.** Candidates can easily anticipate at least half of the interview questions they will be asked. For those, you should hit a home run with your response. Find someone you trust and admire, and ask them to "interview" you with the questions you anticipate. Ask them to critique your responses. While job hunting, my wife and I used to do this while we were loading the dishwasher. The thinking is that if you can formulate an intelligent response while distracted by something else (where does the glassware go?) you'd sound even better when focused 100 percent in an interview. And if you really want to convince someone with your response, ask yourself the questions while responding to yourself in a mirror. It sounds silly, but it works. Trust me.
- 6. Be assertive and considerate.** You're likely interviewing with volunteers. When you enter the room, shake everyone's hand, look them in the eye, and greet them appropriately. When you sit down and are ready to start, thank them for their time before answering any questions. When the interview concludes, reinforce your interest in the role, and thank them again for their time. When you get home, send them each a thank-you note or email. I'm a diehard advocate for hand written notes, but have come around to thinking this might be generational. I receive email thank-you's all the time, and feel that a well written email thank-you will suffice. However, leave your abbreviations and emoticons for communicating with friends. And remember, spell check is never a substitute for proofreading.

Follow these simple tips and you'll excel in an interview. Read Julie's book and connect with her on LinkedIn, Facebook, or Twitter. Then go out and practice what you've learned. In a down economy, it's the people who back up their résumés with an impressive personal presentation who will be given the golden ticket. Good luck!

Todd Owens, Principal, Dewey & Kaye, can be reached at [towens@deweykaye.com](mailto:towens@deweykaye.com) or by (412) 434-1335. He can be found on LinkedIn, Twitter, Facebook, and the BrazenCareerist. ■



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## What others are saying

**‘New Localism’ on the rise.** “Nothing allows for geographic choice more than the ability to work at home. By 2015, suggests demographer Wendell Cox, there will be more people working electronically at home full time than taking mass transit, making it the largest potential source of energy savings on transportation. In the San Francisco Bay Area and Los Angeles, almost one in 10 workers is a part-time telecommuter. Some studies indicate that more than one quarter of the U.S. workforce could eventually participate in this new work pattern. Even IBM, whose initials were once jokingly said to stand for ‘I’ve Been Moved,’ has changed its approach. Roughly 40 percent of the company’s workers now labor at home or remotely from a client’s location.”

“These home-based workers become critical to the localist economy. They will eat in local restaurants, attend fairs and festivals, take their kids to soccer practices, ballet lessons, or religious youth-group meetings. This is not merely a suburban phenomenon; localism also means a stronger sense of identity for urban neighborhoods as well as smaller towns.”—Joel Kotkin, [“There’s No Place Like Home,”](#) *Newsweek*, October 9, 2009.

**It’s easy being green.** “We’re burning large amounts of coal, oil, and gas in ways that don’t actually enhance our standard of living—a phenomenon known as the ‘energy-efficiency gap.’ The existence of this gap suggests that policies promoting energy conservation could, up to a point, actually make consumers richer. The best available economic analyses suggest that even deep cuts in greenhouse gas emissions would impose only modest costs on the average family. The House has already passed a fairly strong cap-and-trade climate bill, the Waxman-Markey act. [In September] the Congressional Budget Office [concluded] that in 2020 the bill would cost the average family only \$160 a year, or 0.2 percent of income. That’s roughly the cost of a postage stamp a day. The claim that climate legislation will kill the economy deserves the same disdain as the claim that global warming is a hoax. The truth about the economics of climate change is that it’s relatively easy being green.” —Paul Krugman, [“It’s Easy Being Green,”](#) *The New York Times*, September 24, 2009.

*(continued on next page)*

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**hannahyoung.mrp@gmail.com**

## What others are saying *(continued from previous page)*

### Oakland company regroups on mammoth solar project.

"A proposed solar energy project in the California desert that caused intense friction between environmentalists and the developers of renewable energy has been shelved. BrightSource Energy Inc. had planned a 5,130-acre solar power farm in a remote part of the Mojave Desert, on land previously intended for conservation. The company, based in Oakland, said it was seeking an alternative site for the project. BrightSource, with investors like Google and advisers like the environmental campaigner Robert F. Kennedy Jr., builds large-scale, sophisticated solar plants in the United States, Israel, and Australia. The company uses a technique in which hundreds of small mirrors redirect desert sunlight onto a single central tower, where the heat generates steam." —Elisabeth Rosenthal, "[Disputed solar energy project in California desert is dropped](#)," *The New York Times*, September 18, 2009.

### California's unemployment rate highest since 1940.

"The state's new unemployment rate—12.2 percent, according to the Bureau of Labor Statistics—is far above the national average of 9.7 percent and places California fourth behind Michigan, Nevada, and Rhode Island. Statistics kept by the state show California's unemployment rate was 14.7 percent in 1940. A recent study by the University of California, Los Angeles, predicted that while the state would enjoy 2 percent quarterly growth in 2010, the unemployment rate would remain above 10 percent." —Jennifer Steinhauer, "[California joblessness reaches 70-year high](#)," *The New York Times*, September 18, 2009. ■

## LETTERS

Congratulations on your latest edition of the *Northern News*! You have taken a fledgling newsletter and transformed it into something we can all be proud of. I personally thank you for inspiring me to write and take photos for the newsletter. As a group of professionals, we all owe you a great debt for your hard work and exacting oversight. Keep up the good work!

**Chandler Lee, AICP**

I just read the October 2009 issue of *Northern News*. Thank you for the wonderful—and quite prominent—article on page 15 about the award for our firm's project, "Filling in the Gaps." It's always nice to see one's work recognized. I also read your "Editor's Note" and was reminded of how much the newsletter has changed, for the better. Congratulations, and keep up the good work!

**Niko Letunic, Eisen | Letunic**

Congratulations on another stunning issue. I am now distributing copies to my supervisor and the city manager.

**Stephen Avis, AICP | City of Fortuna**

Nice job! This is one of the better section newsletters, maybe the best.

**Ken Topping, FAICP | Cambria**

As usual, a great edition of the *Northern News*! Concise, engrossing, and informative—thank you and your newsletter staff for the good work.

**Terry Rivasplata, | ICF Jones & Stokes ■**

## Where in the world?



(Answers on [page 15](#))

## Onward and upward



**Kevin Gardiner, AICP**, of Kevin Gardiner & Associates, has joined Metropolitan Planning Group (M-Group) as a Director of Urban Design. Mr. Gardiner specializes in design guidelines, form-based

codes, feasibility analysis, and urban design plans. He has a background in planning and architecture, including experience in both current and advanced planning in the public and private sectors. ■

## Firm hired to head previously dismantled Petaluma planning department

The *Northern News* [May issue](#) carried the news about the dismantling of the City of Petaluma planning division of the Community Services Department. In July, the City hired Metropolitan Planning Group (M-Group) to restore planning support to Petaluma. In addition, three former Petaluma staff members were also hired to provide continuity and institutional memory in the Community Development Department.

Currently, the public has access to planning counter services 8:00 AM–12:00 PM and 1:00–5:00 PM, Monday through Thursday. The City plans to restore the counter service to five days a week. ■

## JOB AD

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For more information about the City of Berkeley or to apply online, visit the City’s web site at: <http://www.cityofberkeley.info/hr>

City of Berkeley  
Human Resources Department  
2180 Milvia Street  
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Phone: (510) 981-6800



# Planners seeking employment

**The unemployment rate in California is now 12.2 percent.** Please email or call the following Northern Section members if you can employ one of them or if you know someone who might be able to.

**Urban Design, Land Use, and Environmental Planning.**

2.5 years of experience. Previous employment: Planning and Landscape Architecture Assistant, RRM Design Group (1 year); Intern, City of Berkeley Downtown Area Plan (1 year); Intern, City of Walnut Community Development (summer). BA Urban Studies, UC Berkeley. Strong interest in sustainable development, climate change, and community engagement. LEED accredited. Contact [carolineteng@gmail.com](mailto:carolineteng@gmail.com) or (909)967-5400. (10-12)

**Land Planner/CEQA/Project Management.** Over 25 years experience. Previous employers: City of Alameda (17 years), Alachua County Florida (3 years), Pasadena Texas (5 years), San Joaquin County (4 years). MS Environmental Management, University of San Francisco, BA Inter-American Studies, BA Human Ecology. Contact [comstockeliason@yahoo.com](mailto:comstockeliason@yahoo.com) or (510) 483-1666. (9-29)

**Transportation, Development, Generalist.** Returning to California, 3.5 years professional experience. Previous employers: Delaware Valley Regional Planning Commission (Philadelphia, 2.5 years); The Mouchel Group – Hertfordshire Highway Authority (England, 1 year). Salary history on request. BS Community & Regional Planning, Temple University, Philadelphia. Contact [jamestj2@gmail.com](mailto:jamestj2@gmail.com) or (215) 756-4968. Prefer Bay Area. (8-25)

**Land Planner/Urban Designer.** 9 years experience in project entitlement and neighborhood and commercial layout, specific plans, and graphics. Part- or full-time, flexible availability. Recent Employers: MacKay and Soms, Pleasanton (3 years); Randall Planning and Design, Walnut Creek (2 years). Salary history on request. AICP, LEED AP. Master in City Planning, MIT. BS, Planning and Development, USC. Contact [kelsey\\_moldenke@yahoo.com](mailto:kelsey_moldenke@yahoo.com). (8-24)

**Land Planning/Landscape Architecture; GIS; Community Development Program Coordination/Public Engagement.**

8 years experience. Previous employers: Sasaki Associates, MA (summer); City of Ann Arbor, MI (1 year); PECL, Portland, OR (1 year); various community development organizations (5 years). Most recent salary on request. Graduate School of Design, Harvard (1 year); MS, Natural Resource Planning, U of Michigan; BA, History, Washington University, St. Louis. Contact [shearacohen@gmail.com](mailto:shearacohen@gmail.com) or (734) 255-8634. (5-15)

**Land Planning & Entitlements; Advance Planning/General Plans; Community Planning/Specific Plans; CEQA; LAFCo.**

24 years experience. Recent employers: Arnaiz Development Co. Inc., 5 years; City of Stockton, 5 years; County of Sacramento, 14 years. Salary history upon request. MA and BA Geography, California State University, Fresno. Contact [ttruszkowski@comcast.net](mailto:ttruszkowski@comcast.net) or (209) 612-0605. (5-04)

**Urban Design, Special/Major Projects, Land Use Planning.**

Flexible availability and terms for part- to full-time work. 9 years experience in public, private, and nonprofit sectors. Recent employers: Centre City Development Corporation (San Diego, 4 years); RRM Design Group (3 years). Salary history upon request. AICP. MA City and Regional Planning, Cal Poly SLO. BA Political Science, San Diego State University. Contact [sdrolet@comcast.net](mailto:sdrolet@comcast.net) or (619) 436-7953. <http://www.linkedin.com/in/suzannedrolet> (5-04)

**General, Municipal, GIS.** 3 years experience. Previous

employers: City of Miami Beach, FL, (Planning intern, full time, 1 year); City of Philadelphia, Economic Development (2 years). Most recent salary, \$42,000/yr. MURP, Florida Atlantic Univ. BS Psychology, U of Pittsburgh; Contact [davis\\_kf@hotmail.com](mailto:davis_kf@hotmail.com) or (484) 477-3727. (3-13)

APA California Northern is using this vehicle to let potential employers know of urban, regional, and environmental planners who are unemployed and available. Job-seekers who are members of Northern Section APA can post a brief ad (67 words maximum) including one email link and/or one phone number. To be published in the December/January issue, ads must be received no later than 5 PM, Tuesday, December 1st. Send to Editor, *Northern News*, [knoxnaph@gmail.com](mailto:knoxnaph@gmail.com).

*Northern News reserves the right to reject or edit ads, and to place them as space permits. Northern Section and Northern News reserve the right to cancel this service at any time, or to charge a nominal fee for posting an ad, or to limit the number or type of ads in any way. ■*

## Northern Section India Trip blog now active



The participants in this year's Urban Planning Tour of India sponsored by the APA California Chapter Northern Section have officially embarked on their journey. The tour will run 21 days, starting in Delhi on October 25th and ending in Bombay on November 14th—and will visit points in between including the Taj Mahal, a city designed by Le Corbusier (Chandigarh), and the colorful Rajasthan cities of Jaipur, Jodhpur, and Udaipur.

Stay up to date with their adventures and interactions with local Indian planners, architects, and academics by tuning in to <http://norcalapaindiatour.blogspot.com>

## Bay Area Climate Action Web Portal launched

The Bay Area Air Quality Management District recently launched the San Francisco Bay Area Climate Action Web Portal (visit [www.ca-ilg.org/SFBayClimate](http://www.ca-ilg.org/SFBayClimate)), a go-to webpage for local governments to easily access tools and resources for implementing climate actions. The climate portal is the result of a partnership between the Air District and the Institute for Local Government (ILG), the non-profit research and education affiliate of the League of California Cities, and the California State Association of Counties ([www.ca-ilg.org](http://www.ca-ilg.org)).

Among its many functions, the climate portal offers users the ability to:

- Track Bay Area cities' and counties' progress in climate planning
- Search for specific policy examples and resources
- Discover resources that emerged from the Air District's climate grant program
- Follow local climate-related events with the Bay Area climate calendar
- Explore ILG's best practices framework for developing climate action plans
- Learn where the Bay Area's greenhouse gas emissions are coming from
- See what communities are doing, inside and outside the Bay Area
- Sign up to participate in discussion forums and listserves

*For questions and content submissions, contact Sigalle Michael, Environmental Planner at the Bay Area Air Quality Management District, at [smichael@baaqmd.gov](mailto:smichael@baaqmd.gov) or (415)749-4683. ■*

## “San Francisco, hope for the hopeless”

Every so often, we run across a song or film with a relation to urban planning. Below are excerpts from a ballad by Oakdale, California, songwriter Brett Dennen.

*“...Leave if you want to leave,  
But I won't be here  
When you come home.*

*“I'm gonna to move to San Francisco,  
Look up some old friends;  
I'm gonna get me a Navy pea coat  
And an old Mercedes Benz...”*

*“I'm gonna rent me an old Victorian  
Down in the Lower Haight;  
I'm gonna get me an old accordion,  
Play for the tourists on the Golden Gate...”*

*“Here in the City, life it don't move so slow;  
There's plenty of good people I know.  
Up in North Beach, they drink spicy Italian liqueur;  
Down on Market, they's a lot of hobos and hustlers.*

*“Down in Hayes Valley, there's a lot of good restaurants.  
Deep in the Tenderloin, you can have anything you want.  
Over in the Mission, it's always a sunny day.  
It's a real good baseball town, but my team is across  
the Bay...”*

Listen at:

<http://www.youtube.com/watch?v=IC4UUMpaKbo>

*Nominate a planning-related song, album, or film to be featured in Northern News. Write to the editors, send us a link, and we'll take it from there. ■*

### Answer to “Where in the world?” ([Page 11](#))

1. A morning market, Sapa, Vietnam.
2. Ever-bustling Shilin Night Market, Taipei, Taiwan.

Photos by Caroline Teng

## High-speed rail travail

**Lawsuit settled.** “A Sacramento judge ruled on August 28th that the state agency charged with building a high-speed rail line from San Francisco to Los Angeles must rewrite portions of its environmental review, a ruling that could delay the \$40+ billion project. Sacramento Superior Court Judge Michael Kenny ruled that the [California High Speed] rail authority's voluminous environmental-impact report inadequately described a 30-mile portion of the project (between San Jose and Gilroy) and failed to address Union Pacific's refusal to share its right-of-way with the new rail system. [However] Kenny ruled that the rail authority offered substantial evidence to support its finding that using the Altamont Pass route would pose significant construction and environmental challenges, particularly as it gets into the dense East Bay and bay marshlands.” The Palo Alto Weekly quoted one of the six plaintiffs in the lawsuit as saying “that the ruling has an extra sweetness beyond the legal issues. ‘It's particularly delicious in light of [Quentin] Kopp's blustering about this being a frivolous case in the San Mateo County Times [the previous week],’ he said.” —Gennady Sheyner and Jay Thorwaldson, “[Judge issues split ruling on high-speed rail](#),” *Palo Alto Weekly*, August 28, 2009.

**Citizens calmed.** “High-speed-rail officials vowed to collaborate with Peninsula residents on the design of the controversial rail line, which has galvanized pockets of opposition in Palo Alto and surrounding communities. The September 12th event took place just days after the rail authority pledged to apply the “context-sensitive solutions” (CSS) method to the high-speed rail segment between San Francisco and San José. The method, which the state already uses for major highway projects, includes an aggressive outreach process and consultation with stakeholders along the corridor. Many residents and elected officials interpreted the rail authority's commitment to CSS, as well as its participation in the event, as hopeful signs that the Peninsula's sometimes strident call for more collaboration is finally getting through. Rail-authority officials said they had not yet determined whether the trains would run on elevated tracks, through a deep-underground tunnel or through a different alignment altogether. The project's primary initial source of funding is the \$9.95 billion bond California voters approved in November. Participants' ideas will be posted on the consortium's website, [www.peninsularail.com](http://www.peninsularail.com).” —Gennady Sheyner, “[Residents share high-speed-rail ideas – civilly](#),” *Palo Alto Online*, September 13, 2009. ■

## Monterey Bay RAC holds "Roundabouts are Forever" discussion

On October 5, the APA California Northern Section's Monterey Bay RAC, the Association of Environmental Professionals (AEP), and the American Council of Engineering Companies (ACEC) hosted an event regarding roundabouts. Sponsored by RBF Consulting and GSPEC, the meeting included presenters with different perspectives focusing on the theme "Roundabouts are Forever". Sean Houk, PE, with RBF Consulting, presented an engineer's perspective of roundabouts and David Fairchild, Planner, Monterey Bay Unified Air Pollution Control District, presented a discussion on air quality. In addition, Maria Rodriguez, Principal Engineer, and Murray Fontes, Principal Engineer and Project Manager, both with the City of Watsonville, presented a discussion on their city's recent efforts to work with Caltrans to build a roundabout at the intersection of Freedom Boulevard at Highway 152.

Approximately 30 people attended and the event was a success. The attendees enjoyed seeing the roundabout virtual traffic models and hearing about the air quality benefits associated with roundabouts. Discussions held at the end of the presentations included such topics as: where a roundabout is appropriate, the coordination process with Caltrans, and how roundabouts can be utilized for free-ways. In the end, the audience agreed that roundabouts were a good solution for traffic calming. ■

## Agency may deem CEQA alternatives infeasible if incompatible with policy objectives

*Republished with permission*

A public agency's discretion to find project alternatives infeasible based on the incompatibility of the alternatives with either the agency's policy considerations or the objectives of the project, has been enhanced considerably through a recent published appellate court opinion. *California Native Plant Society, et al. v. City of Santa Cruz, et al.* (H032502, September 18, 2009).

*City of Santa Cruz* concerned the city's Arana Gulch Master Plan, which provided for creation of a multi-use trail system allowing public access to the beach by bicycle and wheelchair-accessible paved trails. The environmental impact report (EIR) documented the project's significant impact on biological resources and evaluated four potential alternatives to the project. The Santa Cruz City Council found all four alternatives infeasible, rejecting them for failure to "meet the objectives of the Project" and as "undesirable from a policy standpoint." The Native Plant Society challenged the EIR's analysis of the alternatives and the Council's infeasibility findings in the trial court and lost, resulting in this appeal.

The appellate court concluded that the council's findings were valid and adequately supported by evidence. The court found that two independent reasons supported the infeasibility finding: first, each of the alternatives failed to satisfy certain policy considerations, such as the city's interest in promoting transportation alternatives and beach access for persons with disabilities. Second, each of the alternatives failed to meet key project objectives such as completion of a trail that would provide the highest level of public access.

The court's reasoning made it clear that an agency need not find an alternative to be literally impossible before it can reject that alternative as infeasible; an alternative's undesirability, based on policy considerations or project objectives, is sufficient to support the agency decision.

The court also held that the EIR analyzed an adequate range of alternatives, as the alternatives evaluated satisfied most of the basic objectives of the project. The court endorsed the position that differing factors come into play in assessing feasibility depending upon the stage of the proceedings. Alternatives included in an EIR need only be potentially feasible, and actual feasibility need not be determined until the decision-making body approves the project.

*Attorneys with Bingham's Land Use and Development Group sought publication of this decision. The information was provided by Bingham McCutchen LLP to clients and friends, and is not intended to provide legal advice. Republished courtesy Bingham McCutchen LLP. For more information, contact Stephen L. Kostka, Partner, at [stephen.kostka@bingham.com](mailto:stephen.kostka@bingham.com) or (415) 393-2125. ■*

# NORTHERN SECTION CALENDAR

## OCTOBER

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## OCTOBER

**10/29 Planning Ethics in the Workplace**, a training session sponsored by APA California Northern. Networking and refreshments, 6:30–7 PM. Session 7–8:30 PM. Cubberley Community Center, Room H1, 4000 Middlefield Rd, Palo Alto. Cost: \$15. **Space is limited. To pre-register and pay via PayPal:** [click here](#). Hanson Hom, AICP (Director Elect of the Northern Section), Colette Meunier, AICP (Ethics Review Director, Northern Section) and Christina Ratcliffe, AICP (Professional Development Director, Northern Section) will serve as the panel. The session will include a short overview of the AICP Code of Ethics, a facilitated audience discussion of scenarios that highlight common ethical dilemmas faced by planners and key principles and rules of conduct in the Code of Ethics, and Q&A and audience feedback as time permits. For questions about the program, contact Hanson Hom at (408) 730-7450 or [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us).

**CM Ethics | 1.5**

**10/29 Transportation Finance Forum**, 2:30–4:30 PM, Commonwealth Club of California, 595 Market Street, San Francisco. An expert panel will address the financial challenges facing California’s transportation infrastructure. Confirmed speakers include Therese McMillan, Deputy Director of US DOT’s Federal Transit Administration, Randell Iwasaki, Director of Caltrans, and Steve Heminger, Executive Director of the Metropolitan Transportation Commission. Free registration. Contact Donna Maurillo at [maurillo@mti.sjsu.edu](mailto:maurillo@mti.sjsu.edu) or call (408) 924-7561. For more info, go to <http://www.transweb.sjsu.edu/MTIportal/events/index-4.html>.

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NOVEMBER						
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22	23	24	25	26	27	28
29	30					

**NOVEMBER**

**11/4 Board Meeting, APA California Northern.** 6:30–8:30 PM, (light dinner and networking from 6–6:30 PM). Sheppard Mullin Richter & Hampton, Four Embarcadero Center, 17th Floor, San Francisco (Embarcadero BART). RSVP to Hanson Hom at (408) 730-7450 or [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us).

**11/16 High-Speed Rail Presentation,** 6–8:30 PM, Networking and dinner, 6–7 PM. Session 7–8:30 PM. Tarp’s Roadhouse, Library Room, 2999 Highway 68, Suite 1, Monterey. Cost: \$30. **Space is limited. RSVP by October 26** to Elizabeth Caraker at [caraker@ci.monterey.ca.us](mailto:caraker@ci.monterey.ca.us) or (831) 646-1739. APA/AEP invites you to spend an evening with Rod Diridon, Sr., the "father" of modern transit service in Silicon Valley, who will speak on the plans for the new California High-Speed Rail service as well as the evolution and success of high-speed rail worldwide.

**CM | 1.5 pending**

**11/19 SB 375 – Technical Overview and Regional Update.** APA and AEP will co-sponsor a program discussing the SB 375 implementation process, including progress reports on Bay Area greenhouse gas reduction targets and the Sustainable Community Strategy. 6–8 PM, Santa Clara Valley Water District Boardroom, 5700 Almaden Expressway, San José. Free parking available. \$10 for APA and AEP members; \$15 for nonmembers. Light dinner served. Speakers include Ted Droettboom, Regional Planning Program Director; Doug Johnson, MTC Senior Planner for Land Use Coordination and Social Equity; and Bill Yeates of Kenyan Yeates. **Register by Thursday November 12** via the AEP website, [click here](#). For more information, contact Katja Irvin at [katja.irvin@sbcglobal.net](mailto:katja.irvin@sbcglobal.net) or go to <http://www.sfbayaep.org/novsv375event.pdf>.

**CM Law | 1.5**

*(continued on next page)*

DECEMBER						
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**DECEMBER**

**12/3 APA California Northern's 2009 Holiday Party.** 6:30–10 PM, Restaurant LuLu @ the Bis ([www.restaurantlulu.com](http://www.restaurantlulu.com)), 816 Folsom St. (4th/5th), San Francisco, 4 blocks from the Powell St. BART station. \$30 per person (\$15 for students and unemployed). RSVP by November 30 and pay via PayPal: [click here](#). For CPF drawing and sponsorship opportunities, volunteering opportunities, and other questions, or to arrange payment by a method other than PayPal, contact Jane Wardani at (510) 260-7180 or [jane@ecocitybuilders.org](mailto:jane@ecocitybuilders.org)

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

**JANUARY 2010**

**1/23 APA California, Northern Section Board Retreat.** 10 AM–3 PM, place to be determined. The Board will set its goals and budget for the year. All members welcome. RSVP to Hanson Hom at (408) 730-7450 or [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us)

**1/30 Big Steps, Little Steps to Addressing Climate Change.** 9 AM–2 PM, Metro Center, 101 Eighth Street, Oakland. The session will discuss the SB 375 implementation process and address reducing greenhouse gas emissions in air quality, transportation, housing, and land use. Registration deadlines to follow and will be via the League of Women Voters Bay Area (LWVBA) PayPal at <http://www.lwvba.ca.lwvnet.org/>. Cost is \$25 with a light breakfast and bag lunch or \$15 without lunch. Payments at the door are \$30/\$20 respectively. Speakers include Mary D. Nichols, CARB; Julia Lave Johnston, Governor's Office; Jeremy Madsen, Greenbelt Alliance, and many others. For more information, contact Eileen Whitty at (510) 287-1109 [ewhitty@ebmud.com](mailto:ewhitty@ebmud.com)  
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