



Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

First CPF Scholarship Winner for the Northern Section Award!

by Hing Wong, AICP

OCTOBER 2002

You may not have heard about the California Planning Foundation (CPF), but the CPF has given vital assistance to many planners. The California Chapter of the APA established the CPF in 1970 as a nonprofit, charitable corporation with the goal of furthering the professional practice of

planning in Ca. The primary focus is providing scholarships and awards to university students in financial need. The scholarship recipients come from many backgrounds and are selected because they are talented and motivated and have demonstrated academic excellence at programs in California approved by the Planning Accreditation Board (PAB).

The Northern Section decided to budget a \$1,000 scholarship—in addition to the many scholarships that CPF award state-wide—that will be awarded annually to a

student from one of the accredited planning schools within the Northern Section. Part of this money was raised from last year's successful and entertaining Holiday Party raffle.

Congratulations to this year's winner: Joanne Manson! Joanne is attending U.C. Berkeley's City and Regional Planning Masters program

with an emphasis in environmental planning. One of Joanne's classmates, Tam Tran, was awarded a \$1,000 scholarship for the CPF Outstanding Student Award [second place in that category].

Joanne is no stranger to the Northern Section Board. She served as the University Liaison Coordinator for six years (1995-2000). Joanne first became interested in APA because she wanted to hear Dr. Amory Lovins, the keynote speaker at the 1990 National APA Conference in Denver. She has been an APA member since, and earned an AICP accreditation in 1995.

Joanne has worked at a variety of places including Alameda County, City of Pleasanton, State of Hawaii, YMCA, and ABAG.

Joanne's planning interests lie in gaining a better understanding of real sustainability. She may pursue a PhD in the future. Joanne's advice to planning students is to be motivated, inquisitive, and persistent in one's beliefs.

Please support activities sponsored by CPF. CPF holds workshops at various locations throughout the year. Furthermore, at every state conference, there is an annual auction that generates much of the needed funds for the scholarship program. This year's auction will be on Monday evening, October 7th in San Diego. There will also be a raffle at this year's Northern Section Holiday Party on December 12th at the Oakland Museum to help raise funds for next year's Northern Section award. Thanks for your support, and—remember to buy raffle tickets!

CPF Board Member, Hing Wong is a candidate for Northern Section Director (please see page 5). He can be reached at (510) 464-7966.

www.norcalapa.org

You are Invited!

Web Site Launch Party

Free!

7 p.m. to 10 p.m., Thursday, October 3, 2002

ProArts Gallery

461 Ninth Street in the Victorian Block of Old Oakland Near 12th Street BART

Music and refreshments will be provided to celebrate the completion of a Northern Section milestone. Please come and bring a **guest**.

We will have the **site up and running** for your comments and suggestions.

r.s.v.p. piercemac@hotmail.com

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e-mail: jeri.ram@ci.dublin.ca.us

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position open

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position open

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INTERNATIONAL DIRECTOR'S NOTE

Cuba Trip To Be Rescheduled

The International Section faced a big disappointment this month when it received word from the U.S. Department of the Treasury that it was denied a license to travel in Cuba. According to the letter, we “failed to demonstrate that (the APA) is an organization that sponsors and organized its own international educational exchanges to promote people-to-people contacts”.

According to our travel advisors, many groups are receiving similar letters. Apparently, the Treasury has drafted new guidelines to clarify the parameters for receiving a license, and gives less weight to the educational value of the trip and more to the amount of face time the participants will have with the people of Cuba. Meanwhile, regular trips leave for Cuba every day to explore Cuban music, art, architecture and to bicycle around the countryside. Global Exchange, a San Francisco based non-profit seems to offer many of these programs, so we may try working with them. The International Section remains undaunted! Keep an eye on this column for more news on this front, or, better yet, join us at our regular meeting (third Monday of every month) and be part of International Planning.

Here is what you missed in August: The International Director gave a detailed slide show on China, covering the latest developments in Beijing, Chungcing, Shanghai, and the Three Gorges Dam. Members munched on Roasted Duck and a variety of other Chinese dishes while sampling some great Chinese beer.

Want to know what is on the plate for October? Have a recommendation for speakers? Send me an email at anderjenn@attbi.com and plan to join us.

—Jennifer Andersen
International Director

Editor's Note:

Northern Section Director Jeri Ram is currently traveling in China. Look for a very interesting and descriptive Director's Note from Jeri in November.

Update Your Address On-Line

We are pleased to announce that you can update your member profile on-line. It is as simple as going to www.planning.org/members. Use the member number found on your copy of *Planning* magazine to access the site.

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





APA Holiday Party

Island Carnival

6:30 p.m., December 12, 2002

Oakland Museum Cafe

Near Lake Merritt BART

*Enjoy dinner, live music, dancing,
costume contest, raffle and a
festival atmosphere!*

\$20 Members

\$35 Non-Members

Please send r.s.v.p.
and payment to:

APA Holiday Party
P.O. Box 2231
Dublin, CA 94568



CPF Holiday Party Raffle Sponsorships

The APA Northern Section Board invites your company to sponsor a raffle prize to benefit the California Planning Foundation. The prizes will be raffled at the 2002 Holiday Party, December 12. The raffle is always a tremendous success and a lot of fun. Thank you to past sponsors: RBF Consulting, Environmental Science Associates, Jones & Stokes, Pacific Municipal Consultants, Jeffrey Eichenfield and Associates, Design Community & Environment, Dr. Don Bradley, Eco-City Builders, ASAP Quality Printing, and *Dwell Magazine!* Please contact piercemac@hotmail.com for more details.



Yes! I am making reservations for the NSCCAPA Holiday Party.

Name _____ Amount Enclosed: \$ _____

Address _____ City _____ Zip _____

Guest/s _____

Employer _____ Phone No. (_____) _____

Member Non-Member I'd like to purchase Raffle Tickets, _____ @ \$1.00 each/ _____ @ 7 for \$5.00

State Planning Bill Passes Conference Committee

Big news from the California Legislature. In late August, a conference committee passed AB857/SB741, the State Land Use Goals and Priorities, and sent it to the Governor for his signature. If signed by the Governor, the bill would update the State Environmental Goals and Policy Report, which has not been updated in 24 years, by adding three state planning priorities:

- To promote infill development and equity.
- To protect environmental and agricultural resources.
- To encourage efficient development patterns.

This bill requires state agencies to ensure that their functional plans are consistent with these state planning priorities by January 1, 2005, and to annually demonstrate how their requests for infrastructure projects are consistent with these priorities. If signed, this bill could help to create more compact development patterns by focusing growth to already developed areas, save taxpayer dollars by making cost-effective and cost-efficient infrastructure investments, and protect valuable natural resources.

For more information on the bill, visit the California APA web site at www.calapa.org or the State of California Legislature Website www.leginfo.ca.gov.

— *Matt Raimi*
Legislative Director

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City of Vallejo, CA
Salary: \$62,648–\$76,149 annually plus excellent benefits

The City of Vallejo seeks creative, collaborative, and team-oriented planning professionals to assist with the City's most exciting planning challenges. Requires a Bachelor's degree in planning or related field and minimum two years of urban planning experience. Experience with California municipal planning rules and procedures strongly preferred. Application materials must be received no later than 5:15 p.m., October 11, 2002. For application materials or further information, contact our 24-hour job hotline at (707) 648-4364; www.ci.vallejo.ca.us, City of Vallejo Human Resources Office, 555 Santa Clara Street, Vallejo, CA 94590 - office hours 8:30 a.m. - 5:15 p.m., Monday-Friday.

SENIOR TRANSPORTATION PLANNER
Santa Clara Valley Transportation Authority
\$6,203–\$7,195 / month

Will supervise professional planners and consultants and carry out activities related to transportation and transit planning. The ideal candidate will have:

- A four-year degree in urban planning or related field and four years of progressively responsible transportation and transit planning experience, including two years of project lead/managerial capacity.
- Specific experience in the planning of public transit services, transit corridor studies and transit-oriented development.

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ASSISTANT DIRECTOR
of Community Development
City of Vacaville, California
\$7,360–\$8,947 / month

Compensation: Excellent benefit package including retirement system equivalent to 2.7% at age 55 formula, plus retiree health benefits paid 100% by City. New Position reports directly to Community Development Director. City is seeking an experienced manager to be responsible for overseeing the City's Development Review process, including planning, development engineering, building permit issuance, and inspection.

The Ideal Candidate will have a balance between long-range vision and pragmatic problem solving; a working knowledge of CEQA; the ability to lead and motivate staff by personal example; good negotiating skills; positive relationships inside and outside the City organization; experience managing controversial development projects in the public spotlight; and a strong belief in customer service. Position requires BA Degree in urban planning; MA Degree is desirable. Six years of professional level experience in CA municipal planning & development, incl. 3 years of supervisory experience in local government is ideal.

To apply: Visit www.cityofvacaville.com or call (707) 449-5303. Please submit application to City of Vacaville, Human Resources Division, 650 Merchant St., Vacaville, California 95688 by Monday, October 28, 2002.



NSCCAPA Ballot Initiative Tracking

Election season is upon us and there are many ballot initiatives up for vote at the local and county levels that impact the field of planning. In an effort to get a handle on happenings in the area, the Northern Section will be tracking the ballot initiatives and posting the information on the Section's new web site. If you know of a ballot initiative in your city or county that may be of interest to planners, please contact me at matt@dceplanning.com with the specifics and check the website in the beginning of October.

—*Matt Raimi*
Legislative Director

Director Candidate's Statement

Hing Wong, AICP

With your support, I would like the opportunity to serve as the Northern Section Director, because I am excited about the various planning issues that face this area. I have been an active APA member and have previously served as the Treasurer and Administrative Director for the Northern Section. I am also a Board Member with the California Planning Foundation (CPF), which awards scholarships to planning students.

I have over 18 years of planning experience in the San Francisco Bay Area. My Bachelor's degree is in Urban/Economic Geography from U.C. Berkeley and my Master's degree is in Urban and Regional Planning from San Jose State University. I would appreciate your vote for Section Director.

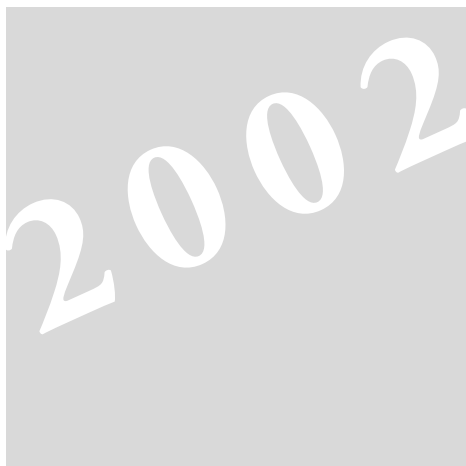


Administrative Director Candidate's Statement

Billy Gross, AICP

One more term! In serving as Administrative Director for the past two years, I have enjoyed seeing the Northern Section become a more active and useful professional organization. We are beginning to offer more training opportunities, getting students more involved, planning international tours, even creating a chapter web site. We are also currently developing a "Back to Basics" workshop that will help members become better prepared during the early years of their careers. On the horizon, the National APA Conference will be held in San Francisco in 2005. I would like to continue to be a part of the decision making of the section, to help ensure that we become a useful tool to planners.

I am currently an Associate Planner for the City of Albany, and have been in that position since moving to the Bay Area in the fall of 2000. I have served on the Northern Section Board for the past 2 years as Administrative Director. I enjoy walks in the park, dancing, karaoke and....oops, sorry, wrong candidate statement! I would appreciate your vote for Administrative Director!



NSCCAPA election ballot 2002

Director
Hing Wong, AICP

Administrative Director
Billy Gross, AICP

Please mark your ballot,
clip and mail to address below.
Please return by November 15.
Thank you.

Return address: APA Northern Section, P.O. Box 2231, Dublin, CA 94568

Are You A People Person?

by Steve Matarazzo

For those of you who know me, you also know that I have interviewed for many jobs during my planning career as evidenced by the many venues in which I have practiced our trade. During most of the job interviews, a certain question is asked: "are you a people person?" When I first encountered that question over 20 years ago, I thought—what a stupid question! Of course I'm a people person, who isn't? We're on this planet to communicate and have fun with one another, aren't we? Now, however, after many years in various public bureaucracies and working with a few people that appear to be from other planets, I realize what that question is all about—do you really like people, or do you think most of us are a pain?

I went to a local bookstore the other day hoping to find out more about the meaning of "people person." So I purchased Webster's most updated collegiate dictionary and turned to the "P" section. Under "people person" I found what I was looking for: someone compassionate toward others and willing to take people as they are, with all of their noble qualities and some baggage. This particular dictionary was an illustrated version, and it had a picture representing that type of person. It was a picture of Bill Clinton, and the subscript read, "probably likes people a little too much."

In this profession we deal with people on a regular basis, and many times those people are either angry about some planning issue, or they dislike government regulation in principle. Some people believe that they can do whatever they want with their property. Either as a public sector planner working from time-to-time at the zoning counter, or as a planning consultant giving a presentation to a group of angry homeowners, you may want to ponder your answer to the "people person" question.

Give it more than a little deliberation. Your drinking problem may have less to do with your genetic predisposition, and more to do with your personality profile. If you do not like people, you are probably in the wrong profession. That doesn't mean you have to be a Will "I never met a person I didn't like" Rogers, but it does mean that you need to accept people who have the same basic qualities that you do.

Steve Matarazzo is the Community Development Director for Sand City, Ca. and former planner with the cities of Carpinteria, Woodside, and Morgan Hill and Counties of San Mateo and Santa Cruz. He can be reached at (831) 394-6700.

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NORTHERN SECTION CALENDAR

October

- 3** APA Northern Section Web Site Launch Party, 7 p.m. at ProArts Gallery.
See first page for details. www.norcalapa.org
- 3** APA Northern Section Board Meeting. 6 p.m., ProArts Gallery, Oakland
- 6-9** PlanDiego. APA California Chapter State Conference, San Diego.
Visit www.plandiego.com for more information.
- 21** International Section Dinner and Meeting.
Contact anderjenn@attbi.com for more information

November

- 15** Deadline for Northern Section Director and Administrative Director election ballots

December

- 12** APA Northern Section Holiday Party. See page 3 for details.



OCTOBER

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