

NORTHERN NEWS



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Northern
Making Great Communities Happen

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IN THE OCTOBER ISSUE

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Governor expected to sign SB 375

By Ben Noble

Efforts to reduce greenhouse gas emissions in California took an important step forward in August with the passage of SB 375 by the state Assembly and Senate.

The bill, authored by state Senator Darrell Steinberg (D-Sacramento), aims to cut emissions from cars and light trucks by encouraging more compact patterns of development that support transportation alternatives. To achieve this goal, SB 375 establishes new linkages between transportation funding, greenhouse gas (GHG) reduction targets, and regional land use planning.

A key component of SB 375 requires regions to incorporate GHG reduction targets into their regional transportation plans (RTPs). The targets will be established by the California Air Quality Board in consultation with the regions by January 2011. The RTP must then identify a future development pattern that would meet the region's targets for cars and light trucks, if feasible. SB 375 refers to this development pattern as a sustainable communities strategy (SCS). Transportation projects consistent with the region's SCS will receive priority for state transportation funding.

SB 375 also changes housing element law to extend the housing element planning period to eight years to align with the RTP update schedule, and to require housing needs allocations to be consistent with the SCS in the RTP. And it changes CEQA to streamline the environmental review and approval process for development projects consistent with the SCS.

Rather than require changes to local land use regulations, SB 375 incentivizes compact development through transportation funding. The bill explicitly states that it does not interfere with local land use control and that city and county general plans are not required to be consistent with the SCS in the RTP. Instead, the bill relies on the persuasive power of \$5 billion for state transportation dispersed from Sacramento each year.

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Governor expected to sign SB 375 (continued from previous page)

This emphasis on carrots over sticks was born of political necessity. When first introduced in the Assembly in February 2007, SB 375 featured a new state-based land use planning and decision-making process. Localities would have been required to comply with state-mandated land use requirements or forfeit select federal and state transportation funding. Not surprisingly, the bill was opposed by the California League of Cities and the California Building Industry Association. Their primary concern with the original bill was that it would delay or halt new suburban development and diminish local land use decision-making authority.

Over the past two years, SB 375 has been rewritten five times to overcome opposition from local governments and builders. Compromises were reached on key issues, resulting in a bill supported by a broad coalition including environmentalists, builders, affordable housing advocates, and local governments. State senator Steinberg referred to these supporters as the “coalition of the impossible.”

SB 375 is not, however, without adversaries. While the bill enjoyed some bipartisan support in the Assembly, it passed the Senate 25 to 14 on a straight party line vote with all Republicans present opposing the bill. Opposition focused on concern that the bill will force Californians to live in undesirable urban environments. Senator Tom McClintock (R-Thousand Oaks) voted against the bill, comparing it, according to the *Los Angeles Times*, to centralized soviet planning. SB 375 also was opposed by the California Chamber of Commerce, the transportation lobby, and commercial property interests because it did not provide for streamlined environmental review for nonresidential development projects.

With SB 375 expected to be signed into law by the Governor, supporters are celebrating a bill they view as a groundbreaking piece of legislation. Tom Adams, board president of the California League of Conservation Voters, heralds the bill as “the most important land use bill in California since the Coastal Act.” The bill has even attracted national media attention. The *New York Times* described it as “the nation’s most comprehensive effort to reduce sprawl.” Even *The Wall Street Journal* chimed in, offering an alternative perspective in an editorial by Joel Kotkin, characterizing SB 375 as a “hypocritical jihad against basic middle-class aspirations.”

Still, most observers view SB 375 as a positive step in efforts to promote livable communities and reduce greenhouse gas emissions. Some speculate that the bill offers a model for other states looking for strategies to combat global warming.

But questions remain about the bill’s likely effectiveness. To what extent will financial incentives alone result in compact

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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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Northern News welcomes your 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). Letters over 250 words are not considered. All letters are subject to editing.

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DIRECTOR'S NOTE

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

After two years of excellent service, professionalism, and dedication to the Northern Section, Planning Commissioner Representative **Lynn Osborn Overcashier** and Communications Director **Charity Wagner** are both stepping down from the Board. After much thought, they separately came to the decision to resign from their Board positions in September, to allow for more time to focus on family and work. Please join me and the entire Northern Section Board in sending a big, heart-felt "Thank You" to both for their many contributions. We will miss them greatly on the Board, but we wish them well and much continued success in all of their personal and professional endeavors.

If you are interested in being considered for an appointment to one of these two vacant Board positions—Communications Director or Planning Commissioner Representative—please contact me, Northern Section Director **Juan Borrelli, AICP**. For more information on the Northern Section Board, or more specifically on these two vacant, volunteer positions, please review the Board's Bylaws online ([click here](#)).

Did you hear the news? With six planning award winners, three Planner Emeritus Network (PEN) award winners, and many California Planning Foundation (CPF) scholarship award winners, Northern Section received more awards at this year's APA California Chapter Conference in Hollywood than any of the other eight sections participating in the **2008 APA California Chapter Awards Program!** Go to [page 16](#) of this issue for more information about each of the award winners from Northern Section. Please join me in congratulating each of these esteemed and very deserving 2008 APA California Chapter, PEN, and CPF award winners.

The American Planning Association (APA), its members, chapters, divisions, and professional institute, annually sponsor October as **National Community Planning Month (NCPM)**, with a theme of "*Making Great Communities Through Planning*." This celebration, established to recognize visionary thinking and careful planning throughout the country, is also an opportunity

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Governor expected to sign SB 375

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development that supports transportation alternatives? Will modest changes in land use actually reduce future GHG emissions? Are land use changes even necessary to achieve the GHG reductions required by AB 32?

In an article in the *California Planning & Development Report*, planning scholar Bill Fulton speculates that a new administration in Washington may open the door for California to achieve target reductions through technological fixes alone. Increased fuel efficiency standards in California that exceed federal standards, for example, may limit the need to rely on reducing vehicle miles to reach AB 32 targets.

Despite the questions, SB 375 is an important step in the right direction for California. The bill establishes a new mechanism to coordinate transportation funding and land use planning on a regional level. This mechanism builds capacity within regions to address other issues that, like greenhouse gas emissions, cannot be resolved by cities and counties alone. And SB 375 has established a partnership between historically adversarial interest groups to address shared goals. In California's polarized political environment, that is an accomplishment truly worthy of praise.

Ben Noble is an associate with Design, Community & Environment, Berkeley. Send your comments to the editor, or contact the author at ben@dceplanning.com ■

DIRECTOR'S NOTE (continued from previous page)

to honor the contributions of the planning profession and the individuals who make all of our communities desirable places to live, work, and recreate. APA has created a list of suggested activities and several valuable resources that will be available during NCPM.

The APA's core messages are:

- Good planning helps create communities that offer better choices for where and how people work and live.
- Planning enables civic leaders, business interests, and citizens to play a meaningful role in creating communities that enrich people's lives.
- American Planning Association members help create communities of lasting value.

To learn more about the program, and to help you promote and advance your local NCPM efforts [click here](#). For a particularly good media kit, click on [Media](#).

Jan P. Bonum



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HOW WE PLAN

To contract or not to contract?

Trade secrets gained over a three-decade-plus career

By Anne Cronin Moore, AICP

For a long while I have been interested in colleagues' impressions of the roles contract planners can play in public planning jurisdictions. I'm writing from my perspectives as a former public agency planning manager who sometimes hired contract planners and as a planning consultant with private and public clients. I have been a contract planner working directly for public agencies and a consultant representing applicants whose projects were being processed by a public agency contract planner.

While contract planners and firms often perform comprehensive planning, this article deals more with the use of outside consultants for routine current planning and development review and service as interim supervisory or management staff. I've observed many pros and cons of contract planning and have sought informal input from colleagues in developing this article. I would appreciate your responses, observations, and opinions about the use of contract planners.

Planning manager

Why might a community hire an independent contractor or contract employee instead of an authorized permanent position? Staff reductions due to budget cuts, retirements, or resignations come to mind, along with an otherwise unmanageable increase in the volume or complexity of applications. Perhaps existing planners do not have the expertise or time required to assess a high priority, complicated, or controversial project. Hiring a contact planner—or a firm that supplies such personnel—can be successful or disappointing, depending on how management and the contractor execute their responsibilities.

Contract planners can augment an agency's core budgeted staff to cope with increased work or budget cuts. When those circumstances pass, it's easy to return to normal staffing without layoffs of permanent employees. Contract planners expect work to come and go, although they appreciate advance notice of changes in work assignments.

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HOW WE PLAN *(continued from previous page)*

As the public agency planning manager, you'll want to start with some fact-finding:

- **What are the attitudes of employees or any employee representative group?** Some agencies are essentially precluded from using contract planners.
- **Are there consultants or firms familiar enough with your agency's plans, policies, and procedures to have a short learning curve?** Perhaps there are retired or former employees with no legal conflicts who can perform needed services.
- **Does management have adequate time to supervise contract planners and administer their contracts?** If consultants are experienced self-starters, minimal supervision may suffice; and many agencies have standard contracts. Be aware of any local, state, or federal rules regarding independent contractors, fair political practices, and risk management.
- **Who gets the most challenging and résumé-enhancing projects—contract staff or employees?** Might an employee be mentored by or shadow a contract planner to gain experience and enhance skills?
- **How will contract planners be paid?** Most agencies recover full costs, including salary, benefits, overhead, etc., for their own staff. The same approach should apply to contract planners. A good cost-recovery agreement with the applicant settles the fees and payment terms and should require a substantial initial deposit—and more funds on account at all times than likely to be charged by the contract planner in a given billing period.
- **Does your agency have good standard documents to use for contract planner contracts, applicant reimbursement agreements, conflict of interest codes, and administrative procedures?** If not, get models from other agencies that do.
- **Will your staff—including those who process the contract planner's invoices—understand that a contract planner's billing rate bears no relationship to employee hourly pay rates?** Contract planners' rates cover costs for home office, supplies, transportation, insurance (commercial, auto, liability, workers compensation, health, life, disability, long-term care), Social Security, Medicare, retirement, sick leave, and vacation pay.

Contract planner

While planners become contractors for a variety of reasons, most have had experience with a number of agencies and bring expertise beyond the plans, policies, and procedures of one or

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two public agencies. It is wise, however, for a contract planner to know what he/she does not know. Most agencies expect to train employees on the job, yet they expect contract planners to arrive on the job on day one with the skills and expertise needed for the given assignments.

Successful contract planners tend to be professionals who are flexible enough to work well with a wide variety of management styles and co-worker personalities. Agency personnel particularly like contract planners who make staff jobs easier by not overburdening support employees or relying on planners not otherwise responsible for assisting or managing the contractor. Some contractors are expected to keep regular hours at the agency, while others are allowed—and prefer—to work outside the agency much or most of the time. Or the situation at the agency may change from a need to have the contractor inside to a preference for having the contractor outside.

Contract planners should do whatever works best to satisfy the needs and preferences of the agency while getting the assignment done well, on time, and within budget. Time and materials fees, sometimes with a not-to-exceed amount or monthly maximum specified, are typical. Often the contractor is assisting with the planning process rather than providing a tangible planning product, and neither the agency or contractor controls external factors involving applicants, responsible and trustee agencies, neighbors, and other parties of interest.

The benefits of being a contract planner include the potential for a wide variety of work, employers, and opportunities to use special experience or to enhance and even gain new expertise. The contract planner is a circuit-riding professional with all of today's technological assists to stay connected with clients and provide work at least as efficiently as in-house staff. General plans, zoning ordinances, etc., are available online; staff reports and digital presentations can be emailed; and contractors can access the agency's internal computer and telephone systems remotely.

Some contract planners have one or a few clients at a given time; others prefer variety for professional or economic reasons. Putting all eggs in a single client's basket can be risky unless the contract is time-determined and not driven by the status of assigned development projects. In the current economy, many contract planners have seen assignments stalled or cancelled with little advance notice. Supply and demand rule the contract planner's work life. Proven experience, track record, and good references can help the contractor through slow times.

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HOW WE PLAN *(continued from previous page)*

Applicant's planning consultant

If working for a private client, I recommend that contract planners screen their clients and their projects well. As a consultant, you are selling your expertise and reputation. Make sure the client and project meet your professional standards, use your expertise, and do not damage your reputation.

If you're the consultant for a private client who is working with the agency's contract planner, act the same as you would with other planners in the agency. Try to do as much of the agency or contract planner's work as he/she will allow. Assume the public agency staff has more work assigned than is ideal. As the applicant's planning consultant, you may be more familiar with the agency's plans, policies, and procedures than the agency contractor.

If you build your professional reputation as that of a "straight shooter" who always offers unbiased analyses, your work products should be well-received. Nevertheless, offer your products as drafts, and do not expect to see your work reflected in the agency's products such as initial studies, staff reports, findings, or resolutions!

Your views

Planners, don't be shy. There are many perspectives beyond those I have offered. I hope to hear from you.

Anne Cronin Moore, AICP, has been a planner for almost 35 years. She was Santa Rosa's first CEQA coordinator, and San Rafael's planning director/associate redevelopment director for nearly a decade. Moore Consulting has been providing planning services to private and public clients for over 17 years. Send your comments to the editor, or contact the author at acm.mc@infoasis.com ■



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On an August day

By Naphtali H. Knox, FAICP, Editor, Northern News

The Olympics were still on, China was in the news, and planners around the Bay Area had begun struggling to prepare their State-required Housing Elements. Having just put the September issue of *Northern News* to bed, I was scanning *Planetizen Newswire*, August 21, 2008, when I saw the first of four articles I would soon find to be in striking juxtaposition.

The first ([click here](#)) focused on San José and described the results of the Greenbelt Alliance’s “Bay Area Smart Growth Scorecard.” San José had the second highest score (69 points), San Francisco was 19th with a score of 49, and Belvedere and Hillsborough anchored the bottom at zero points each. (Disclosure: In one of my day jobs, I’m Hillsborough’s Housing Element consultant.)

While noting San José’s aggressive Smart Growth stance (“the North San José Development Plan allows for nearly 27 million square feet of office, research and development, and retail space, within close proximity of 32,000 new housing units”), *San Francisco Chronicle* writer James Temple lamented the Nimbies in The City: “The draft plan for the Western SoMa district, an effort largely led by neighborhood groups, starts with the position that ‘Proposed new land use development shall primarily serve the needs of existing residents and businesses. Citywide and regional needs are subordinate to existing local needs.’ ”

The second article (in *The Globalist*, August 20, 2008, [click here](#)) highlighted China’s rapid urban growth.

China, of course, “is the most rapidly urbanizing country in the world”. In an excerpt from his book, *The Concrete Dragon* (Princeton Architectural Press, 2008), Thomas J. Campanella notes: “In China, whole new towns are conceived, planned, and constructed in the time it takes to get a small subdivision through the permitting process in the United States [but] it is for good reason, usually, that it takes a month of Sundays to build anything in the United States. ... Colossal urban renewal and expressway projects in the 1960s pushed one too many citizens around and led to a backlash against ‘master plans’ and the ‘physical planners’ who concocted them. The planning profession in turn rejected urban design and snuggled closer to the social sciences. ... [D]emocratic institutions at the state and local levels act like a giant sea-anchor on development. The resulting torpor

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On an August day *(continued from previous page)*

can be frustrating, and the community input process is all too often hijacked by ignorance, fear, and not-in-my-backyard self-interest. But, just as often, going slow yields a better project.”

I was thinking about all that as I exercised my smart growth principles and walked the mile from my home to downtown Palo Alto. I had a cup of coffee to think about what all this means for California planners and planning. We aren't all Smart-Growthers. I know many urban planners who would rather live in Belvedere or Hillsborough than San José, and I doubt many of us would trade California's planning frustrations and delays for the possibilities of unfettered China-like development.

And there, at Starbucks, I stumbled on the **third article** (Jane Brody writing in *The New York Times*, August 5, 2008, [click here](#)). It provided no answers to our state's or the world's development dilemmas, but nevertheless held out something of true value and meaning to planners: *When push comes to shove, coffee can be good for you.*

- “Drinks containing usual doses of caffeine are hydrating, and, like water, contribute to the body's daily water needs.
- “[An] analysis of 10 studies of more than 400,000 people found no increase in heart disease among daily coffee drinkers, whether their coffee came with caffeine or not.
- “There is ‘little evidence that coffee and/or caffeine in typical dosages increases the risk’ of heart attack, sudden death, or abnormal heart rhythms.
- “Caffeine speeds up metabolism; 100 milligrams burns an extra 75 to 100 calories a day.
- “At consumption levels up to 200 milligrams (the amount in about 16 ounces of ordinary brewed coffee), consumers report an improved sense of well-being, happiness, energy, alertness, and sociability.”

That was good news indeed, but it was tempered by a **fourth article**.

A little post-coffee research uncovered a 2003 study by two Dutch researchers that “drinking one standard cup of coffee in the Netherlands needed about 140 liters of water, by far the largest part for growing the coffee plant.” (Chapagain, A.K. and Arjen Y. Hoekstra (arjen@ihe.nl) 2003: “The water needed to have the Dutch drink coffee,” Value of Water Research Report Series No. 14, UNESCO-IHE, Delft, the Netherlands.

([Click here](#) to download the PDF.)

(continued on next page)

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On an August day (continued from previous page)

In a 38-page research report, the authors note that “Coffee is, in dollar terms, the most important agricultural product traded in the world. Producing coffee requires a lot of water, and the water requirements per kilogram of coffee differ in the various coffee-producing countries. A standard cup of coffee is 125 ml. All together, the world population requires about 110 billion cubic meters of water per year in order to be able to drink coffee. Drinking tea instead of coffee would save a lot of water. A standard cup of tea (250 ml) would require 34 liters of water, meaning that tea requires about eight times less water than coffee.”

Worn out by dwelling on these juxtapositions, I decided to have another cup of Joe. It wouldn't kill me. And it might be the best antidote to reading too much—something that will definitely get you down.

Naphtali H. Knox has been the editor of Northern News for three years. He is an inveterate coffee drinker. ■

Calmentor program

For more than a year, the California Department of Transportation (Caltrans), District 4, has worked collaboratively with the business community to offer the Calmentor program. The Program is focused on mentoring Architecture and Engineering (A&E) firms to facilitate opportunities through synergistic partnerships. The program brings together a diverse group of small businesses, transportation agencies, and prime consultants in A&E to focus on business strategies that support the Governor's Executive Order S-11-06. The intent of the order is to provide small and emerging businesses, both existing and new, with support, resources, and potential contracting opportunities with the State.

Calmentor continues to seek qualified small businesses who might benefit from actively participating as either a mentor or protégé, with regional transportation/planning agencies serving as public agency participants/sponsors.

For more information about how to apply to Calmentor, contact Curtis Lindskog, Program Recruitment Leader at curtis.lindskog@shawgrp.com. To arrange a program presentation for your members, contact Sharon Kyle, Program Publicity Leader at skyle@hntb.com. For general program information, visit the District 4 Calmentor website at <http://www.dot.ca.gov/dist4/calmentor/> ■

JOBS

RBF CONSULTING

Environmental Planner – Walnut Creek/Sacramento

RBF Consulting 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 EIRs. 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 EIRs.

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

www.rbf.com

Email resume to: hmail@rbf.com
EOE M/F/D/V

(Jobs continue on next page)

What others are saying

Transforming downtown. “Let’s face it—the one thing that almost all of us can agree on is that the downtown does not need more rental units and apartments. . . . We need the right balance of commercial, retail and ‘for sale’ housing in our downtown if we’re going to transform it into the lively, bustling destination spot that it has the capacity to become.”

—Marti Brown, *Vallejo Herald-Tribune*, “Enough Triad trashing,” September 7, 2008. *Marti Brown is the Chair of Vallejo’s Design Review Board and a senior redevelopment planner with the Sacramento Housing & Redevelopment Agency.*

For the complete op-ed, [click here](#).

AICP/CM program improves. “With the pressure to get 32 credits over two years, AICP planners are likely to avoid courses that do not help them maintain their certification. The most common question we receive about our online continuing education courses are about AICP credits.” But recent changes to the AICP CM program “are a positive step forward” and “reduce costs and improve access. Changing the fee structure is a good step. But it shouldn’t stop there. Other ways to improve the program should include treating face-to-face activities and distance learning equally (decisions about fees and accreditation should be based on educational content, not the medium) and allowing planning schools that are already accredited by the Planning Accreditation Board to self-certify their own courses.” —Leonardo Vazquez, *Planetizen*, September 8, 2008. *Leonardo Vazquez, AICP/PP, is Director of the Professional Development Institute at Rutgers university.*

For the complete op-ed, [click here](#).

Bike friendly realtor. “High gas prices and growing environmental concerns are making more home buyers interested in bicycle-friendly neighborhoods. The number of people who use bicycles to commute to work grew 28 percent from 2000 to 2006, when 623,039 Americans said they did so, according to the latest Census Bureau data. . . . On Tour de Homes in Portland, Ore., a monthly two-hour outing, Prudential Northwest Properties agent Kirsten Kaufman focused on bike-friendly features, like a ‘tuck-under’ garage located beneath the house— ‘Wouldn’t this be great to just roll your bike out of in the morning?’ she said—and nearby bike-friendly establishments, including a café with ample bike racks and a gallery that makes bicycle bags.” —Nancy Keates, “A Different Kind of Bike Tour,” *The Wall Street Journal*, August 22, 2008, Page W10 ([click here](#)).

(continued on next page)

ADE

Associate Economist/Planner – Walnut Creek

Applied Development Economics, Inc., has an immediate opening for an Associate level economist/planner in our Walnut Creek office. Since 1985, the firm has provided a variety of urban and rural economic development services to both public and private clients, and offers an excellent long-term career opportunity. The Associate position will be responsible for conducting retail and industrial market research, economic forecasting, fiscal impact analysis, project feasibility analysis, and GIS-based economic studies. Experience with labor market research, survey research, and residential market analysis is also desirable. The ideal candidate will have at least two years experience in economic development consulting and an advanced degree in urban economics, city planning, or public administration. Salary DOQ

Please send résumé to Doug Svensson at dsvensson@adeusa.com
 Web site: www.adeusa.com

(Jobs continue on next page)

County fleet to go green. “If it doesn’t get at least 30 miles per gallon, San Mateo County doesn’t want it. The county’s new ‘green’ vehicles policy requires departments to purchase high-mileage cars and trucks to reduce the gas bill and cut down greenhouse gas emissions. Don’t expect to see sheriff’s deputies driving around in Toyota Priuses. The Ford Crown Victoria patrol cars provide space for computers and other equipment that smaller hybrid cars don’t. Officials plan to pay between \$6,000 and \$10,000 more for hybrid models but an estimated 25 percent savings on gas is expected to help offset that investment.”
 —Shaun Bishop, “County approves green vehicle requirement,” *MediaNews*, September 10, 2008 [click here](#).

New Orleans “will have to start with a blueprint for preserving the historic fabric that was not destroyed by Hurricane Katrina—not just in tourist-friendly areas like the French Quarter, but across the city. It will need to tie efforts to rebuild the city’s infrastructure to a broader plan that takes into account its shrinking population, the realities of global warming, and the racial and social patterns that have shaped New Orleans for decades. And that plan will have to integrate the needs of ... [the] working-class people who don’t own their homes and can’t find an affordable place to live. ... The idea that it can’t be done—or that Americans can’t afford it—seems more ludicrous than ever, given the example of China. Sometime later this year, [New York architect] Steven Holl, one of the brightest talents working today, will complete his Linked Hybrid residential complex in Beijing...”
 —Nicolai Ouroussoff, *The New York Times*, “Reflections: New Orleans and China,” September 14, 2008 [click here](#) . ■

PARSONS BRINCKERHOFF

Planning Manager – San Francisco

Parsons Brinckerhoff is seeking an individual to fill a senior-level position in our San Francisco office and manage a group of transportation and urban planning professionals. The position includes managing projects and/or tasks on transportation and environmental planning projects in a collaborative setting across multiple disciplines. In addition to project responsibilities, the individual will be actively engaged in marketing activities. Responsibilities could include analyzing transportation impacts and preparing planning and environmental documents in compliance with applicable governing statutes; providing planning support in the design of major infrastructure projects and supporting public participation and agency involvement activities.

The successful candidate should have experience in multimodal/transit corridor planning and evaluation of alternatives. A solid understanding of transportation planning principles, including an understanding of travel demand forecasting, traffic operations analysis, transit planning as well as the use of geographic information systems (GIS) and other planning tools would be important to lead the planning group. The candidate must have excellent research, analytical, problem-solving, writing and communication skills in an office specializing in transportation projects.

Requires a bachelor's degree in planning, engineering, or a related field (a master's degree is a plus); a minimum of 15+ years relevant experience; knowledge of state and national planning and environmental regulations, and an understanding of California environmental and land use planning laws and local agency practices. AICP certification and/or a PE is a plus. Salary commensurate with experience.

We are a group of talented planners, engineers, and architects who pursue creative collaboration in an office specializing in transportation and environmental planning. Please contact us to explore outstanding career opportunities on the PB Team.

Contact Joelle Jennings at jenningsjo@pbworld.com

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OP-ED CONTRIBUTOR

Rethinking the San Francisco Bay Area transportation 2030 plan, "Mobility for the Next Generation"

By John A. Blayney, FAICP

MTC's 2030 Mobility Plan is intended to increase transit trip share by increasing jobs and housing density in rail transit-served cities. But even wished-for increases in residential density and jobs (and spending 64 percent of the region's transportation budget for transit in the bargain) would increase transit trip share by just 1 percent—from 5.6 percent in 2005 to 6.6 percent in 2030. In 2000, 11 percent of work trips (25 percent of all trips) used transit. But the share varied from 49.7 percent in downtown San Francisco to 25 percent in downtown Oakland, 8.7 percent in downtown Walnut Creek, and 2.9 percent in Silicon Valley. The rest of the Bay Area averaged 6.6 percent.

MTC should consider alternatives to its 2035 Plan, to be named "Change in Motion." The new plan will try to increase the cost of driving by a multiple of five in order to convince drivers to shift to transit. In 1992, the average round-trip car commute was 20 miles at a cost of \$32 per day (\$7,680 in a year with 240 workdays). Increasing the yearly cost by five, to \$38,400 per year, would have been politically difficult then.

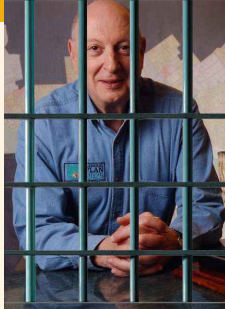
Although the 2035 Plan (Change in Motion) would increase year 2000 transit seat-miles by 34 percent, the EIR finds it would increase transit trip-share by just 1 percent. The reason is that only 4 percent of the region's jobs would be reachable by the average worker in 45 minutes using transit. Even though car commutes would face a 100 percent increase in congestion at Level of Service "F" by 2030, 22 percent of jobs would remain within 45 minutes by car.

In 2000, transit required just 63 percent of the energy used by car trips, yet transit carried only 5.6 percent of the total person trips. Thus the energy used by transit was 6 times greater per person trip than the energy used by cars. Indeed, when we are asked to use transit on "save the air" days, it is not because transit is cleaner, but because transit uses the same amount of energy every day. Cars, however, are quickly becoming more energy-efficient. Transit seems unlikely to become as green. So the EIR finds that the average car trip will be 8.9 times more efficient than the average transit trip by 2035.

(continued on next page)

Corrections

DEPT OF CORRECTIONS



The September issue of *Northern News* (“Making General Plans conducive to community health,” page 12) erred in crediting The Health Trust with the sample goals and objectives for general plans. Credit should have gone to Public Health Law & Policy’s *Planning for Healthy Places* project (www.healthyplanning.org) which produced the toolkit, “How to Create and Implement Healthy General Plans.”

Land use policy can play a significant role in addressing some of our most pressing public health concerns, particularly rising rates of chronic diseases such as obesity, asthma, heart disease, and diabetes. But historically, city and regional planning officers have had little interaction with public health officials. The *Planning for Healthy Places* project is working to change that.

Through hands-on training and practical tools (including model general plan language), *Planning for Healthy Places* works to engage public health advocates in the land-use and economic development decision-making process throughout California. The project also organizes and facilitates roundtables to bring planners, economic development officials, public health staff, and community-based organizations together to help build healthier communities.

Download *How to Create and Implement Healthy General Plans* ([click here](#)) or contact Heather Wooten, Planning & Policy Associate, Public Health Law & Policy, Oakland, at hwooten@phpnet.org or (510) 302-3370. ■

OP-ED: Rethinking Bay Area transportation

(continued from previous page)

Where do all these numbers lead? My view is that committed rail transit expansion should be stopped until there is evidence that the proposed transit seats (a 34 percent increase) will be occupied. Small paratransit vehicles responding to phone or computer requests should replace nearly empty suburban buses. Jobs have been moving outward for more than 30 years because businesses find it profitable. Suburban housing costs less. Car commutes are shorter and more energy efficient than transit. Why do planners think we can reverse this?

Editors’ Note: John Blayney, FAICP, is a retired planner. In 1960, he was a founding partner of Livingston and Blayney, City and Regional Planners, the predecessor firm of Dyett and Bhatia. The above editorial represents the opinion of the author. The editors examined the MTC plans and conclude that the numbers referenced by the author are correct—and persuasive on two points: One, mode shift will be minimal even after the massive investments and policy and price changes proposed by the MTC plans; and two, the MTC Plan by itself—and possibly “plans” per se—are unlikely to reverse the suburban growth model. Northern News welcomes your comments. Email the editors, or contact the author at jblayney@vom.com. ■

Where in the world? by Juan Borrelli, AICP



Answer on [page 21](#)

Northern Californians honored at APA State awards

Members of Northern Section walked away with a third of the annual APA California awards—and one of the merit awards—at the state Conference in Hollywood, September 23rd.



Betty Croly, FAICP

Betty Croly, FAICP, was honored for *Extraordinary Commitment to Planning History and Lifetime Achievement in Service to APA*. While working as a professional planner in several Bay Area cities and for Alameda County, Betty served on both the AICP Commission and the APA Board. In 1985, she initiated the AICP Historic Landmark Pioneer program. She was appointed California Chapter Historian in 1988, collecting and overseeing 2,000 planning publications now archived at California State University, Northridge. She continues as chapter historian as well as vice president of PEN, the Planner Emeritus Network.



Alex Hinds, FAICP,
Director, Marin County
Community Development
Agency since 1999

The **Marin Countywide General Plan** received the *2008 Comprehensive Planning Award for a Large Jurisdiction*. A lovingly prepared comprehensive plan, it integrates green community planning policies and programs and implements a wide spectrum of sustainability programs in habitat restoration, fish-friendly practices, community food systems, public health, healthy food and lifestyles, climate change, energy diversity, and vehicle trip reduction. The document makes green building and practices “business as usual” in Marin. It is the first local general plan in the nation to both calculate the ecological footprint of its average resident and substantively address climate change.



Ingrid Severson and Kirsten Schwind
(Bay Localize) with David Early (DC&E)

The *2008 Grassroots Initiative Award* went to “Tapping the Potential of Urban Rooftops: Rooftop Resources Neighborhood Assessment” (**Design, Community & Environment** for **Bay Localize**). The award is bestowed for demonstrated advancement in efforts to address the environmental consequences of development and everyday living. Using Oakland’s Eastlake District as a case study, the project analyzed different “built contexts” (existing and future) for their potential for rooftop gardens, solar photovoltaic, and rainwater harvesting. The assessment concludes that building owners can now use rooftop technologies to improve water quality, save energy, grow fresh produce, generate clean electricity, and generally contribute to greater community livability. [Click here](#) to download the 50-page pamphlet, “Use Your Roof.”

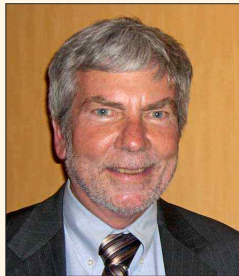
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Master plan, San José Urban Eco Park

Graduate urban planning students at San José State University

(Urban Planning 260, Department of Urban and Regional Planning) were given the *2008 Academic Award* for the “San José Urban EcoPark Project.” A 2.5-acre site will be developed to support environmental action, programming, and education, in two phases: An outdoor temporary household hazardous waste drop-off facility will be established, then relocated to an existing 46,000 square foot warehouse onsite. The students conducted numerous site visits, researched all facets of the project, and hosted meetings with community members and environmental resources planners. The City of San José is making steady progress toward implementing many of the ideas in the students’ master plan.



Wayne Goldberg,
AICP

Wayne Goldberg, AICP, is this year’s winner of APA California’s *Distinguished Leadership Award for a Professional Planner*. The honor is awarded to an exemplary professional planner for a body of work in the planning field. Trained as an aeronautical engineer, Wayne kept his feet on the ground, devoting 37 years to promoting the values of planning with thoughtful, inclusive, and supportive approaches to building community consensus. In addition to his work in local planning and community development in Arcata and Santa Rosa, he lectures at Sonoma State University, is a member of the California Planning Roundtable and the California Planning Foundation, and chaired Northern Section’s Awards program for an unprecedented 15 years.



Emy Mendoza

Emilia Mendoza has won the *2008 Distinguished Leadership Award for a Student Planner*. An outstanding leader on the campus, in the community, and in the profession, Emy maintained an excellent academic record at San José State University and received a master of urban planning degree in 2008. In the CommUniverCity partnership (see below) she helped community members better understand the planning process, and instructed high school students on the prospect of urban planning as a profession. Emy served on the 2007 APA California Conference steering committee, was an onsite advocate for students and student events, and serves on the Northern Section board as university liaison.



A CommUniverCity bilingual workshop

The *2008 Neighborhood Planning Award of Merit* was presented to **CommUniverCity San José**—the Five Wounds/Brookwood Terrace Neighborhood Plan. The award is bestowed on a neighborhood plan, program, design, or related effort that demonstrates innovative planning principles and measures that have lasting value and create sustainable neighborhoods. CommUniverCity San José seeks to empower students and residents and to build community through improvements in education, community health, and neighborhood environment. Neighborhood residents selected the Plan’s projects which include walkability, annual neighborhood public opinion surveys, annual days of service, housing initiatives, and renewable energy.

(continued on next page)

Planners Emeritus Network 2008 Honor Awards

The Planner Emeritus Network (PEN) annually honors long-tenured planners who have made significant contributions to the profession during their careers. The PEN Honor Award recognizes not only the recipients' professional accomplishments, but also their furtherance of the profession through APA California, other planning organizations, and community service. The 2008 Awards recognized six California planners—three from Northern Section:

Dr. Donald Bradley, AICP, PhD, *for contributions to professional planning and education, and support for young professionals in obtaining AICP certification.* Don is Northern Section's AICP Director; has been an AICP Exam preparation instructor at UC Berkeley, Stanford, and UC Davis; and arranges two AICP preparation sessions each year. A native Californian, he holds a bachelor in architecture and public administration and a master in city and regional planning, both from USC. He was a base planning officer (US Air Force, 1962–1985); a doctoral fellow (University of Michigan); chief planner for Washtenaw County (Ann Arbor); and a professor of urban planning at the Universities of Michigan and Michigan State. As a consultant, Don managed major federal contracts in North Carolina, Michigan, and California, and served as an expert witness in planning and zoning cases. He consulted *pro bono* in Venezuela, Ethiopia, and Eritrea; was president of the Michigan Chapter of AIP, president of California PEN; and a colonel in the National Guard. Now retired, Dr. Don, who has a PhD in clinical psychology, works in behavioral health at El Camino Hospital in Mountain View.

Jeanette Dinwiddie-Moore, AICP, *for contributions to professional planning and her strong advocacy for greater diversity in APA.* Jeanette has led efforts in California to develop programs for diversifying the APA membership. She makes planning and diversity-related presentations at local, state, and national APA conferences and workshops. She championed the creation of the APA Diversity Task Force and its recommendations (adopted by the APA Board in 2005). Jeanette was APA California's membership inclusion director, membership director, and vice president for administration. She has written for *Cal Planner* and has organized, led, presented, and facilitated many chapter and section events. These include a 2006 session, "Adding color to the profession"; and in 2007, the first Diversity Summit held as part of an APA state planning conference. Jeanette has been tireless in leading many APA National, California Chapter, and AICP committees and divisions. Her ideas have been innovative, inclusive, and organized, with attention to detail. Jeanette has over 30 years of professional planning experience in entitlements and permit processing, land use, and environmental review, and is principal of Dinwiddie and Associates, Oakland.

Wayne Goldberg, AICP, *for leadership in his professional planning career and support of continuing education.* Wayne has been a professional planner in California cities for 37 years. He was planning director in Arcata and Simi Valley before settling in Santa Rosa, where he was community development director for 22 years and is now director of advance planning and public policy. Wayne is practiced in the art of public decision-making and enjoys the citizen involvement process. He served on California APA's Northern Section board as awards program director for 15 consecutive years and on the California Planning Foundation board. He is a part-time faculty member of Sonoma State University's department of environmental studies and planning and is an instructor in the UC Davis Extension Program for continuing and professional education in urban design and land development. Wayne co-authored *Equity in Communications: The Language Barrier*, for the California Planning Roundtable. He has written for *Northern News*, and has led and facilitated many chapter and section events. Wayne also won Northern Section's and California Chapter's 2008 Distinguished Leadership Awards for a Professional Planner. ■

APA scholarship winners

Congratulations to

Jennifer Gage, UC Berkeley, who is one of six 2008 recipients of an APA fellowship; and to the following 2008–09 California Planning Foundation (CPF) scholarship winners from Northern Section:

Outstanding Diversity Award, \$3,000:

Nadia Shihab, UC Berkeley

Richard G. Munsell/California Planning Roundtable (CPR) Scholarship, \$2,000:

Eugene Waddell, San Francisco State University

Northern Section Award, \$1,000 each:

Dennis Freeman, San José State University

Steven Jaimes, Sonoma State University

Maria Ordoñez, UC Berkeley

Honorable Mention:

Brittany Montgomery, UC Berkeley

Christina Mun, UC Berkeley

Additional winners (selected by their academic planning department faculty members) are:

Continuing Student Scholarships for 2008–09, \$1,000 each:

Seth Adams, San José State University

Alexander Brennan, UC Berkeley

Graduating Student Merit Awards for 2007–08:

Amy Fauria, San José State University

Tessa Munekiyo, UC Berkeley

Everyone listed above received a one-year APA student membership. APA encourages students to join the association early in their academic training. Since 2004, APA has offered a free year of APA membership to all full-time third-year undergraduate and first-year graduate students in PAB-accredited planning programs. In Northern California, the graduate programs at UC Berkeley and San José State University are PAB-accredited. ■

OP-ED CONTRIBUTOR

I almost forgot

By Steve Matarazzo

As we all have learned, if you want to study the origins of compact, sustainable urban development, many parts of Europe are a good place to start. The beauty, symbolism, and culture of many of those cities are not only related to the sum of their parts, but also their history in time and territory. Amsterdam taught me that—and it took a recent student book report for me to remember that lesson.

My 11-year-old daughter (remember Carly?) was reading a school book the other day, *They Call Me Hope*. The book is about another 11-year-old girl, Hope, and her verbally abusive mother. Hope gets inspiration on how to deal with her mother from reading *The Diary of Anne Frank*. When my daughter read the passage of the book that discussed Anne Frank, I broke into uncontrollable sobbing. My mind went back in time to my European travels and Anne Frank's home in Amsterdam. I had forgotten how powerful it had been to tour that house. The history of Anne Frank's struggles to keep the Nazis from discovering her family is so imbued in the structure of that tourist attraction, shivers ran down my spine during each séance created by my room-to-room search.

When I was a Gaucho* in the 1970s, I had the privilege to travel around Europe for three months during the summer. Given the great rail system in Europe, I was able to inexpensively visit 23 countries, staying primarily in youth hostels. It was there that my interest in city planning and redevelopment was sparked. Upon my return, I had an extensive photo album of various cities, museums, and icons like the Coliseum and Parthenon, and of course a number of castles along the Rhine River. And though most of my European conquests were insignificantly marked by placing a country's flag patch on my backpack, I felt at the time that the world was indeed my oyster—until I entered the great city of Amsterdam where I encountered a sobering reality. Cities are places of history that evoke uncontrollable emotions, such as joy (Paris, *The City of Lights*) and sorrow and homage (Amsterdam, Anne Frank's house).

* Steve Matarazzo is City Administrator/Community Development Director, City of Sand City. He was not a South American cowboy during the 70s, but was a UCSB Gaucho (student at UC Santa Barbara). He contributed regularly to Northern News in past years.

Northern News welcomes your comment. Email the editors, or contact the author at steve@sandcity.org ■

North Bay

At an event organized by North Bay RAC Director Ladd Miyasaki, some 30 members of APA and AEP gathered on August 22nd at American Canyon's new Gaia Hotel and Spa, the world's first Gold LEED Certified hotel. Winzler and Kelly sponsored a mixer featuring organic wines and appetizers created by the Gaia chef.

The hotel owner was delayed, so Michael McCormick, climate change



Michael McCormick, PMC

services manager at PMC, provided an ad-hoc tour of the green features of the hotel. They include water efficient landscaping, storm water collection,



Gaia Napa Valley Hotel grounds, American Canyon

low VOC paints and adhesives, Forest Stewardship Council (FSC) certified wood materials, CFL and LED usage with skylights, recycled tiles and granite, and solar panel arrays that provide 10 to 12 percent of the hotel's electricity. Touch screen displays throughout the hotel show the hotel's electricity and water usage in real time. Participants discussed green building technologies and the future of the sustainability movement in the Bay Area. ■

Monterey Bay

By David Roemer, Co-chair, Monterey Bay RAC



Julie Tilley, AICP, Elizabeth Caraker, AICP, and Carl Maxey, AICP, initiate the Monterey Bay RAC brown-bag lunch series.

The Monterey Bay Regional Advisory Council (RAC) hosted the first in its series of informational brown-bag lunches with a presentation on the City of Monterey's new green building ordinance. The August 20, 2008 lunch, held in the beautiful old city hall, featured John Kuehl, chief of inspection services and building official, City of Monterey. Mr. Kuehl focused on not only the purpose and details of the ordinance, but the process used to define and gather support for its passage.

Passed unanimously by the city council in July, the Monterey Green Building Ordinance involves a whole-systems approach, incorporating design and building techniques that minimize environmental impact and reduce energy and water consumption in a building, while contributing to the health of its occupants. The ordinance requires all new construction and remodeling projects to earn a number of "green points" from a flexible "green building checklist."

Participants engaged in a lively discussion of the inner workings of the ordinance and a phasing-in intended to give builders time to absorb and become comfortable with the requirements.

John noted that the first year of the program is a voluntary phase. All projects will be required to submit a checklist and will be encouraged (but not required) to implement the measures. The City has begun an educational program. Details are available at <http://www.monterey.org/building/greenbuilding>.

For information and reservations about future events of the Monterey Bay RAC, contact David Roemer, (831) 883-3750 or droemer@ambag.org.

NORTHERN SECTION CALENDAR

SEPTEMBER

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				

SEPTEMBER

9/27

Fall Speaker Series, SJSU Urban Planning Coalition,

9 AM – 1 PM, *Integrated Master Plan*—Tour of Coyote Creek Parkway. Meet at Hellyer Park, 985 Hellyer Avenue, San José. Santa Clara County Park Planner **Elish Ryan** will present the Integrated Master Plan objectives as well as address the expansion of urbanization in the Coyote Valley and planning strategies that interface with other City projects in San José and Morgan Hill. Immediately following the presentation, the group will take a bike ride tour along the parkway. **AICP/CM credits applied for and pending.** For more information, contact Taryn Hanano, sjsu.upc@gmail.com

9/30

Deadline for submissions, AEP Annual State Conference,

March 15 – 18, 2009. The Conference Committee is seeking sessions that propose interactive, innovative, and dynamic approaches on the theme, *Imagining the Urban Mosaic*—a complex environment as the sum of many small pieces. Suggested topic areas include NEPA, CEQA, sustainability, land use & watersheds, transportation, water resources, energy, natural and cultural resources, air resources & climate change, policy & litigation, public participation, environmental education, GIS & spatial analysis, restoration/mitigation, professional development, and cumulative impacts. Please submit a 1–2 page description of your proposed session topic, approach, and panel members to Laura Worthington-Forbes, 2008 AEP Conference Program Committee Chair, at lwforbes@rbf.com or (408) 993-9224. For more information about the 2009 AEP Conference, go to www.califaep.org

9/30

HCD Housing Element workshop sponsored by ABAG,

9 AM – 2 PM, Council Chambers, Santa Rosa City Hall, 100 Santa Rosa Avenue. Parking adjacent to city hall. For information and reservations, contact JoAnna Bullock at JoAnnaB@abag.ca.gov or (510) 464-7968; or Wayne Goldberg at wgoldberg@srcity.org or (707) 543-3220.

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Answer to “Where in the world?”

Havana, Cuba. Photo by Juan Borrelli, AICP

OCTOBER						
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OCTOBER

- 10/1** **HCD Housing Element workshop sponsored by ABAG**, 9 AM – 2 PM, Council Chambers, Dublin City Hall, 100 Civic Center Plaza. Parking adjacent to city hall. For information and reservations, contact JoAnna Bullock at JoAnnaB@abag.ca.gov or (510) 464-7968; or Jeri Ram at jeri.ram@ci.dublin.ca.us or (925) 833-6617.
- 10/1** **California APA Conference debrief and pizza party**, 6 – 8 PM at the offices of DC&E, 1625 Shattuck Avenue, Suite 300, Berkeley. No one could possibly attend all 150 panels and mobile workshops at the annual State APA conference September 21 – 24. Here’s your chance to share the most useful and interesting things you learned in Hollywood while they’re as fresh in your mind as the Cheeseboard pizza and wine we will share. Which was your favorite panel? Which recent legislative changes were the most crucial? What innovations will you be incorporating into your practice? RSVP to Joanna Jansen, joanna@dceplanning.com or (510) 848-3815 so there will be enough free refreshments for all.
- 10/2** **Healthy Silicon Valley, Leadership Summit on the Built Environment**, 8:30 AM – 1:30 PM, St. Claire Hotel, San José. Includes breakfast and lunch. Hear **Dr. Richard Jackson**, recognized environmental health expert, now at the School of Public Health, UCLA, and others. A presentation of and forum on healthy community research, best-practices, and policy opportunities in planning in an invitation-only meeting for elected officials and agency heads (policymakers, city managers, and planners). For information, contact Scott Vu at ScottV@healthtrust.org or (408) 879-4106.
- 10/3** **Green Health**, the 3rd annual *Healthy Communities Taking Action* conference. 8 AM – 3 PM, San José City Hall, 200 E. Santa Clara St. A convergence of health, equity, & environmental efforts with nutrition and physical activity. Breakout sessions on nutrition, physical activity, healthcare, and organizational wellness. Legislative panel moderated by **Michael Krasny**. Keynote lunch speaker **Dr. Richard Jackson**. Interactive games. Ballroom dancing. Raffle prizes, with a special drawing for “green” travelers. Registration details can be found at www.healthysiliconvalley.org
- 10/3** **Regular meeting of the Bay Area Planning Directors Association**, 9:00 AM – 1 PM, Nile Hall, Preservation Park, 668 – 13th Street, Oakland. “*Passing the torch: What’s needed to grow, attract, and retain the planning directors of tomorrow,*” **HAS BEEN CANCELLED.**

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OCTOBER *(continued)*

10/4 **AICP Test Preparation.** 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, Cultural Heritage Center, 4th and San Fernando, San José. Materials charge is \$50 – 75. Free parking across the street on Saturdays and Sundays. Remaining sessions will be held October 19 and November 2. Call Don Bradley, AICP Director, (650) 592-0915 or email dr.donbradley@comcast.net with your name, email, phone numbers, and any questions.

10/9 **2008 Great Cities Speaker Series presents: The Next Generation City,** by **Carol Coletta**, President and CEO of *CEOs for Cities* and



Host of *Smart City Radio*. 6 – 7 PM, Le Petit Trianon Theatre, 72 North Fifth Street, San José (across from San José city hall's employee & public parking garage). How can we capitalize on positive trends shaping cities today? Explore the importance of developing cities that respond to the new realities of a knowledge economy. To thrive, cities will need to excel in four areas: **Developing**, maximizing, and retaining talent; **Fostering** innovation and entrepreneurship; **Linking** people with ideas to talent, capital, and

markets; cities to regions; and regions to the world; and **Capitalizing** on local differences to build economic opportunity. Cities firing on all four cylinders will offer solutions to global warming, access to opportunity, obesity and other health problems, and living peacefully in the midst of diversity. **Approved for 1.0 AICP/CM credits.** RSVP by visiting www.commonwealthclub.org

10/19 **AICP Test Preparation,** 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, 150 East San Fernando Street at 4th, San José. Materials charge is \$50 – 75. Free parking (in garage across the street) on Saturdays and Sundays. National AICP exams are November 3 – 17; last session will be held November 2. Call Don Bradley, AICP Director, (650) 592-0915 or email dr.donbradley@comcast.net with your name, email, phone numbers, and any questions.

10/20 **2008 Great Cities Speaker Series presents: Sustainable Urbanism,** by **Doug Farr**, Chair, LEED-ND, US Green Building Council. 6 – 7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José. Sustainable urbanism—walkable, transit-served, and integrated with high performance buildings and infrastructure—is gaining attention as a settlement pattern superior to climate-changing sprawl. Doug Farr, president of Farr Associates and author of *Sustainable Urbanism: Urban Design with Nature*, will explore integrating sustainable urbanist patterns and thresholds into the design of sustainable neighborhoods and corridors. He will review a range of case studies to demonstrate how we can change the built environment to benefit generations to come. **1.0 AICP/CM credit applied for and pending.** RSVP by visiting www.commonwealthclub.org

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OCTOBER *(continued)*

10/21 **Water Wisdom Forum**, 6 PM – 8 PM, Mayflower Hall, Glen Ellen Church, 5311 O'Donnell Lane, Glen Ellen. Join Sonoma Ecology Center for a presentation by **Brock Dolman**, director of Occidental Arts & Ecology Center's WATER Institute (Watershed Advocacy, Training, Education, & Research), www.oaecwater.org. For more information, go to www.sonomaecologycenter.org, and click on "Events"; or contact Julie Jehly, watershed/stewardship coordinator: julie@sonomaecologycenter.org or (707) 996-0712 x115.

10/23 **Planning Practice & Applying the AICP Code of Ethics**. Networking reception (light dinner) 6 – 7 PM; Seminar 7 – 8:30 PM. MetroCenter auditorium, 101 Eighth St., Oakland (across the street from the Lake Merritt BART station). Join panelists **Carol Barrett, FAICP**, author of *Everyday Ethics for Practicing Planners* (APA Press, 2001); **Daniel Iacofano, FAICP**, Principal, MIG, Inc.; and **Hanson Hom, AICP**, APA California Northern Ethics Review Director, in an interactive exploration of common ethical issues facing planners. Discuss key elements of the *AICP Code of Ethics and Professional Conduct*. Use case scenarios to apply the Code. **Approved for 1.5 AICP/CM Ethics credits**. Seminar is open and applicable to all planners. \$15 advance registration by PayPal **by Thursday, October 16**. (\$20 at the door *subject to available seating*.) Look for the link at www.norcalapa.org. For more information, contact Hansom Hom, hhom@ci.sunnyvale.ca.us or (408) 730-7450.

10/24 – 10/26 **Cal Poly SLO, City and Regional Planning Department 40th Anniversary**. For information and reservations, contact Nicole L. Smith, City and Regional Planning, (805) 756-1315 or nismith@calpoly.edu with number of attendees, year of graduation, and interest in curriculum and career panels.

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NOVEMBER

11/2 **AICP Test Preparation**. 10 AM – 3 PM, San José State University, Martin Luther King, Jr. Library, Room 525, 150 East San Fernando Street at 4th, San José. Materials charge is \$50 – 75. Free parking (in garage across the street) on Saturdays and Sundays. This is the last session of the year; national AICP exams are November 3 – 17. Call Don Bradley, AICP Director, (650) 592-0915 or email dr.donbradley@comcast.net with your name, email, phone numbers, and any questions.

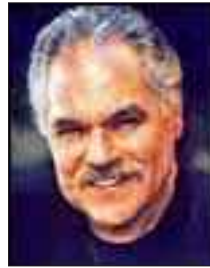
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NOVEMBER *(continued)*

11/3

2008 Great Cities Speaker Series presents: The Power of Zero—The Mayan Key to Vibrant Communities,



by **Luis Valdez**, playwright, film maker, and educator. 6 – 7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José. An artist, activist, and community organizer, Mr. Valdez offers a Mayan perspective—integrating “The Power of Zero” into the performances of daily life—unleashing the creative faculties of children, adults, and the community at large. The Mayan design of cities as ceremonial centers allowed for the vibrancy of their humanity. Regarded as the “Father of Chicano theater and film,” Mr. Valdez was one of the founding professors of the California State University at Monterey Bay, where he launched the Institute for Teledramatic Arts and Technology. **Approved for 1.0 AICP/CM credits.** RSVP by visiting www.commonwealthclub.org

11/6

Northern Section Board Meeting, 6:30 – 8:30 PM (light dinner and networking from 6:00 – 6:30 PM). Location: PBS&J, 353 Sacramento Street, Suite 1000, San Francisco. RSVP to Director Elect Darcy Kremin, AICP, DKremin@entrinx.com

DECEMBER						
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DECEMBER

12/1

2008 Great Cities Speaker Series presents: The Reframing of the Everyday—Artists and Public Space,



by **Anne Pasternak**, president and creative director of *Creative Time*. 6 – 7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José. Anne Pasternak’s projects include *Tribute in Light* (two beacons of light in Lower Manhattan following 9/11) and *59th Minute*, a collaboration with Panasonic for the presentation of video work in Times Square. Ms. Pasternak is committed to initiating projects that give artists innovative opportunities to reflect on contemporary society and everyday urban life. She will speak about the benefit to artists in reframing people’s everyday experiences of their surroundings and enriching public space. **Approved for 1.0 AICP/CM credits.** RSVP by visiting www.commonwealthclub.org

12/5

APA California Northern Section Annual Holiday Party, 7 PM, Terrace Room, Lake Merritt Hotel, a historic building with sustainable green features. 1800 Madison Street, Oakland. Walking distance from 19th Street BART. For information, contact Al Kostalas at akostalas@entrinx.com or (925) 988-1289. ■