

# NORTHERN NEWS



American Planning Association  
California Chapter  
Northern  
*Making Great Communities Happen*

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SEPTEMBER 2008

## Links to articles inside this issue:

Director's Note .....	3
CareerBuilder.com survey results .....	5
Calling cards .....	5-11
Onward and upward .....	8
Sonoma State-environmental campus ...	9
Letters .....	9
What others are saying .....	10
APA forms Young Planners task force ..	11
Where in the world? .....	12
General Plans for community health ....	12
Call for nominations .....	13
Jobs .....	13-14
Calendar .....	15-19

## Where do we grow from here? Three steps to Smarter Growth

*By Janice Lum, MUP, San José State University*

*Ed. Note: The following essay is a product of "Urban Growth Management," an urban planning course taught by adjunct faculty member James Marshall Moore at San José State University, Spring semester, 2008.*

For more than half a century, single-family home ownership epitomized the American Dream. People moved to the suburbs for new and larger houses, private green space, and freedom of movement. Today, with increasing traffic congestion and higher fuel costs, many suburbanites can no longer afford to live so far from our urban centers.

There is abroad in the land (or at least on this coast) an increasing awareness of the environmental impacts of sprawl. We have finally begun to question whether the suburban sprawl model should remain the dominant pattern of development.

If outward growth is no longer a sustainable option, we will need to rethink where and how we live. The question facing us now is, "Where do we grow from here?"

Since we cannot grow outward, we must begin to grow "smart." Smart growth curtails the outward expansion of sprawl into rural lands and focuses growth in already developed urban and suburban areas. By "infilling" development in existing urbanized areas, smart growth preserves rural lands for recreational and agricultural uses at the same time as it creates attractive, compact, mixed-use neighborhoods in which people can walk, bike, or take public transit to their daily destinations. Rather than allowing *things* (like money and cars) to determine land use patterns, smart growth places priorities on *values* (people first, and quality of life).

Although we recognize the benefits of smart growth, we live, work, and think in ways that support prevailing development patterns. To turn the tide of sprawl and begin on a path to smart growth, we must take three critical steps.

*(continued on next page)*

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Surinder Sikand	(650) 224-9426	Surinder.Sikand@gmail.com
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<b>San Francisco</b>		
Kenya Wheeler, AICP	(510) 287-4782	fwheeler@bart.gov
<b>South Bay</b>		
Licinia McMorrow	(408) 535-7814	Licinia.McMorrow@sanjoseca.gov

## Where do we grow from here? *(continued from previous page)*

First, stop the outward expansion and suburban sprawl. Imagine that there is no more land available beyond the extent of existing urbanized areas. Focus instead on infilling and redeveloping urban areas. By disinvesting time, energy, and money from new suburban developments, we can free up resources to improve underutilized and neglected lands within existing urban areas. Implementing a regional growth boundary will stop suburban development and foster an even distribution of resources and environmental protection across the region.

Second, restructure our land use and zoning policies to support smart growth principles. Current land use policies reflect the glorification of detached single-family home ownership and reliance on car ownership. The implementation of traditional zoning regulations has institutionalized low-density development patterns, disconnected uses, and auto dependence. Traditional land use and zoning policies must be replaced with “smart codes” that spur rebuilding and revitalizing existing urban and suburban areas. Smart codes can transform our bleak, sprawling, auto-oriented landscape into an attractive, diverse, people-friendly, urban environment.

Third, develop a comprehensive plan that guides growth at the regional level. Unless neighboring cities are aligned in their smart growth policies, we will continue to see uneven and amorphous metropolitan growth. Many people will continue to commute great distances to work or to access amenities unavailable in their own communities. Not only is this growth pattern unsustainable from an environmental perspective, but it also drains our emotional and financial reserves as we battle our daily commutes in bumper-to-bumper gridlock. If we focus on the regional picture, we can distribute resources in ways that ensure our employment, housing, and recreational needs are met in a more balanced, equitable way. Unless and until cities work together to facilitate smart growth on a regional level, we will all suffer the consequences.

These three steps are necessary, but are only the starting points for promoting smarter growth. With the developing world following closely in our footsteps, it is critical that we stop our wasteful ways and begin to grow in a more sustainable way. Smart growth can offer alternatives that preserve rural land, decrease automobile dependence, accommodate population growth, and improve quality of life. Ending sprawl and committing to smart growth will mean expanding our definition of the American Dream to embrace new and better ways of living. ■

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

## NEWSLETTER INFORMATION

### Editorial

Naphtali H. Knox, FAICP  
Tel: (415) 699-7333  
[knoxnaph@gmail.com](mailto:knoxnaph@gmail.com)

Mika Miyasato, AICP  
Associate Editor  
Tel: (510) 587-8677  
[mmiyasato@hntb.com](mailto:mmiyasato@hntb.com)

### Newsletter Designer

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## DIRECTOR'S NOTE

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

**D**on't miss the **2008 APA California Chapter Conference** at the Renaissance Hollywood Hotel, September 21–24. The conference includes an opening reception at The Highlands Club (Hollywood's hottest nightclub, featuring panoramic views of Hollywood and the Los Angeles Basin), distinguished opening and closing keynote speakers, over 100 planning sessions, and 11 mobile workshops—most sessions and workshops will be approved for AICP/CM credits—a diversity summit, a complimentary student day, special walking tours, and other planning-related activities. Check out the conference video trailer, "*The Planning Office. Lights ... Planning ... Action!*" (a spoof on the TV show, "The Office") at [http://www.youtube.com/watch?v=tCZgUt7A\\_bA](http://www.youtube.com/watch?v=tCZgUt7A_bA).

This year's conference will feature a new **Lecture/Salon Couplet** and **Interactive Café**. These interactive venues—a collaboration between the APA California Conference Committee and the **California Planning Roundtable**—are designed to foster creative thinking and rapid exchange of ideas. They will feature innovative planning topics and interesting speakers in unique, flexible, interactive formats. For more information go to <http://www.calapa.org/en/cms/?2465> or <http://www.cproundtable.org/>

**Help your local APA.** Interested in becoming more involved in APA? See our "Call for nominations" for the elected Board positions of **Director Elect** and **Administrative Director** on page 13 of this issue, or online at [www.norcalapa.org](http://www.norcalapa.org). Interested and qualifying candidates should email their complete nomination petitions by **September 30, 2008**, to Director **Juan Borrelli, AICP**, at [juan.borrelli@sanjoseca.gov](mailto:juan.borrelli@sanjoseca.gov); Director Elect **Darcy Kremin, AICP**, at [dkremin@entrix.com](mailto:dkremin@entrix.com); and Immediate Past Director **Hing Wong, AICP**, at [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov).

**Great Cities Speaker Series in San José.** If you missed either of the first two presentations, you can watch the complete videos of Stewart Brand and Bill Morrish online and earn AICP/CM Credits (one credit per session). Go to <http://www.1stact.org/speakers.jsp>

**The Green Olympics.** More than 4 billion people watched the recent 2008 Summer Olympic Games in Beijing, where 10,500 athletes from over 200 countries competed in 28 different sporting events. In concert with the official theme of "One World, One Dream," China and the International Olympic Committee dubbed

*(continued on next page)*



**September 21–24, 2008**

the date for this year's

## **CCAPA Conference in Hollywood**

*The regular registration deadline for the APA California 2008 Conference has passed. Registration fees have increased to \$500, which includes all meals and events except mobile workshops. Register at*

**<http://www.calapa.org>**

*and pay with a credit card or check.*

The Renaissance Hollywood Hotel is completely booked. Rooms at \$175 a night are available at the brand new Holiday Inn Express Hollywood Walk of Fame, one block from the Renaissance. Contact the hotel directly, (323) 850-8151, and ask for the CCAPA rate code.

Over 100 qualified AICP/CM credited sessions, 11 mobile workshops, dynamic keynote speakers, opening reception at the Highlands Club, diversity summit and closing session at the historic El Capitan Theatre. Don't miss "Lights, Planning, Action" in Hollywood, September 21–24!

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

the Games the "**Green Olympics.**" The environmentally conscious concept was adopted in 2001 when China made its bid for the Games, partly to back commitments to improve Beijing's air and water quality with environmentally friendly technologies and infrastructures.

China spent over \$40 billion on building the several Olympic venues, including the National Stadium (Bird's Nest) and the National Swimming Center (the Water Cube). China integrated zero net emissions, community sustainability planning, and green building practices into the Olympic Village, spent almost \$17 billion on environmental improvements, ordered 1.5 million cars off the roads, planted millions of trees, and temporarily closed or relocated over 200 factories to outside the city boundaries for several months before and during the Games. Despite massive expenditures and extraordinary efforts, the hazy, smoggy images of Beijing on TV showed that the goal of significantly improving air quality was not met.

Nevertheless, the green initiatives implemented for the Games need to be continued and expanded in Beijing and throughout China. They should be developed further for the 2010 Winter Olympics in Vancouver and the 2012 Summer Olympics in London. Thinking globally and acting locally, the **2009 APA California Chapter Conference**, which will be at The Resort at Squaw Creek, Lake Tahoe, will focus on sustainable and green planning practices, the environment, and ecologically friendly planning solutions and issues. Perhaps some of you will take the opportunity to organize an International Planning Session on 'lessons learned from Beijing' to further the greening of China, the world, and future Olympic games. ■

*Jan P. Brown*



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## Nearly half of employers have caught a lie on a résumé, CareerBuilder.com survey shows

*Hiring managers share top ten most unusual résumé fibs. Expert shares tips on making your résumé stand out.*

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CHICAGO, July 30, 2008. — Is your résumé more fiction than fact? Experts warn bending the truth can cost you the job. Although only 8 percent of workers admitted to stretching the truth on their résumés, nearly half (49 percent) of hiring managers reported they caught a candidate lying on their résumé. Of these employers, 57 percent said they automatically dismissed the applicant. This is according to CareerBuilder.com's latest survey of more than 3,100 hiring managers and over 8,700 workers nationwide conducted from May 22 to June 13, 2008.

Thirty-six percent of employers who received falsified applications said they still considered the candidate, but did not hire him/her.

A small percentage (6 percent) ended up hiring the applicant.

The most common lies discovered on a résumé, according to the survey, include:

- Embellished responsibilities – 38 percent
- Skill set – 18 percent
- Dates of employment – 12 percent
- Academic degree – 10 percent
- Companies worked for – 7 percent
- Job title – 5 percent

Industries experiencing higher incidences of résumé fabrications included Hospitality, Transportation/Utilities and Information Technology. Sixty-percent of employers in Hospitality, 59 percent in Transportation/Utilities and 57 percent in IT reported they found lies on résumés. Government had the lowest incident at 45 percent.

"Even the slightest embellishment can come back to haunt you and ruin your credibility," said Rosemary Haefner, Vice President of Human Resources at CareerBuilder.com. "If you're concerned about gaps in employment, your academic background or skill sets, invention is not the answer. Use your cover letter strategically to tell your story, focusing on your strengths and accomplishments and explaining any areas of concern if needed."

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## Top 10 most unusual résumé fibs *(continued from previous page)*

CareerBuilder.com asked hiring managers to share the most memorable or outrageous lies they came across on résumés. Examples include:

- 1) Claimed to be a member of the Kennedy family
- 2) Invented a school that did not exist
- 3) Submitted a résumé with someone else's photo inserted into the document
- 4) Claimed to be a member of Mensa
- 5) Claimed to have worked for the hiring manager before, but never had
- 6) Claimed to be the CEO of a company when the candidate was an hourly employee
- 7) Listed military experience dating back to before he was born
- 8) Included samples of work, which the interviewer actually did
- 9) Claimed to be Hispanic when he was 100 percent Caucasian
- 10) Claimed to have been a professional baseball player

Haefner recommends the following tips to make your résumé memorable for the right reasons:

**Apply early.** Nearly one-in-ten employers receive more than 50 applications for open positions on average and one-in-five said they are receiving more résumés than last year. Get your foot in the door before other candidates by signing up for job alerts that automatically email job listings to you as they become available.

**Stand out from the crowd.** Forty-three percent of hiring managers said they spend one minute or less looking at a résumé when first reviewing applications; 14 percent spend less than 30 seconds. Make sure you are highlighting specific accomplishments, quantifying results whenever possible, to showcase how you put your skills into action and benefited previous employers.

**Use keywords.** Hiring managers often use electronic scanners to rank candidates based on a keyword search of applications, so make sure to pepper keywords from the job posting into your résumé as they apply to your experience. The terms employers search for most often are:

- problem-solving and decision-making skills (50 percent)
- oral and written communications (44 percent)
- customer service or retention (34 percent)
- performance and productivity improvement (32 percent)
- leadership (30 percent)
- technology (27 percent)
- team-building (26 percent)
- project management (20 percent)
- bilingual (14 percent)

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## Top 10 most unusual résumé fibs *(continued from previous page)*



### Survey Methodology

This survey was conducted online within the U.S. by Harris Interactive on behalf of CareerBuilder.com among 3,169 hiring managers and human resource professionals (employed full-time; not self-employed; with at least significant involvement in hiring decisions); and 8,785 U.S. employees (employed full-time; not self-employed) ages 18 and over between May 22 and June 13, 2008, respectively (percentages for some questions are based on a subset U.S. employers or employees, based on their responses to certain questions). With a pure probability sample of 3,169 and 8,785, one could say with a 95 percent probability that the overall results have a sampling error of +/- 1.74 percentage points and +/- 1.05 percentage points, respectively. Sampling error for data from sub-samples is higher and varies.

### About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 23 million unique visitors and over 1.6 million jobs. Owned by Gannett Co., Inc. (NYSE: GCI), Tribune Company, The McClatchy Company (NYSE: MNI) and Microsoft Corp. (Nasdaq: MSFT), the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the career centers for more than 1,600 partners, including 140 newspapers and leading portals such as AOL and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 28 million-plus résumés, Diversity Channel and more. CareerBuilder.com and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit [www.careerbuilder.com](http://www.careerbuilder.com).

### CareerBuilder Media Contact:

Jennifer Grasz

773-527-1164

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## Onward and upward

After 33 years in the public sector, **Val Alexeeff, AICP**, has joined Build It Green as government relations manager, helping local governments navigate the field. Val served as director of planning and development for Santa Clara and Santa Barbara counties, and director of policy and innovation and director of growth management and economic development for Contra Costa County. His several degrees include a doctorate in public administration (USC), a master's in public administration (Harvard Kennedy School), a master's in urban planning (University of Washington), and a bachelor of arts (SF State University).



**Lucy Armentrout, AICP**, Northern Section's Membership Director, has joined the PBS&J San Francisco Office as a senior environmental manager and planner. She previously ran her own Oakland-based planning and development consulting firm. Before that, she was a planner for housing developer Taylor Woodrow Homes, and a land use/design review and transportation planner for the City of Berkeley. Lucy holds a bachelor's degree in cultural anthropology from UC Berkeley and completed some doctoral work at UC Davis. Her cat, Callie, resents that Lucy no longer works from the home office with a bag of cat treats on hand.



**Randy Tsuda, AICP**, is community development director in Mountain View, effective September 8. He had been assistant community development director, as well as serving as interim director for nearly a year in Los Gatos (2004-2008), and was Mountain View's zoning administrator, 1994-1998, where he was the project manager for 1,000,000 square feet of office space on City-owned land in the North Bayshore area. Randy holds a bachelor's of science degree in city and regional planning from Cal Poly, San Luis Obispo, and has been a lecturer in the urban and regional planning program at San José State University.

**Bryan Wenter, AICP**, Northern Section's Legislative Director, has joined the City of Walnut Creek as an assistant city attorney. His position will emphasize land use, environmental, and engineering issues, and will include staffing the planning commission. Bryan previously practiced in the Walnut Creek offices of Morgan Miller Blair and Bingham McCutchen and in the Boston office of Robinson & Cole. He earned his law degree and master of regional planning from the University of North Carolina at Chapel Hill. ■







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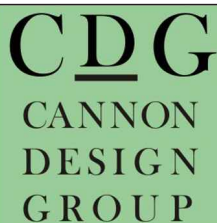
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# Sonoma State University among top US environmental campuses

Sonoma State University earned a major “green” rating in a new category developed this year by the *Princeton Review* in its annual 2009 Best 368 Colleges issue. SSU earned a score of 98 out of 99, topped only by 11 other US campuses that included Harvard, Arizona State, and Oregon.

Other California colleges that scored in the 90s included UC Berkeley, Santa Clara University, and Stanford.

The *Princeton Review* rating, developed in partnership with ecoAmerica, included questions on energy use, recycling, food, buildings, transportation, academic offerings (availability of environmental studies degrees and courses), and goals and action plans for greenhouse gas emission reductions.

Sonoma State has a highly-regarded environmental studies and planning program, employs a full-time sustainability officer, and students can participate in sustainability research as part of the Green Campus Pilot Program.

For more information, go to <http://www.sonoma.edu/pubs/newsrelease/archives/002749.html>, or visit the *Princeton Review* at <http://www.princetonreview.com/best-press-release.aspx?uid-badge=%07>

## LETTERS

I really enjoyed Leo Vasquez's “Planners who Manage, Planners who Lead” (*Northern News*, July 2008, page 11). It's a great reminder to set our minds toward the future, and not to sweat the small stuff (at least to the extent that we can avoid it).

**Matt Taecker, AICP**

Berkeley ■



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## What others are saying

**EPA denies Texas Governor's ethanol waiver request.** "Gov. Rick Perry of Texas says the billions of bushels of corn being used to produce mandated ethanol would be better suited as livestock feed than as fuel. His request [to EPA] for an emergency waiver cutting the ethanol mandate to 4.5 billion gallons, from the 9 billion gallons required this year, is backed by a coalition of food, livestock and environmental groups. The EPA received 15,000 public comments on the Texas proposal, roughly split between those in favor and those against." —David Streitfeld, "Uprising Against the Ethanol Mandate," *The New York Times*, July 23, 2008. <http://www.nytimes.com/2008/07/23/business/23ethanol.html>.

On August 7, "EPA Administrator Stephen Johnson spoke to Perry about his waiver," which EPA denied later in the day. Perry had said "demand for ethanol is raising corn prices for livestock producers and driving up food prices for people, too." —The Associated Press/CBS News, August 7, 2008, <http://www.cbsnews.com/stories/2008/08/07/ap/business/main4327955.shtml>

**Gas high, insurance claims low.** With gas prices high and economic activity slowing, we seem to be driving less, resulting in fewer car accidents and auto-insurance claims. "Americans drove 1.4 billion fewer miles on the highway in April compared with a year ago, according to the U.S. Transportation Department." —Alistair Barr, "Auto insurers benefit as people drive less," *MarketWatch*, July 24, 2008. <http://www.marketwatch.com/news/story/auto-insurers-benefit-high-gas/story.aspx?guid=%7B94B1CC37%2DC0CC%2D4129%2DA0A0%2D301583A3C14C%7D&siteid=nwhfriend>

**Whither HUD? Wither HUD.** "HUD's each-city-is-a-separate-whole approach is not only too inflexible and short-sighted, it also hinders effective regional growth. We need an agency that can work outside old boundaries and design a regional approach to revitalizing cities and suburbs. Dismantling HUD would be a great place to start." —Sudhir Venkatesh, faculty fellow in sociology at Columbia University, "To Fight Poverty, Tear Down HUD," *The New York Times*, July 25, 2008. <http://www.nytimes.com/2008/07/25/opinion/25venkatesh.html>

**"Forbidden fruits from afar.** Do you dare to eat a kiwi? Sure, because more 'food miles' do not equal more greenhouse emissions. Food from other countries is often produced and shipped much more efficiently than domestic food, particularly if the local producers are hauling their wares around in small trucks. One study showed that apples shipped from New Zealand to Britain had a smaller carbon footprint than apples grown and sold in Britain." —John Tierney, "10 things to scratch from your worry list," *The New York Times (Science)*, July 29, 2008. <http://www.nytimes.com/2008/07/29/science/29tier.html> ■

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# APA forms Young Planners task force

*By Megan Cummings, AICP, Chair, Young Planners Group*

In between the students and the upper-management professionals, there's a cross-section of APA members who are relatively new to fulltime planning work. They are the leaders of tomorrow, and they are often from different generations than the leaders of today. In the summer of 2007, APA President **Bob Hunter** commissioned a geographically diverse task force of 15 planners in their 20s and early 30s to serve as the Young Planners Group. The YPG is an advisory group to the APA Board with an eye and an ear toward issues of importance to young planners.

After several conference calls, we developed a report to APA's Board of Directors that identifies needs, strategies, and other things vital to the future of APA and the next generation of leaders (<http://planning.org/features/2008/newprofessionals.htm>). We also hosted a session at the 2008 national conference in Las Vegas to present the findings of the report. The discussion following the presentation was lively, insightful, and inspiring.

Part of our charge is to identify ways to get young planners more involved in the profession both in leadership roles and among our local chapters and sections. There are many ways young planners can become more involved in their profession. Contact your chapter president and let him know you would be interested in organizing *lunch 'n learns*, helping at the state conference, updating the website, or serving on a committee. The YPGs also see a greater role for networking within our generation to discuss issues important to us such as career development, moving into management positions, and balancing careers and families.

We want to hear from you! If you are interested in helping to shape the future of the planning profession, if you want to be more involved, or if you want to be a part of a support group for young professionals like you, let us know. Some of our goals for the upcoming year include organizing a mentoring program, forming local and regional groups of young planners, and finding ways to be more active in national APA programming and policy decisions.

Northern California has a member on the YPG. She is **Elizabeth Delgado**, Community Development Project Coordinator, City of Berkeley Office of Economic Development. Feel free to contact her at [delgado.e@gmail.com](mailto:delgado.e@gmail.com); or me, **Megan Cummings**, [plannermegan@hotmail.com](mailto:plannermegan@hotmail.com); or California Chapter President **Vince Bertoni**, [vince.bertoni@lacity.org](mailto:vince.bertoni@lacity.org). Let us know if you are interested in becoming more involved. We can't wait to hear from you. ■



## Where in the world?

by Hartmut Gerdes, AICP



Answer on page 13

## Making General Plans conducive to community health

General plans, the “policy blueprints” for land use decisions in California cities and counties, offer an opportunity to identify the infrastructure elements of a community that can help, or hinder, healthy lifestyles.

The links between health and the land use and other policy decisions made by local jurisdictions are detailed in two toolkits now being distributed by The Health Trust to Silicon Valley elected officials, city staff, and residents serving on General Plan update committees. The toolkits were written by the Public Health Law Program and published by the California Department of Health Services.

Sample goals and objectives of General Plans that acknowledge the impact of land use on health include:

### *Create convenient and safe opportunities for physical activity for residents of all ages and income levels.*

- Ensure that residents will be able to walk to meet their daily needs.
- Build neighborhoods with safe and attractive places for recreational exercise.
- Create a balanced transportation system that provides for the safety and mobility of pedestrians, bicyclists, those with strollers, and those in wheelchairs at least equal to that of auto drivers.

### *Provide safe, convenient access to healthy foods for all residents.*

- Provide safe, convenient opportunities to purchase fresh fruits and vegetables by ensuring that sources of healthy foods are accessible in all neighborhoods.
- Avoid a concentration of unhealthy food providers within neighborhoods.
- Provide ample opportunities for community gardens and urban farms.

*From The Health Trust newsletter, page 4, Summer 2008, courtesy of The Health Trust, Campbell, CA*

[www.healthtrust.org](http://www.healthtrust.org)



## 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](http://www.rbf.com)

Email resume to: [hmail@rbf.com](mailto:hmail@rbf.com)

EOE M/F/D/V

*(Jobs continue on next page)*

#### **Answer to “Where in the world?” (Page 12)**

Located at Potsdamer Platz, Berlin’s new heart, the Sony Center (2003) draws 8 million visitors a year to its cultural events, cinemas, and restaurants. *Take a stunning, virtual 360 degree flythrough! Go to* [http://www.sonycenter.de/aw/Home/Das\\_Sony\\_Center/~ww/Sony\\_Center\\_360%B0/?lng=en](http://www.sonycenter.de/aw/Home/Das_Sony_Center/~ww/Sony_Center_360%B0/?lng=en)

## CALL FOR NOMINATIONS

### **Director Elect and Administrative Director**

#### **November is APA election time, too!**

The APA California Northern Section Board is soliciting nominations for the elected positions of Director Elect and Administrative Director. Interested Northern Section members in good standing (including incumbent Board members) should submit, by September 30, 2008, a complete nomination petition, including name, address of membership, email address, work or daytime phone number, signatures of support from at least five current Northern Section members, and a brief statement of candidacy (not to exceed 500 words) for the APA California Northern Nomination Committee’s consideration.

The Nomination Committee will publish qualifying candidates’ statements in the *Northern News* and will include on the election ballot all candidates who meet the minimum qualifications as described in Sections 4.6.2 (Director Elect) and 4.6.4 (Administrative Director) of the adopted APA California Northern Bylaws.

Please note, as stated in Section 4.2.2, “candidates running for Director Elect shall have served on the Section Board for at least one year in the past.” The Bylaws are online for your review at <http://www.norcalapa.org>.

Interested candidates should email their complete nomination petitions to *each* member of the Nomination Committee:

☛ Director **Juan Borrelli, AICP**  
[juan.borrelli@sanjoseca.gov](mailto:juan.borrelli@sanjoseca.gov)

☛ Director Elect **Darcy Kremin, AICP**  
[dkremin@entrix.com](mailto:dkremin@entrix.com)

☛ Immediate Past Director **Hing Wong, AICP**  
[hingw@abag.ca.gov](mailto:hingw@abag.ca.gov) ■

## Volunteer Position

### APA Ambassador

The field of planning is deeply rooted in advocating for equity, reform, and justice in all communities. APA and its members carry that tradition on through innovative planning, programs, and research designed to reflect America's diversity. Where will the next generation of planners come from? Maybe from the universities, colleges, and high schools in your hometown or from your alma mater. You can have a direct and powerful influence on the next generation of planners as an APA Ambassador.

APA is seeking one-year volunteers to promote the growth and diversity of the planning profession by outreaching universities, colleges, and high schools and talking to students about careers in planning. Through this program, APA particularly hopes to reach students with diverse racial and ethnic backgrounds. APA Ambassadors will conduct informational sessions at three to five academic institutions during that year, and visit career and graduate school fairs.

Interested?

Visit <http://www.planning.org/diversity/ambassadors.htm> for more details and an application form.

Please complete the form and submit it with your résumé. You should be an APA member with at least five years of experience as a professional planner. APA will provide you with appropriate materials.

## URBAN HABITAT

### Director of Programs, Bay Area

Salary Range: \$60,000 - \$75,000

Urban Habitat (based in Oakland, CA) is seeking a Director of Programs to join the UH management team in its mission to build power in Bay Area low-income communities and communities of color. The Director of Programs will play a lead role in staff supervision, program strategy and implementation, and overall organizational development. The ideal candidate has program management and policy expertise in land-use planning and climate justice. He/she will report to the Executive Director, provide strategic direction, personnel management and program oversight, and work closely with the board of directors. The director of programs will:

- Supervise personnel, oversee their work, and provide staff support to sustain the work.
- Lead staff efforts to develop programs/campaigns aligned with the overall organizational mission.
- Serve as lead staff on priority projects related to land-use and climate justice.
- Strengthen the capacity of UH to build and engage in regional, state, and national coalitions.
- Analyze local, regional, state, national, and international policies relevant to UH's mission and campaign goals, and recommend strategies to help UH and its partners navigate and impact the policy-making arena.
- Participate as a member of UH's development team and represent UH at conferences, community events and media engagements.

Requires a master's degree in urban planning, environmental sciences, economics, or public policy, or equivalent experience; and knowledge of and experience working on policies and programs related to land-use planning and climate change.

Minimum 5 years' experience developing and leading environmental, social, and/or economic justice programs. Minimum 5 years experience in personnel supervision and management.

Generous benefits package including health, dental, and vision insurance; holidays; vacation & sick leave; and 401 K.

Open Until Filled.

Detailed job announcement at [www.urbanhabitat.org](http://www.urbanhabitat.org).

Email cover letter and résumé, AS ATTACHMENTS, to [Director@urbanhabitat.org](mailto:Director@urbanhabitat.org) ■

# NORTHERN SECTION CALENDAR

## SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	<b>4</b>	5	6
7	8	9	10	11	12	<b>13</b>
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28	29	<b>30</b>				

## SEPTEMBER

9/4

**Northern Section Board Meeting**, 6:30 – 8:30 PM (light dinner and networking from 6 – 6:30 PM). PMC, 500 12th Street, Suite 240, Oakland. RSVP to Director Elect Darcy Kremin, AICP, [DKremin@entrix.com](mailto:DKremin@entrix.com)

9/13

**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 Oct. 4, Oct. 19, and November 2. Call Don Bradley, AICP Director, 650-592-0915 or email [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) with your name, email, phone numbers, and any questions.

9/15



**2008 Great Cities Speaker Series: The Distinctive City**, by **Dr. Ann Markusen**, Professor of Urban Planning and Policy Development and Director of the Project on Regional and Industrial Economics, Rutgers University. 6 – 7 PM, San José Repertory Theatre, 101 Paseo de San Antonio, San José.

Given heightened place-based competition, cities and regions must plan strategically for their economic futures. Based on her forthcoming book, *The Distinctive City*, Dr. Markusen demonstrates how U.S. cities are pursuing distinctive production and consumption portfolios as a way of home-growing, attracting, and retaining companies and skilled people. Dr. Markusen is the author of numerous books and articles on artists, cities, and high-tech economic development. She has served as a Brookings Institution Economic Policy Fellow and a Fulbright Lecturer in Brazil and has consulted for the Clinton Administration, the World Bank, and the OECD. **Approved for 1.0 AICP/CM credits.** RSVP by visiting [www.commonwealthclub.org](http://www.commonwealthclub.org)

9/21 – 9/24 **APA California Chapter Planning Conference**, Hollywood. Register online at [www.calapa.org](http://www.calapa.org).

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

(continued on next page)

## SEPTEMBER

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## SEPTEMBER (continued)

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](mailto: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](mailto:lwforbes@rbf.com) or (408) 993-9224. For more information about the 2009 AEP Conference, go to [www.califaep.org](http://www.califaep.org)

## OCTOBER

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## OCTOBER

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](http://www.healthysiliconvalley.org).

Also **hold October 2** for a leadership summit at a venue (TBD) in downtown San José exclusively for policymakers, city managers, and planners to discuss policies and strategies to build healthy environments.

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OCTOBER						
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## OCTOBER *(continued)*

10/3

**Regular meeting of the Bay Area Planning Directors Association**, 9 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.” A generation of planning directors is retiring; who will be the new leaders? Public planning agencies and consulting firms are finding it challenging to recruit planning division managers and directors. What is needed to prepare working planners to become tomorrow’s directors, and what will attract them to and keep them working for an agency? Deputy directors, planning managers, land use attorneys, public works directors, and others who may be interested are encouraged to attend. Registration information and other details will be circulated soon; or contact Ceil Scandone at [Ceils@abag.ca.gov](mailto:Ceils@abag.ca.gov) after August 26th.

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](mailto: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 Jose, CA 95112 (across the street from San Jose City Hall’s Employee & Public Parking Garage). How can local leaders and activist citizens capitalize on positive trends shaping cities today? Explore the importance of developing Next

Generation 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 global world; and **Capitalizing** on local differences to build economic opportunity. Cities firing on all four cylinders will offer solutions to pressing challenges including 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](http://www.commonwealthclub.org)

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OCTOBER						
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## OCTOBER (continued)

10/19

**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. Last session will be held November 2. Call Don Bradley, AICP Director, 650-592-0915 or email [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) with your name, email, phone numbers, and any questions.

10/23

**Planning Practice & Applying the AICP Code of Ethics.** Networking reception 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](http://www.norcalapa.org). For more information, contact Hanson Hom, [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us) or 408-730-7450.



[ GREEN COMMUNITIES ]

## NOVEMBER

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## NOVEMBER

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](http://www.commonwealthclub.org).

*The 2008 Great Cities Speaker Series is a free lecture series based in and on San José. Leading urban designers, planners, architects, and thought leaders talk about how to plan a great city and its public spaces. Save 6 – 7 PM, December 1. Approved for 1.0 AICP/CM credits.*

11/6

**Northern Section Board Meeting**, , 6:30 – 8:30 PM (light dinner and networking from 6:00 – 6:30 PM). Location: To Be Determined. RSVP to Director Elect Darcy Kremin, AICP, [DKremin@entrinx.com](mailto:DKremin@entrinx.com)

## DEC

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## DECEMBER

12/5

**Save the Date! APA California Northern Section Annual Holiday Party.** 7 PM. More details to come. For information, contact Al Kostalas at (925) 988-1289 or [akostalas@entrinx.com](mailto:akostalas@entrinx.com)