



# NORTHERN NEWS



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



American Planning Association  
California Chapter  
Northern  
Making Great Communities Happen

## OCTOBER 2010

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## Balancing Best Practices and new State laws: A report about ending homelessness from San Mateo County

By Joshua Abrams, AICP, and Kate Bristol

In 2007, California passed Senate Bill 2 (SB 2) to address concerns that jurisdictions had too many barriers to the creation of new emergency (homeless), transitional, or supportive housing. However, the law, which requires changes in local zoning code, created its own problems with regard to homeless policy because some “best practices” were no longer allowed. This article summarizes best practices in homeless prevention and management and comments on SB 2-compliant ways of regulating emergency shelters developed in San Mateo County. The article encapsulates two reports produced by 21 Elements, a multi-year project devoted to helping San Mateo County jurisdictions coordinate on housing policy. The full reports are available at [www.21elements.com](http://www.21elements.com).

### Best Practices in ending homelessness in San Mateo County

The past decade has seen the emergence of an exciting new policy direction, sometimes known as “Housing First,” or “Rapid Re-Housing,” which has demonstrated that homeless individuals and families benefit most when they receive assistance to move into permanent housing as quickly as possible. Under this approach, services and support systems are put in place to help most homeless people move directly from the streets into permanent housing, bypassing emergency shelter and transitional housing where possible.

The Housing First approach is backed by solid research. Numerous studies have documented that homeless people who move directly into permanent housing and who receive on-site services designed to help them maintain their housing have better results compared to those who must first move from the street into an emergency shelter, then into transitional housing before entering permanent housing. Housing First is also often a less expensive solution when compared to the cost of emergency shelters, hospitalizations, and incarceration.

As the Housing First approach gained broad acceptance as the most effective way to end homelessness, many communities developed long-term

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## Balancing Best Practices and new State laws:

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plans to significantly expand the supply of permanent supportive housing. This focus on supportive housing has been accompanied by a de-emphasis on emergency shelters, with some communities developing plans to reduce their emergency shelter systems and others adopting a policy of sustaining but not expanding their inventory of shelter beds.

The City of San Mateo recently renovated the Vendome Hotel and turned it into an excellent local example of the Housing First approach, providing 15 units of supportive permanent affordable housing. Working with a local police officer and other partners, Shelter Network, a local nonprofit, targeted the toughest possible population, homeless individuals who had been on the street for many years and had a history of hospitalization and arrests. The residents now have a safe place to live with support services. Downtown businesses are also pleased because there are few (or no) people living on the streets.

### SB 2 rules and requirements

SB 2 strengthens existing requirements for the development of emergency shelters and transitional and supportive housing. While the law addresses both shelters and housing, it focuses in particular on how zoning impacts the development of emergency shelters, and requires communities to zone for the development of year-round emergency shelters sufficient to meet the community's identified need for shelter beds.

While SB 2's emphasis on zoning for emergency shelters would appear to run counter to the recent policy push for the development of supportive housing, it should be noted that SB 2 is actually compatible with and supportive of efforts to adopt a Housing First approach. While the legislation requires communities to zone for emergency shelters, it does not require that shelters be constructed, and does not prevent communities from adopting a Housing First strategy.

In fact, San Mateo County's Interagency Council (IAC), tasked with overseeing implementation of the community's 10-year plan to end homelessness, has adopted an official position that welcomes SB 2 as an opportunity to expand permanent supportive housing.

SB 2 also strengthens transitional and supportive housing requirements by specifying that these housing types must be treated as residential uses and strictly limiting the grounds under which cities may deny applications.

### Complying with SB 2 requirements relating to emergency shelters

While best practices call for a focus on policies that support the development of permanent supportive housing, SB 2 still requires that communities zone for emergency shelters.

However, two important points about emergency shelters are worth highlighting. First, because emergency shelters require significant subsidies, it is unlikely that an emergency shelter will be built without the support of local decision makers. Second, emergency shelters can and should be places of hope. There are many local, well designed shelters that fit in with their neighborhood and are inspiring places for residents. Operators of emergency

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The American Planning Association, California Chapter Northern, offers membership to city and regional planners and associated professionals primarily living or working in California, from Monterey County to Del Norte County, including the nine county San Francisco Bay Area and Lake and San Benito Counties. APA California Northern promotes planning-related continuing education and social functions in order to:

- Provide an arena for communication and exchange of information about planning related activities;
- Raise member awareness and involvement in APA affairs;
- Increase public awareness of the importance of planning;
- Encourage professionalism in the conduct of its members; and
- Foster a sense of community among the members.

APA California Northern publishes *Northern News* online in PDF 10 times each year as a medium for the exchange of ideas and information among its members. Circulation (complete web downloads per issue) is 8,500.

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

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

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## Balancing Best Practices and new State laws:

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shelter facilities strive to be good neighbors because, among other reasons, they depend on volunteers and donations from the local community.

With that understanding, it is important to examine the specifics of SB 2. Among other things, it requires all cities to:

- Allow emergency shelters to operate in at least one zoning district without any discretionary permits.
- Only regulate the following topics relating to emergency shelter:
  - Maximum number of beds
  - Off-street parking
  - Waiting and client intake areas
  - On-site management
  - Proximity to other emergency shelters
  - Length of stay
  - Lighting
  - Security
  - Non-discretionary design standards
  - Voluntary or incentive based standards

The challenge is to shoehorn best practices in emergency shelter design into language that meets the new State law. For example, organizations that provide homeless services report that loitering is the number one issue that causes neighbor complaints, and is responsible for over 95 percent of community relation problems. However, the ways in which municipalities have historically regulated loitering—requiring referrals for new shelter residents and providing an (outdoor) smoking area—are not specifically permitted in the new law. If jurisdictions want to require outdoor smoking areas, they must include it in one of the permitted topics below.

Specific zoning standards for emergency shelters, as developed by 21 Elements and San Mateo County stakeholders, are discussed below. The original memos, upon which this article is based, can be found at [www.21elements.com](http://www.21elements.com). Because this area of law is new, any standards should be vetted with local staff attorneys.

- **Development standards common to the zoning district.** The shelter may be subject to objective standards applied to other uses in the zone (FAR, setback, etc.)
- **Maximum number of beds.** Jurisdictions could choose a maximum facility size that is economically viable, but any size shelter is feasible with enough subsidies. Alternatively, jurisdictions with low demonstrated need could set the maximum shelter size the same as their need. Based on court cases, jurisdiction may be barred from regulating shelter size beyond what the Uniform Housing Code allows. A bed limit, especially if it is less than a jurisdiction's needs, may also preclude a larger, highly desirable facility when one is proposed.
- **Off-street parking based upon demonstrated need.** Zoning standards may not require more parking for emergency shelters than for other residential or commercial uses within the same zone. One

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rule of thumb is one car per family or 0.35 cars per individual bed, plus one parking spot per staff member, but this varies significantly between jurisdictions and client populations.

- **Size and location of exterior and interior on-site waiting and client intake areas.** According to the Center on Homelessness and other experts, a common design flaw in shelters is to have too little public/communal space or office space. Based on experiences at Shelter Network, roughly 10 square feet per bed is needed, in addition to office space.

The State law allows cities to regulate “waiting” and “intake” areas, but emergency housing providers tend to discuss communal areas, volunteer staging rooms, or space for services. Consequently, there is tension between good practice and State law.

Jurisdictions may want to require an outdoor waiting area that can double as a smoking area.

- **The provision of on-site management.** Most ordinances require on-site management when the shelter is open. One useful tool for ensuring a thorough management plan is the Quality Assurance Standards recently produced by the San Mateo County HOPE Quality Improvement Work Group.
- **The proximity to other emergency shelters.** State law allows jurisdictions to require two emergency shelters to be at least 300 feet apart.
- **The length of stay.** A standard definition is 30 or 60 days, with an extension possible if there is no other housing available.
- **Lighting.** It is difficult to write a lighting ordinance that does not include some degree of subjectivity. One solution is to give shelters the option of using AB 244 rules, which govern lighting for ATM machines. Specifically, AB 244 sets minimum brightness at various distances from the ATM machine (or in this case, the door to the shelter).
- **Security during hours that the emergency shelter is in operation.** Most shelters do not admit dangerous clients and will call the police if a client poses a threat. Best practices call for shelters to have a security/emergency plan.
- **Non-discretionary design standards.** Some specific design guidelines include:
  - There should be no space for outdoor congregating in front of the building and no outdoor public telephones.
  - There should be a refuse area screened from view.

Jurisdictions may want to relax the standards if shelters are in an industrial area, particularly if the industrial buildings do not have comparable standards.

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Balancing Best Practices and new State laws:  
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**Other standards**

In recent years, many jurisdictions have required amenities at homeless shelters, but based on a strict reading of the law, these should now be treated as optional or desired, rather than required. Some best practices include:

- Laundry facilities or tokens for a local laundromat
- Safe storage for belongings
- Toiletries
- Phone to make free local calls and/or outlets to charge cell phones
- Classes or training for important life skills.



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**Where in the world?**



*Photo by Lorraine Weiss  
(Answer on [page 12](#))*



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## DIRECTOR'S NOTE

By Darcy Kremin, AICP



Mark your calendar now. The 2010 Holiday Party will be held on **Friday, December 3**, at the Farmer's Market Bistro in Oakland. As always, we will have a drawing for the **California Planning Foundation** to benefit students who are pursuing degrees in planning. Please contact me if you would like to donate an item or simply contribute to CPF for the Holiday Party. The Northern Section is also engaging in a friendly competition with other Sections for garnering the largest bid at the CPF auction at the APA California Conference (See [page 13](#)). Let's keep a tradition by winning the Section Challenge again. No donation is too big or too small. For more information about making a contribution, please contact CPF Liaison Hing Wong at (510) 464-7966 or [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov).

As mentioned in this issue, this year the Northern Section won seven awards at the state level which will be bestowed at the annual APA California conference (See [page 16](#) for the list of the Northern Section winners). Most of these winners will be competing at the National level, and we hope to see a strong contingent of winners in Boston next April. In addition, at the APA California conference four of our distinguished planners will receive a Planner's Emeritus Network Honor Award – **Naphtali Knox, FAICP, Dan Iacofano, FAICP, Paul Sedway, FAICP** and **Joan Lamphier**. Join us in beautiful Carlsbad from November 1 through 4 to celebrate with all the winners. Go to [www.calapa.org](http://www.calapa.org) and click on the conference site to reserve your space now. Don't forget to request your absentee ballot since the conference falls over Election Day (November 2).

The board welcomes **Sara Billing** as the new Student Representative for San José State University. We thank **Justin Meek** for serving on the board for over a year and for doing a great job organizing Section events, including the Donald Shoup lecture in February. If you are interested in serving on the board, please contact me anytime. There are always opportunities to get involved, either as a board member or simply to organize an event.

This month there are many Section events to attend to network with fellow planners, learn what's new in the planning world, earn some CM credits, or just stretch your legs on a walking tour. Hope to see you all there!

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## 2010 APA California – Northern award winner profiles, Part 3

by Mika Miyasato, AICP

On May 14th, APA California Northern presented its 2010 honor and merit awards. The complete list of award winners appeared on pages 5–7 of the June issue of *Northern News* and is also accessible on the Northern Section webpage (<http://bit.ly/bTWiq7>). Recognition was awarded in 15 categories. *Northern News* profiles six award winners each month.

### Focused Issue Planning Award of Merit Bay Fair BART Station Area Improvement Plan

The Bay Fair BART Station Area Improvement Plan won the *Focused Issue Planning Award of Merit*. Recipients of this award were a project team led by Bruce Brubaker (Design, Community & Environment), Tim Chan (BART), Mike Wells (Justice and Security Strategies, Inc.), and Terri O'Connor (Wilbur Smith Associates). Project partners included Alameda County, ABAG, Alameda County Sheriff's Office, AC Transit, Bayfair Center, Caltrans, California Highway Patrol, and City of San Leandro.

The Plan was an outgrowth of a previous planning effort, the Bay Fair BART Transit-Oriented Development Plan (2007). During that effort, the community expressed concerns about ongoing safety and security problems in the vicinity of the Bay Fair Station. To address their concerns, the Station Area Improvement Plan was developed based on the principles of "Crime Prevention through Environmental Design (CPTED)." CPTED maintains that the proper design and effective use of the built environment can reduce fear, lower the incidence of crime, and improve quality of life.

The Plan identified community concerns, developed conceptual designs for specific projects, developed priorities, documented required stakeholder coordination, and identified potential funding programs. It also addressed safety and security issues with low-cost, feasible solutions, and it encouraged walking and bicycling. BART is using the Plan and has already received grants to implement some of the priority projects. Construction of the first project is expected to begin in 2011.



David Early, AICP (DC&E), Darcy Kremin, AICP (Northern Section Director), Rob Eastwood, AICP (juror)

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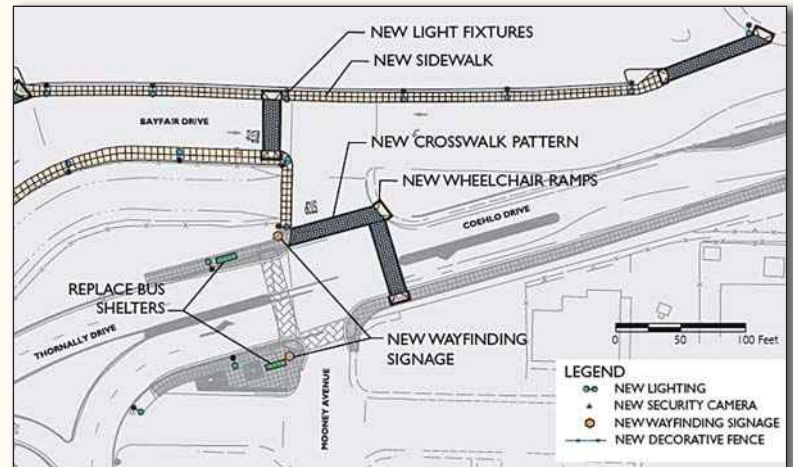
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## 2010 APA California – Northern award winner profiles, Part 3 (continued from previous page)



Lighting and wayfinding details for Thornally and Coelho Drives, Bay Fair BART station

## Comprehensive Planning – Small Jurisdiction: Award of Merit *Emeryville General Plan*

The **Emeryville General Plan**, adopted in October 2009, won the *Comprehensive Planning – Small Jurisdiction Award of Merit*. Recipients of this award were the City of Emeryville and Dyett & Bhatia. The General Plan is the product of a four-year relationship among community members and stakeholders to reflect the goals and desires of the community. In total, about 20 percent of residents participated directly in shaping the Plan by either submitting a survey or coming to a workshop or meeting.



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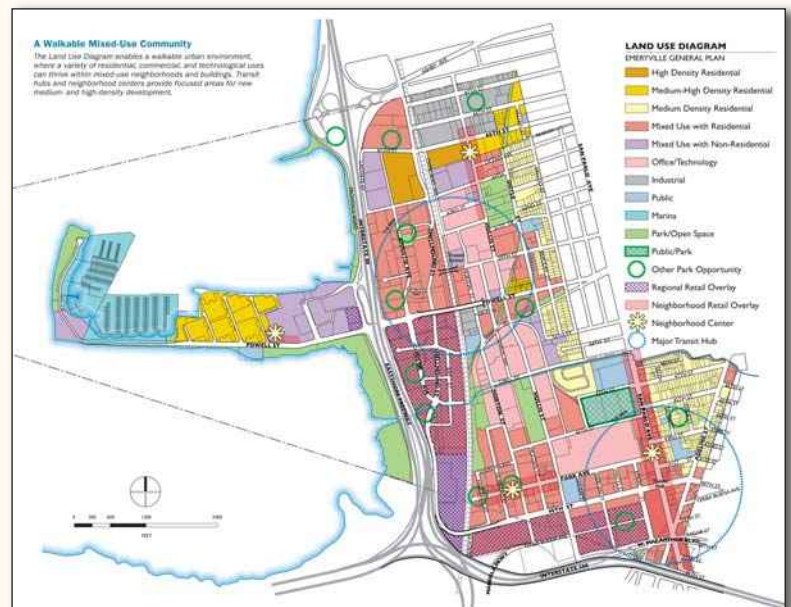
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## 2010 APA California – Northern award winner profiles, Part 3 (continued from previous page)

The General Plan, accompanied by a realistic development framework, seeks transformation of an industrial/commercial center into a vibrant community. New streets are identified to break up large underutilized parcels, capture new views, and facilitate safe and convenient routes for walking and biking. The Plan emphasizes a livable community, with three new neighborhood centers to foster walking access to everyday amenities, and two large new parks to enable all residents to live within a five-minute walk of major open space (compared to only 10 percent of residents currently). The Plan includes sustainability and urban design elements, and an implementation program with actions and responsibilities for all policies. Upon full implementation of the Plan, Emeryville will have the highest employment density of any Bay Area city and an overall population density rivaling that of San Francisco, in a largely low- to mid-rise setting. Three-dimensional computer modeling of the entire city and simulations of key transition areas helps understanding the Plan's buildout and intermediate development stages. The Emeryville General Plan can be accessed at <http://tiny.cc/6gf7l>



General Plan Land Use Diagram, Emeryville

## Comprehensive Planning – Small Jurisdiction: Award of Merit

### Integrated San Carlos 2030 General Plan and Climate Action Plan

The **Integrated San Carlos 2030 General Plan and Climate Action Plan** won the *Comprehensive Planning – Small Jurisdiction Award of Merit*. Award winners were the City of San Carlos, Design Community & Environment, and Pacific Municipal Consultants. The San Carlos 2030 General Plan (<http://tiny.cc/tctgh>) and Climate Action Plan (CAP) (<http://bit.ly/aNj0L3>) are integrated documents providing the roadmap for the City's future to guide and manage long-term sustainability. The CAP

(continued on next page)

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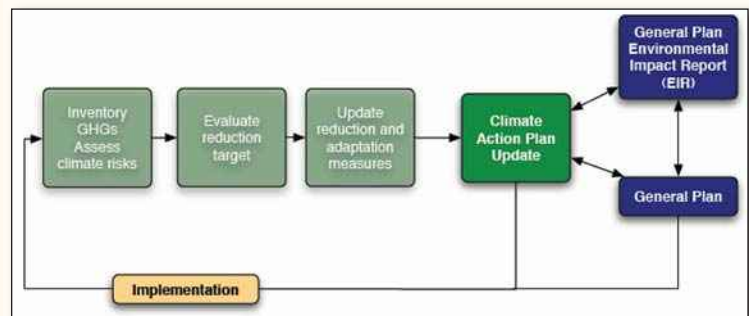
2010 APA California – Northern award winner profiles, Part 3  
(continued from previous page)

will enable the City of San Carlos to achieve its greenhouse gas emission reduction targets of a 15-percent reduction by 2020 and a 35-percent reduction by 2035, compared to 2005 levels. By integrating the CAP into the General Plan, the City will ensure that the greenhouse gas emission reduction becomes an integral part of the planning process.



David Early, AICP (DC&E); Mark Sawicki, Deborah Nelson, AICP, and Al Savay, AICP (City of San Carlos); Michael McCormick, AICP (PMC); Darcy Kremin, AICP (Northern Section Director); Alex Hinds (juror)

Creation of these plans was a collaborative process in the community and within the region and the State. The process included input and expertise, consideration and learning, and ultimately policy and action with participation of: San Carlos Green, SamTrans, Sustainable San Mateo County, Public Health Law and Policy, Bay Conservation and Development Commission, FOCUS Initiative, San Mateo County Housing, the Grand Boulevard Initiative, ULI 2008 TOD MarketPlace, Bay Area Air Quality Management District, and the Office of the Attorney General. After two years of study and over 70 public meetings, the San Carlos 2030 General Plan and its companion documents were adopted by the City Council in October 2009. Phased implementation is well underway and documented in the Implementation Plan approved by the City Council in February 2010.



Five-year Climate Action Plan in relation to General Plan, San Carlos

(continued on next page)



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2010 APA California – Northern award winner profiles, Part 3  
(continued from previous page)

## CALIFORNIA PLANNING FOUNDATION AWARDS

### Outstanding Student Award: First Place



CPF Outstanding Student Award, First Place. Alex Hinds (juror), Emily Ehlers (UC Berkeley), Virginia Viado (Chapter Board)

### PBS&J Scholarship



CPF, PBS&J Scholarship. Jorge Rick Gosalvez (San José State University), Virginia Viado (Chapter Board), Hing Wong, AICP

(continued on next page)



## LETTER

Thank you for sharing your very valuable planning management wisdom with Northern Section planners. Your article ("Building a foolproof land use planning process," September) offers excellent advice and insight for effectively managing the land use planning process. It should be required reading for all lead planners responsible for land use plans in the public realm, especially for those planners who have not had a lot of direct experience. I suggest the addition of two elements: Design the planning process to 1) identify and communicate with all key stakeholders, and 2) provide ample opportunities for meaningful public participation.

**Larry Tong**

East Bay Regional Park District ■

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### Answer to "Where in the world?" (Page 5)

Pantos, Greece.

Photo by Lorraine Weiss

## 2010 APA California – Northern award winner profiles, Part 3 (continued from previous page)

### Northern Section Awards



CPF Northern Section Award. Alex Hinds (juror), Nathan Rogers (San Francisco State University), Virginia Viado (Chapter Board)



CPF Northern Section Awards. Monica Altmaier (UC Berkeley), Justin Meek (San José State University)

### Honorable Mentions



CPF Honorable Mention. Alex Hinds (juror), Adrienne Wheeler (UC Berkeley), Virginia Viado (Chapter Board)

(continued on next page)



## CPF Auction donations request

Are you a planner with hidden talents? Do you own a vacation home? Are you a season ticket holder? Do you have any interesting hobbies or connections? If so, then you may be able to support a rising young planning star by providing an item or collection of items to be auctioned off at the **California Planning Foundation (CPF) Auction** at the **APA California Conference** in Carlsbad on November 2.

Don't be shy! Your contribution will help raise much needed funds for the annual **CPF Scholarship Program**. APA California and CPF would love original artwork, jewelry, wine, food baskets, event tickets, weekend getaways, books, or anything else you may offer as an auction item. Let your creativity run wild. No donation is too large or too small!

CPF scholarships range from \$1,000 to \$5,000 and are awarded to outstanding students of undergraduate and graduate planning programs throughout California. Last year, \$25,000 was raised at the CPF Auction. This amount assisted in our ability to give out over \$48,000 in scholarships, APA student memberships, and state conference registrations.

Individuals from the Northern Section receiving scholarships in 2009 included students from **U.C. Berkeley, San José State University, and San Francisco State University**, listed on this and the following page. This year's scholarship winners will be acknowledged at the APA California Conference, Student Scholarship Awards Luncheon on Monday, November 1.

All eight APA California Sections participate in a friendly competition. The **Northern Section** won last year's **Section Challenge** by producing a package which garnered the largest bid at the CPF auction. Let's do it again this year!

**Auction and/or raffle item descriptions** must be submitted no later than **October 20** in order to be included in the CPF Auction flyer distributed at the conference. For more information about making a contribution, please contact CPF Liaison Hing Wong at (510) 464-7966 or [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov). Information about making a monetary donation is available at [www.californiaplanningfoundation.org](http://www.californiaplanningfoundation.org).



## 2010 APA California – Northern award winner profiles, Part 3 (continued from previous page)



CPF Honorable Mention. Kristopher Hartley (UC Berkeley), Hing Wong, AICP



CPF Honorable Mention. Paul Hierling (San José State University)



CPF Honorable Mention. Andrew Ross (San José State University)

## Continuing Student Scholarships



CPF Continuing Student Scholarship. Lauren Doud (San José State University)

(continued on next page)

# Onward and upward

**Iris Starr, AICP**, is heading up a new Infrastructure Plans and Programming Division in the City of Oakland Public Works Agency. She was formerly Oakland's Senior Transportation Policy Planner. Iris has more than 20 years of city planning and project management experience, including 10 years with Oakland, three-and-a-half years as redevelopment manager for the City of Berkeley, and eight years working for private firms or as a consultant. Iris was APA California Northern Section's Professional Development Director and helped organize our program offerings before and during the startup of AICP's Certification Maintenance program.



**Bill Goggin** joined EMC Planning Group as Biologist/Senior Planner. Bill graduated from Humboldt State University with a degree in Wildlife Management and has over 17 years of professional consulting experience. He will be responsible for performing biological assessments, botanical surveys, jurisdictional wetland delineations, data analysis, and general biological report preparation in support of management agreements, permits, and mitigation monitoring.



**Sara Billing**, a master of urban planning student at San José State University (SJSU), joins Kimberly Lucas as Student Representative on the Northern Section Board. Sara is currently interning with the City of Emeryville, assisting in implementation of the General Plan. When not working or studying, she enjoys biking, discovering new foods, and exploring the Bay Area using different modes of transit. ■



## 2010 APA California – Northern award winner profiles, Part 3 (continued from previous page)



CPF Continuing Student Scholarship. Alex Hinds (juror), Lisa Chen (UC Berkeley), Virginia Viado (Chapter Board)

## Graduating Student Merit Awards



CPF Graduating Student Merit Award. Alex Hinds (juror), Taryn Hanano (San José State University), Virginia Viado (Chapter Board)



CPF Graduating Student Merit Award. Philip Olmstead (UC Berkeley)



# 2010 Planner Emeritus Network Honors award winners

By Caroline Teng

*This year, four distinguished APA California Northern Section members were awarded the 2010 Planner Emeritus Network (PEN) Honors: Dr. Daniel Iacofano, FAICP, FASLA; Naphtali Knox, FAICP; Joan Lamphier; and Paul Sedway, FAICP. Established in 1995 as a subsidiary of the California Chapter of APA, the primary objectives of the Planner Emeritus Network (PEN) are to recognize planners with long tenure in the planning profession in California and to create an organization with substantial experience which could be a resource to the CCAPA Board. The PEN Honor Awards Program recognizes planners who have made a substantial contribution to the profession during their career. Below are brief biographies of the Northern Section award winners.*

**Daniel S. Iacofano, PhD, FAICP, FASLA**, has held a career in planning for over 28 years, during which he has dramatically increased the public's recognition of issues that are central to urban design, planning, landscape architecture, and public involvement. He is widely recognized in the planning profession for his innovative, pioneering work in designing effective public participatory processes and techniques for interagency collaboration and consensus building. He is recognized internationally for his leadership in growth strategies, river and watershed management, flood control, habitat conservation, and natural resource management.

Daniel is a founding principal of MIG, Inc. His work has been recognized by the National League of Cities, the International Downtown Association, the American Planning Association, and the American Society of Landscape Architects.

Over the last 50 years, **Naphtali Knox, FAICP**, has been instrumental in generating new ideas and creating important policies in the field of planning that are still being used today. He has worked tirelessly in the public sector, the private sector, and in academia.

Some highlights from Naphtali's long career include serving as the University of California's first statewide university community planner, emphasizing architectural review and introducing inclusionary housing principles and policies to the West Coast as Palo Alto's director of planning and community environment, and delivering an award-winning General Plan to the City of Petaluma through his firm, Naphtali H. Knox & Associates.

Mr. Knox has been highly involved in countless planning organizations and boards of directors throughout his career and continues to be actively involved today. His most recent involvements include serving on the California Planning Roundtable, where he and his son edited *The California General Plan Glossary*, 1990, that won a California APA 1991 Special Award, is catalogued in the Library of Congress, and is published by the State of California as part of its *General Plan Guidelines*. Naphtali received National APA's 2005 Distinguished Leadership Award to a Professional Planner and was also appointed to AICP's Planning Pioneers and Landmarks Awards Jury for 2006. He has been the chief editor of *Northern News*, the monthly newsletter of APA California Northern Section since 2005, and in that capacity is a member of Northern Section's Board of Directors.

**Joan Lamphier** has been a planner in the San Francisco Bay area for 40 years. Throughout her career, she has contributed to local planning by providing caring and insightful analysis and expertise for local projects. Importantly, Joan served as a role model and mentor to women in the field of planning at a time when there were few such models, establishing her own firm in 1979, Lamphier & Associates (now Lamphier-Gregory and in its 31st year of operation).

Joan has served and continues to serve on several community-based organizations' boards, including many addressing environmental concerns. Through her active involvement with the UC Berkeley College of Environmental Design as a participant in the mentor program and as the endower of a scholarship, she has continuously supported the education of new planners. In 2005, Joan was awarded the Distinguished Alumnus Award from the College of Environmental Design as the best example of the type of professional planner that the college and the campus seek to foster.

**Paul H. Sedway, FAICP**, has been an urban planning consultant for 50 years and is considered a visionary in the planning world. He has been recognized by the Bureau of Government Research and the Business Council of New Orleans and the River Region as "one of the nation's foremost planning experts." In addition, he has contributed countless hours in service to planning organizations such as AIP, APA, SPUR, and ULI.

In 1988, Mr. Sedway initiated APA's Private Practice Division. He was instrumental in helping to establish this division's current goals of promoting the quality of private practice, improving the quality of life as a private practitioner, increasing the recognition of the value of planning in the private sector, improving the manner in which consultants are used, and improving the image of the planner/private practitioner. Mr. Sedway is a former two-term Vice-President of AIP, a former member of the Board of Directors of APA, and a former two-term Chapter President for APA California. He was a San Francisco Planning + Urban Research Association (SPUR) Board Member and ULI San Francisco Executive Committee Board Member.

In 2001, for his service as an adjunct lecturer with the UC Berkeley College of Environmental Design, he was the recipient of the College's highest Medal of Honor. In 2008, Paul and his wife, Lynn Sedway, were honored by SPUR as Silver SPUR Medal recipients for their civic achievements and contributions as outstanding San Franciscans. ■

# Seven entries from Northern Section win State APA Awards

Seven of the Northern Section's 12 planning-award winners have advanced to win at the State level. Two of the Section's planning-award winners have received awards of merit. The State Awards will be presented at the 2010 California Chapter Conference awards luncheon on November 2. Please see *Northern News* July/August and September issues for profiles of the winners.

*Northern Section's State APA Award winners for 2010 are:*

## **Innovation in Green Community Planning Award City of Berkeley Climate Action Plan**

Berkeley Mayor and City Council; Berkeley residents and business community; and Berkeley City staff

## **Education Project Award**

### **Great Communities Collaborative**

Great Communities Collaborative with TransForm; Greenbelt Alliance; Urban Habitat; Non-Profit Housing Association of Northern California; Reconnecting America; The San Francisco Foundation; Silicon Valley Community Foundation; and East Bay Community Foundation

## **Advocacy Planning Award**

### **Alvaro Huerta**

UC Berkeley Department of City and Regional Planning  
UCLA Chicano Studies Research Center

## **Academic Award**

### **Alviso, California: Community Assessment and Urban Design Analysis**

San José State University, Urban and Regional Planning Department and Downtown College Prep School-Alviso

## **Distinguished Leadership Award for a Professional Planner**

**George G. Mader, FAICP**

## **Distinguished Leadership Award for a Student Planner**

### **Justin Meek**

San José State University, Urban and Regional Planning Department

## **Distinguished Leadership Award for an Organization**

### **The Grand Boulevard Initiative**

San Mateo County Transit District; Joint Venture: Silicon Valley Network; San Mateo City/County Association of Governments; Santa Clara Valley Transportation Authority; SAMCEDA; with 19 Cities; San Mateo and Santa Clara Counties; Caltrans; ABAG; MTC; San Mateo County and Santa Clara County Building Trades Councils; Greenbelt Alliance; Committee for Green Foothills; Stanford University; Bridge Housing; First Community Housing; CHS Development Group, Inc.; Dostart Development Company, LLC; Premier Properties Management

## **Focused Issue Planning Award**

### **Trail Planning for California Communities**

Julie Bondurant, AICP, and Jim Townsend, East Bay Regional Park District; Laura Thompson, San Francisco Bay Trail Project; Judith H. Malamut, LSA Associates, Inc; Patrick Tormay Miller and Jane Elizabeth Miller, 2M Associates; Richard Taylor and Winter King, Shute Mihaly & Weinberger LLP; Michelle DeRobertis, Santa Clara Valley Transportation Authority; Joe LaClair, San Francisco Bay Conservation and Development Commission; Bill Long, Marin County Park and Open Space Trust, Marin Open Space Trust

## **Best Practices Award**

### **Envision San José 2040 Phase I and II Community Engagement Program**

Envision San José 2040 Team and the City of San José Department of Planning, Building, and Code Enforcement ■

**History lesson from BART construction.** There is something we can learn from construction of the BART system in the '60s and '70s. In November 1962, over 60 percent of the voters in San Francisco, Alameda, and Contra Costa counties approved a \$792 million construction bond. The Berkeley residents were deeply concerned over a potential aerial rail line dividing the City of Berkeley and voted in favor of a \$12 million bond to keep BART underground through Berkeley. "Extrapolating the 1966 numbers of the bond compared to the overall bond of \$792 million and eventual project cost of [building the BART system at] \$1.6 billion would mean the \$12 million Berkeley bond would be in the neighborhood of either \$600 million to \$1.2 billion in today's dollars for the high-speed rail system projected by some to cost up to \$80 billion. The Berkeley bond paid for three stations to be underground—Berkeley, Ashby, and North Berkeley, and the portion we want to tunnel may run the same length without stations. This is an extremely rough estimate, but if the political powers that be on the Peninsula want certain sections to be placed underground, there should be some effort put into exploring how to get their hands on that kind of money. It might be a regional bond, site-specific federal money, or a combination of both."

—Jon Mays, "With high-speed rail, we must help ourselves," *San Mateo Daily Journal*, August 11, 2010.

<http://tiny.cc/wbqni>

**Obama's \$50 billion infrastructure plan.** President Barack Obama proposed a \$50 billion infrastructure plan to rebuild various transportation projects, including roads, railways and runways, and allow spending for buses and the Amtrak fleet of railroad cars. "The Obama proposal would rebuild 150,000 miles of roads and highways, construct and maintain 4,000 miles of railway, rebuild or repair 150 miles of airport runways, and upgrade the nation's air traffic control system. The plan would authorize spending and transportation policies for six years." One of the touted benefits is job creation. "However, the proposal would have to be approved by Congress and then put into place, and it is not likely to start creating jobs until next year."

—Steven Thomma, "\$50 billion jobs jolt could face tough road," *Miami Herald*, September 7, 2010.

<http://bit.ly/a9fD1w>

**HSR in Central Valley should be built first.** The plan for California's High-Speed Rail proposes to complete construction over several phases. The two top priority segments are the Los Angeles to Anaheim and San Francisco to San José segments, followed by the Bakersfield to Merced segment. Walter Strakosch, a retired former federal transit planner, suggested building the Bakersfield to Merced segment first, for an estimated cost of \$6.75 billion for the 168 miles as this segment is cheaper to build per mile (\$40.2 million) compared to \$9.9 billion for the 30 miles from Los Angeles to Anaheim and 50 miles from San Francisco to San José (\$123.8 million per mile). Also, by extending the Bakersfield to Merced segment an additional 114 miles to Sacramento, "the state would tap the largest travel market in the state, within and between the San Joaquin Valley and major California cities. This plan would create a viable showcase of high-speed rail that could help generate the outside investment needed to complete the system. At speeds of nearly 200 mph, the running time from Bakersfield to Sacramento is cut to about two hours from 5.5 hours, and to the Bay Area to about 3.5 hours from six. The projected cost of the 282 miles from Bakersfield to Sacramento is \$11.34 billion. The \$9 billion in bond money, plus the \$2.25 billion in federal economic stimulus money, is nearly enough to build this entire stretch."

—Walter Strakosch, "Put high-speed rail in San Joaquin Valley first," *San Francisco Chronicle*, September 9, 2010.

<http://tiny.cc/7ymxm>

**Refocus on initial segment.** Caltrain announced to the Palo Alto City Council on September 14 that it has asked the California High-Speed Rail Authority to phase in the HSR project in the Peninsula. Caltrain requested the authority to shift focus of the environmental study to the design and construction of an initial phase of the project rather than a full buildout. In a September 1 letter to rail authority Chief Executive Officer Roelof van Ark, Caltrain Executive Director Michael Scanlon wrote, "Under a phased approach, subsequent construction of the more controversial elements of the full buildout could be deferred, subject to demonstrated need and further environmental review."

—Jesse Dungan, "Caltrain asks state's high-speed rail authority to phase in project," *Mercury News*, September 14, 2010.

<http://tiny.cc/q4djf> ■



# Northern California roundup

**Golden State Marine Highway Initiative.** “A water highway will bring jobs and much-needed repairs to the Port of Redwood City. The Port, the Humboldt Bay Harbor District, the Port of Hueneme, and the Port of San Diego will form a seagoing freight link along the California coast. The system—which may extend to the Pacific Northwest—will be funded by the federal Department of Transportation’s Maritime Division. Reductions in truck traffic and improved air quality are among the general benefits of substituting ships and barges for trucks. With federal funding, the Port will be able to make improvements to docks, construct a marshalling yard, and install a 100-ton mobile crane. Each port in The Golden State Marine Highway Initiative will develop its own local plan and funding requirements.”

—Sarah Haughey, “Shipping push could shore up Redwood City,” *San Francisco Examiner*, August 19, 2010.

<http://bit.ly/cBfqjA>



Port of Redwood City

**First Express Lane to Open in Bay Area.** The first express lane is coming to the Bay Area on September 20. “While the 680 express lane is just a 14-mile stretch of freeway in one direction, from Highway 84 in Sunol to Highway 237 in Milpitas, it is only the beginning. More express lanes are coming soon—to Interstate 580 in the Tri-Valley and the Interstate 880/Highway 237 connection in San José next year. Eventually, according to regional transportation plans, an 800-mile network of express lanes will ring the bay and crisscross the region. Transportation officials say express lanes will help better use the freeways by filling often-underused carpool lanes, raise money for transit options such as express buses along the route, and offer drivers in a hurry the opportunity to buy themselves a faster trip when they need or want one.”

—Michael Cabanatuan, “Bay Area’s first express lane to open on I-680,” *San Francisco Chronicle*, September 13, 2010.

<http://tiny.cc/ynimm>

**Pilot Parking Program in Fremont.** The City of Fremont launched a pilot parking program on Capitol Avenue from Paseo Padre Parkway to Liberty Street: drivers must back into diagonal parking spaces. “The City chose diagonal spaces because they accommodate more cars within a given space than parallel parking does. As for backing into a diagonal spot, the City says that makes it safer both for motorists who wouldn’t have to blindly back out into oncoming traffic and for cyclists who could pedal with the security of knowing that drivers pulling out of the diagonal parking spots can see them. This style of parking is uncommon nationwide, but is used in parts of San Francisco, Seattle, and Portland, City officials say. Diagonal back-in parking could be a key part of Fremont’s long-running plans to redevelop land to the west of its BART station into a high-density urban core with taller buildings, pedestrian amenities, and bike lanes.” —Matthew Artz, “A New Slant on Fremont Parking,” *San Francisco Chronicle*, September 8, 2010. <http://tiny.cc/is7mq>

**Wetland Restoration in San Francisco Bay.** “For decades, motorists zooming over the Dumbarton Bridge have had a fairly stark view as they approached Menlo Park: a muddy industrial salt pond, streaked with white saline markings and devoid of much life.

That landscape is about to change, with the completion of the latest wetlands restoration project in the ongoing renaissance of San Francisco Bay and its shoreline. In 2003, the federal and state governments spent \$100 million to buy 16,500 acres from Cargill Salt, based in Newark. The goal: to turn back the clock a century and re-establish healthy marshes for ducks, shorebirds, fish and other wildlife—launching the largest wetlands restoration on the West Coast. By the end of this year, 3,081 acres in the South Bay and 1,400 acres in the North Bay near Napa will have been restored to tidal marsh or be under construction. That total of nearly 4,500 acres represents more than a quarter of the entire, massive Cargill transformation. Another 600 acres off Alviso and Hayward are set to be restored back to tidal marsh by 2012.”

—Paul Rogers, “Wetlands restoration along Dumbarton Bridge speeds up Bay renaissance,” *San Jose Mercury News*, September 7, 2010. <http://tiny.cc/3eue4> ■

# Creating your personal brand

By Steve Piazzale, Ph.D.

The purpose of this article is to help you construct a powerful marketing message that will help you get the position you want and deserve.

As you may know, an “elevator pitch” is a short verbal or written message summarizing the unique value you bring to employers. The elevator pitch is also referred to as a 30-second commercial, a value proposition, a career summary or profile, and more recently a “Personal Brand.” Regardless of what it’s called, to be successful it needs to be a clear marketing message that separates you from others.

A “job hunt” is a marketing campaign with you as the product. Like any good marketing campaign, the messages you communicate need to be consistent and thus reinforced verbally, in writing, and on-line. If properly crafted, you can use this same message (with subtle variations) in your cover letter, at the top of your résumé, as a way to introduce yourself when networking, in an interview when asked to generally speak about yourself, on line with LinkedIn, and when you negotiate for salary—justifying why you’re worth what you’re asking for.

Let’s look at two short branding messages and see what they have in common:

“Strategist adept at optimizing revenue and market position through global business acumen and keen market savvy. Tenacious problem-solver able to reduce costs and boost the bottom line. Results-oriented leader with a 10-year track record of improving efficiency and enhancing performance.”

“Natural leader adept in developing quality management and production teams, motivating them to exemplary performance. Innovative problem-solver and effective communicator adept in delivering superior customer service and developing new projects. Excellent strategist with 15 years of solid negotiation and financial acumen.”

Both of these messages focus on what the job seeker can do for the potential employer by highlighting results—that’s the key.

You now probably have a pretty clear idea of what a personal branding message is, but how do you create one? Well, first of all, you don’t make them up out of thin air; they have to be generalizations supported by the bulleted success stories in your résumé. And depending on the situation, the message needs to be expandable—say by adding a success story example that supports the statement—and occasionally it may need to be contracted into a sound bite. (The examples above are pretty much in this shorter form).

A first step in creating your personal branding message is to convert your résumé into a PSR (problem/solution/result) style with each bullet being of the form “I used my skills to solve a problem and it produced a valuable result for my employer.”

Let’s say that after completing this conversion, your résumé now contains 15 success stories and in each instance you created value by resolving a problem. Then, ask yourself, if all we knew about you were these stories, what pattern would we see? What do you have a track record of doing? The answer helps produce the first draft of your branding message.

You then need to tweak it to incorporate current market pain points which you can discover by reading and networking. As you network with key knowledgeable folks, ask them “What keeps you up at night?” or “What do you wish someone or some team could come in and solve?” If you hear a consistent answer to these questions, ask yourself, “Can I point to some example in my past demonstrating that I could be part of the solution to this problem?” If so, include that information in your personal branding message.

Let’s say you learned that reducing costs was the main issue on potential employers’ minds. Then, rearranging the prior example, your message might become:

“Tenacious problem-solver able to reduce costs and boost the bottom line. Results-oriented leader with a 10-year track record of improving efficiency and enhancing performance. Strategist adept at optimizing revenue and market position through global business acumen and keen market savvy.”

If the claim about reducing costs had not been in the original branding message and you had results showing success in that area, then you’d add a generalization based on it (with maybe an example) to your branding message.

I hope that helps clarify things. I know a personal brand is a difficult concept to grasp, but it’s vital to master because it’s your main response to the question “Why you?” and it can be used in all phases of your job hunt.

*Steve Piazzale, Ph.D. is a Career/Life Coach. For more information on PSR construction or a sample résumé, you can reach him at [Steve@BayAreaCareerCoach.com](mailto:Steve@BayAreaCareerCoach.com). If you are in need of career counseling services, Steve is offering California APA members one hour of coaching at a 50 percent discount. His website is [www.BayAreaCareerCoach.com](http://www.BayAreaCareerCoach.com) ■*

# SJSU students work with City of San José on corridor revitalization

By Erin Hansen and Justin Meek

In the February 2009 issue of *Northern News*, Emy Mendoza described a partnership between San José State University and the City of San José (“SJSU students plan for zero waste,” <http://bit.ly/9YpPxS>). The article reported on work undertaken by urban planning graduate students for the Environmental Services Department toward implementing the City’s Green Vision (<http://bit.ly/dgGrTU>). Continuing this relationship, the City’s Redevelopment Agency last year hired more than 50 SJSU students to prepare a community assessment of a 14-block section of East Santa Clara Street near downtown San José. This article highlights the students’ work.

Bounded by 4th Street on the west and 17th Street/Coyote Creek on the east, the East Santa Clara Street study corridor is one of the main connections between east San José and the city’s downtown, and a major link between students, the city, and community residents. Over a quarter million people—largely of Mexican, Vietnamese, and Portuguese descent—live within a three-mile radius of the corridor. Although considered the “main street” of east San José, the corridor lacks cohesion, economic vitality, and the benefits of planning.



Study Area in relation to Downtown San José

Two graduate classes (URBP 201 [2009]: Community Assessment and URBP 203 [2010]: Collaborative Neighborhood Planning) worked with Redevelopment Agency staff and neighborhood groups to address existing issues and identify future redevelopment opportunities to revitalize the corridor. The first class undertook a comprehensive assessment of the corridor’s existing conditions. Their study provided a foundation for the URBP 203 class

to conduct two public meetings to engage those who live and work in the corridor.

While the large size of the study area made contact with key stakeholders a challenge, the URBP 203 class successfully conducted a series of workshops at which local merchants, neighborhood residents, city officials, and other interested parties shared their views on present concerns and future wishes for the area.



URBP 201 class at City Hall



The outreach efforts confirmed the void left by the closing of the San José Medical Center (2004) and just how detrimental it has been on local businesses. Residents' concerns included increased business vacancies; the poor quality of unattended building façades and window displays; safety risks for pedestrians and bicyclists; and a lack of green spaces, "third places" (such as coffee shops), and streetscape enhancements.

The Study introduced the class to one particularly tight-knit group of neighbors who were working to transform their pocket of the corridor and who embraced the students' work in identifying residents' desires for the neighborhood. For example, a 40-foot long photographic panorama of building storefronts allowed residents to imagine a better neighborhood by pinpointing individual retail spaces they would like to see in certain areas.

In the second meeting, students used a power vs. interest grid to capture and understand the dynamics of major stakeholders in the area. That allowed residents, City staff, and University faculty and students to discuss the power and politics of the area in relation to desired improvements. The meetings proved useful to the final report and

strengthened the relationship between the University, the City, and area residents.

The final community assessment and visioning report, a year in the making, encapsulates the major findings of the study and offers short- and long-term recommendations for improving the corridor. The report—which enumerates the corridor's qualities, stakeholders' interests, and opportunity sites—provides a shared foundation of knowledge and the starting point for City revitalization efforts to re-create East Santa Clara Street as the East Side's "Main Street."

**Erin Hansen** anticipates finishing her Masters in Urban and Regional Planning at San José State University in December 2010. She is an Intern Planner at BFGC-IBI Group. You can reach Erin at [erinhansen@gmail.com](mailto:erinhansen@gmail.com)

**Justin Meek** is a recent SJSU graduate in Urban and Regional Planning and is a planning intern at the Town of Los Gatos and a research assistant at Mineta Transportation Institute. He is the 2010 recipient of APA California's Distinguished Leadership Award for a Student Planner and received AICP's Outstanding Planning Student Award. You can reach Justin at [justin.meek@gmail.com](mailto:justin.meek@gmail.com) ■

## From the East Bay

On August 17, Joanna Jansen and Jane Wardani, East Bay RACs, co-hosted a successful social event at Bobby G's Pizzeria in Berkeley. A mix of students and professionals from both the public and private sectors attended the social mixer. Among the 40 attendees, approximately half were members. Later, a handful of the attendees headed over to Jayakarta, an Indonesian restaurant down the street from the

pizzeria. Planners shared their international development and planning experiences over a casual dinner.

This was one of many social mixers held in the Northern Section. Please check the *Northern News* calendar and *eNews* for events. For information on future East Bay events, contact Joanna Jansen at [joanna@dceplanning.com](mailto:joanna@dceplanning.com) or Jane Wardani at [jane@ecocitybuilders.org](http://jane@ecocitybuilders.org)



Seated: Anh Nguyen (Caltrans). Back from left: Scott Sjulín (AMEC Earth & Environmental, Inc.), Allen Tai (City of San José), Larry Tong (East Bay Regional Parks District), Francesca Francia (Sungevity), Melinda Stockmann (Blasen Landscape Architecture)



Rasha Aweiss; Emy Mendoza (City of San José), Alyssa Sherman (San José State University graduate), Jane Wardani (Ecocity Builders), Dana Gregg (San José State University graduate); Zaehean Chowdhury ■

# NORTHERN SECTION CALENDAR

To list an event in the Northern Section calendars (*Northern News*, monthly; *eNews*, every two weeks), go to <https://docs.google.com/Doc?docid=0AexaSG3Vebr9ZGR3Z216d3dfMjNoZjZqcjhrbQ&hl=en> to see the required template (at top of page), the current listings, and where to send your formatted item.

## ONGOING

### Planning for Healthy Places with Health Impact

**Assessments.** Now through December 31, 2011. A how-to guide for conducting health impact assessments (HIAs), developed by the American Planning Association and the National Association of County & City Health Officials, and sponsored by the Centers for Disease Control and Prevention. This free online course will explain the value of and the steps involved in conducting an HIA. To participate, please visit

<http://professional.captus.com/Planning/hia/default.aspx>.

**CM | up to 6.0**

**Symposium, 1909–2109: Sustaining the Lasting Value of American Planning.** This four-hour symposium on May 21, 2009, brought together federal officials, planners, academics, and grassroots advocates to focus on the achievements of America's first 100 years of planning. See a video of the symposium (free) and earn CM credits. Visit

<http://www.planning.org/centennial/symposium/>

**CM | 4.0** may be earned by viewing all four parts of the symposium video.

## SEPTEMBER

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## SEPTEMBER

9/23

### Urban Habitat's Climate Action and Local Decision

**Making Panel.** 6–8 PM, East Bay Community Foundation, 353 Frank Ogawa Plaza, Oakland. Light hors d'oeuvres. Join us for a pragmatic, realistic discussion about how local climate action projects can not only be accomplished through innovative financing, but can also achieve social equity goals. Participation in this event will be useful for all local and regional stakeholders and decision makers, including elected officials, commissioners, community organizers, policy advocates, and labor groups. Seating is limited and registration is required. RSVP to [laurie@urbanhabitat.org](mailto:laurie@urbanhabitat.org). For information contact Laurie Jones Neighbors at [laurie@urbanhabitat.org](mailto:laurie@urbanhabitat.org). **CM | pending**

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**SEPTEMBER** *(continued)*

- 9/23** **Using GIS for Sustainable Planning and Smart Growth.** 8:30 AM–12 PM, Metropolitan Transportation Commission, 101 Eighth Street, Oakland. Coffee, bagels, fruits and donuts provided. As part of the Bay Area Automated Mapping Association’s (BAAMA) regular educational meetings, the fall workshop will focus on the use of GIS and geospatial tools to inform urban and regional planning with smart growth principles. The event features three speakers at the forefront of developing and utilizing the power of GIS to assist in sustainable land use- and transportation-related decision-making. Free for BAAMA and APA members, \$10 for non-members. Register at <http://tiny.cc/72rv4>. For more information, contact Brian Fulfrost at [bfulfrost@baama.org](mailto:bfulfrost@baama.org) or (831) 566-7686. **CM | pending**
- 9/29** **Urban Habitat’s Climate Action and Local Decision Making Panel.** 6–8 PM, East Bay Community Foundation, 353 Frank Ogawa Plaza, Oakland. Light hors d’oeuvres. Join us for a pragmatic, realistic discussion about how local climate action projects can not only be accomplished through innovative financing, but can also achieve social equity goals. Participation in this event will be useful for all local and regional stakeholders and decision makers, including elected officials, commissioners, community organizers, policy advocates, and labor groups. Seating is limited and registration is required. RSVP to [laurie@urbanhabitat.org](mailto:laurie@urbanhabitat.org). For information contact Laurie Jones Neighbors at [laurie@urbanhabitat.org](mailto:laurie@urbanhabitat.org). **CM | pending**
- 9/29** **Complying with New “C.3” Requirements for Development Projects in the Municipal Regional Stormwater Permit.** 8:30 AM–12 PM, Shannon Community Center, 11600 Shannon Avenue, Dublin. Free. This workshop focuses on new “low impact development” requirements in Provision C.3 of the Municipal Regional Stormwater Permit, which will go into effect December 2011. Presentation topics will include the countywide C.3 Technical Guidance, green roofs, biotreatment soil, and preliminary water quality monitoring results showing pollutant removal in a local rain garden. RSVP to Laura Prickett, AICP, at [lprickett@eoainc.com](mailto:lprickett@eoainc.com) or (510) 832-2852 x123. **CM | pending**

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**OCTOBER**

- 10/1 Presentation on Coastal Water Projects.** 9:30 AM–3:30 PM, Monterey. Addressing the water needs of the Monterey Bay Area is essential to plan for growth and development and resource conservation. This is the 3rd in a series of three panels on water issues in the Monterey Bay Area, and will address the topic of Coastal Water Projects. The panel will be followed by a tour of the Sand City DSAL facility. Series cost: \$80; single event: \$30. Lunch will be provided. To reserve, go to <http://ambag.org/amember/signup.php>. For information, contact Linda Meckel, Association of Monterey Bay Area Governments, at (831) 883-3750 x304. **CM | 6.0 Pending**
- 10/1 Bay Area Planning Directors' Fall Meeting: Best Practices for Greener Site Development.** Low impact development tools to conserve water, protect watersheds, prevent flooding, become more sustainable, and beautify communities. 8:30 AM–1:30 PM, StopWaste.org, 1537 Webster St., Oakland. \$35 (includes breakfast and lunch). Speakers: Teresa Eade, Bay-Friendly Landscaping; Keith Lichten, SF Bay Regional Water Quality Control Board; and Lynn Simon, FAIA, Simon & Associates. Plus a panel moderated by Charlie Knox, AICP, Benicia, with David Cropper, TMG Partners; Ed Reiskin, Director of Public Works, San Francisco; Peter Schulze-Allen, Emeryville; Scott Taylor, CA Stormwater Quality Association; and Paul Lettieri, The Guzzardo Partnership. Registration deadline: September 27. RSVP at [www.abag.ca.gov/abag/events/BAPDA/](http://www.abag.ca.gov/abag/events/BAPDA/). Cosponsored by APA California Northern, San Francisco Estuary Partnership, and StopWaste.Org. Questions? For more information, contact Dayle Farina, ABAG, at [daylef@abag.ca.gov](mailto:daylef@abag.ca.gov) or (510) 464-7993, or Ceil Scandone at [ceils@abag.ca.gov](mailto:ceils@abag.ca.gov) or (510) 464-7961. **CM | 3.0 Pending**
- 10/2 AICP Exam Prep Workshop.** 10 AM–4 PM, San José State University. To register, contact Don Bradley at (650) 592-0915 or [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net)
- 10/2 Global Sustainable Development in the Age of Climate Change.** First of six sessions in a Sustainable Development and Climate Change Certificate Program. 8:30 AM–4:30 PM, Environmental Technology Center, Sonoma State University. \$195 per one-day session. Faculty include Alex Hinds, Valentin Alexeeff, FAICP, and Tom Jacobson, AICP. Registration may be completed in-person, by mail, by phone at (707) 664-2394, by fax at (707) 664-2613, or online at [www.sonoma.edu/exed](http://www.sonoma.edu/exed). Students are asked to enroll by the Wednesday before the start of the course. Late registration is accepted only on a case-by-case basis. Further information at <http://bit.ly/9D8HhU>. **CM | 7.0 per one-day session**

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**OCTOBER** *(continued)*

- 10/6 San Francisco RAC, Walking Tour of Visitacion Valley.** 5:30–7 PM. Meet at Bayshore Boulevard and Blanken Avenue in front of the Schlage Lock Historic Building (walkable from MUNI T-line Arleta Station and Caltrain Bayshore Station). We will visit San Francisco’s Redevelopment Area, including the Leland Avenue Street Improvement Project and the award-winning Visitacion Valley Greenway. The tour will be led by San Francisco RDA/Planning/DPW, the Visitacion Valley Greenway Project, and Universal Paragon Corporation. Free to APA members. **Space is limited.** RSVP to Danny Serrano at [serranochile@hotmail.com](mailto:serranochile@hotmail.com) **CM | 1.5 Pending**
- 10/7 YPG presents “Public Engagement in the 21st Century.”** 6–8:30 PM, ABAG, 101 Eighth Street, Oakland. Light appetizers and beer & wine provided. Do Facebook, Twitter, and Wikiplanning only ignite feelings of confusion? YPG will show-case several social media outlets as tools for public engagement in a social atmosphere with opportunities for networking. All planners are welcome. \$10 APA members, \$15 non-members. Register at [www.norcalapa.org](http://www.norcalapa.org). For more information or to RSVP, contact Natalie de Leon or Lindsey Virdeh at (408) 313-2662 or (650) 235-5004. **CM | Pending**
- 10/12 The Brisbane Experience: Planning, Design, Transport & Sustainability in Australia’s 3rd City.** 6:30–8:30 PM, Downtown San Francisco, TBD. Speaker is Chris Bain, Senior Urban Planner and Brisbane City Council (Australia) member. Free. For more information, contact Christopher Wolf at [christopher\\_wolf@urscorp.com](mailto:christopher_wolf@urscorp.com)
- 10/14 Brown bag session on Sustainable Land Use and Transportation.** Confirmed speakers include Ann Cheng of TransForm. Details to follow. Co-sponsored by APA and ITE. For more information, contact Christina Ratcliffe, AICP, at [Christina@Ratcliffe.net](mailto:Christina@Ratcliffe.net) **CM | Pending**
- 10/19 Cities for all Ages: Planning and Our Aging Population.** 7–9 PM, Clark Hall, Room 100H (“Fish Bowl”), San José State University, San José. This presentation by Don Weden focuses on the need to adapt our land use plans, policies, and patterns to meet the needs of our rapidly-aging population (many of whom will be non-drivers, living in communities that were planned around the automobile). This presentation addresses the basic needs of seniors and the ways that land use planning and development can help create communities that meet these needs while benefiting our economy, environment, and people of all ages. For more information visit the SJSU Urban Planning Coalition website at: <http://www.theupc.org/> **CM | 2.0 Pending**

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**OCTOBER** *(continued)*

**10/20 CALGreen Building Code Workshop.** 1:30–3:30 PM (check-in and on-site registration starts at 1:00 PM), Redwood City Main Library, 1044 Middlefield Road, Redwood City. Hear representatives from the California Department of Housing and Community Development and California Building Standards Commission and discuss the new mandatory CALGreen Building Code, which will become effective on January 1, 2011. Workshop is suitable for planners, building officials, architects, contractors, and green industry practitioners. Free. **Space is limited** to first-come, first-serve. For more information or to RSVP, contact Hanson Hom at [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us) **CM | 2.0 Law (pending)**

**10/22 YPG Santa Cruz Walking Tour: Re-connecting the River to Downtown.** 3–5:30 PM. Meet in front of City Hall, 809 Center Street, Santa Cruz. A social event to follow at Soif Wine Bar at 105 Walnut Avenue, Santa Cruz. Elected officials, planning staff, police, and community members will present the myriad challenges, issues, and opportunities surrounding the efforts to better connect San Lorenzo River and Downtown Santa Cruz. Free. RSVP at <http://tiny.cc/w4nw6> by October 20. For more information, contact Lindsey Virdeh at [lindseyahill@yahoo.com](mailto:lindseyahill@yahoo.com) or Justin Meek at [justin.meek@gmail.com](mailto:justin.meek@gmail.com) **CM | 2.5 pending**

**10/23 AICP Exam Prep Workshop.** 10 AM–4 PM, San José State University. To register, contact Don Bradley, (650) 592-0915 or [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net)

**10/23 TOD Tour in the South Bay/Peninsula.** Time and location TBD. Save the date for a tour organized in partnership with the Great Communities Collaborative (GCC) and the City of Sunnyvale. Speakers include developers, city planners, and other key players involved in selected TOD projects. **Space is limited.** For more information, contact Surachita Bose at [sbose@ci.sunnyvale.ca.us](mailto:sbose@ci.sunnyvale.ca.us) **CM | 2.0 Law (pending)**

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**NOVEMBER**

**11/1–11/4 APA California 2010 Conference.** La Costa Hotel in Carlsbad. Reservations up to September 10 receive the early registration rate of \$450, which includes all meals throughout the conference. Go to [www.calapa.org](http://www.calapa.org) and click on the conference site for On-line Registration, On-line Room Reservations, Sponsor/Exhibitor opportunities, and the 2010 Exhibitor floor plan. For additional assistance, contact Lynne C. Bynder, CMP, at [lbynder@meetingsxceptional.com](mailto:lbynder@meetingsxceptional.com) **CM | up to 32**

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**NOVEMBER** *(continued)*

**11/6 Natural Systems & Environmental Sustainability.** Second of six sessions in a Sustainable Development and Climate Change Certificate Program. 8:30 AM–4:30 PM, Environmental Technology Center, Sonoma State University. \$195 per one-day session. Faculty include Alex Hinds, Valentin Alexeeff, FAICP, and Tom Jacobson, AICP. Registration may be completed in-person, by mail, by phone at (707) 664-2394, by fax at (707) 664-2613, or online at [www.sonoma.edu/exed](http://www.sonoma.edu/exed). Students are asked to enroll by the Wednesday before the start of the course. Late registration is accepted only on a case-by-case basis. Further information at <http://bit.ly/9D8HhU>.

**CM | 7.0 per one-day session**

**11/9 APA California – Northern, Regular Board Meeting.** 6–9 PM, ABAG, MetroCenter, 101 Eighth Street, Oakland. RSVP to Hanson Hom at [hhom@ci.sunnyvale.ca.us](mailto:hhom@ci.sunnyvale.ca.us)

**11/17 San José State University Planning Program Celebrates 40th Anniversary!** 5:30–8:30 PM, Scottish Rite Temple, Corinthian Ballroom, 196 North 3rd Street, Downtown San José. Please join a get-together of Alumni and Friends of the SJSU Urban and Regional Planning Program to celebrate its 40th Anniversary, recognize some distinguished faculty, and hear some surprise announcements. Get re-acquainted and enjoy some drinks and hors d'oeuvres in a relaxed and informal setting. \$20 per person for alumni and friends, \$10 for current students. RSVP to Eric Lentz at [ewlantz@gmail.com](mailto:ewlantz@gmail.com) by October 31 or contact him for more information.

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**DECEMBER**

**12/2 Duke’s Online Master of Environmental Management – Information Session & Reception.** 6:30–8 PM, Mayer Brown LLP, 3000 El Camino Real, Suite 300, Palo Alto. The Duke Environmental Leadership Master of Environmental Management (DEL-MEM) is an innovative, online 2-year degree designed for mid-career environmental and business professionals. A unique online program, with strategically integrated, short on-campus visits, designed for you! Meet DEL faculty, students, and alums and learn how you can earn a master’s while maintaining a commitment to your career and family. Food and event are FREE. Register at [nicholas.duke.edu/delinfo](http://nicholas.duke.edu/delinfo).

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**DECEMBER** *(continued)*

**12/3** **APA California Northern's 2010 Holiday Party.**  
6:30–10 PM, Farmer's Market Bistro, 1015 Clay Street, Oakland.  
Save the date!

**12/4** **The Built Environment: Sustainable, Climate Friendly Design.** Third of six sessions in a Sustainable Development and Climate Change Certificate Program. 8:30 AM–4:30 PM, Environmental Technology Center, Sonoma State University. \$195 per one-day session. Faculty include Alex Hinds, Valentin Alexeeff, FAICP, and Tom Jacobson, AICP. Registration may be completed in-person, by mail, by phone at (707) 664-2394, by fax at (707) 664-2613, or online at [www.sonoma.edu/exed](http://www.sonoma.edu/exed). Students are asked to enroll by the Wednesday before the start of the course. Late registration is accepted only on a case-by-case basis. Further information at <http://bit.ly/9D8HhU>.  
**CM | 7.0 per one-day session** ■