



# NORTHERN NEWS



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



American Planning Association  
California Chapter  
Northern

*Making Great Communities Happen*

## NOVEMBER 2011

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## How "Less is More" in solving the parking dilemma

By Janet Palma, AICP

You may remember an organization called the Transportation and Land Use Coalition or TALC. It was founded in 1997 by environmental and social justice groups that joined together to develop improved planning tools in reaction to poor developments and an automobile-centered transportation system in the San Francisco Bay Area. Under the leadership of Stuart Cohen and Jeff Hobson, TALC morphed into TransForm. In 2010, *Philanthropedia's* climate change experts named TransForm seventh among the top 15 climate change-related nonprofits in the Bay Area, <http://bit.ly/pLQhcz>.

Recently I had the pleasure to speak with Ann Cheng, Program Director for GreenTRIP, one of six TransForm programs. Ms. Cheng also currently serves as the Mayor of El Cerrito.

Ms. Cheng hails from Scarborough, Canada, near Toronto. At a young age she moved with her family to El Cerrito. In the 1990s, Ann studied environmental biology, policy, and planning at UC Davis, and then worked in watershed planning and urban creeks for Contra Costa County. Her focus was on creating better natural and transportation systems for urban redevelopment areas, with projects in North Richmond, El Sobrante, and Montalvin Manor. After later working for the Berkeley consulting firm Alta Planning & Design, which focuses on bicycle and pedestrian plans, Ms. Cheng transitioned to the position of senior planner at TALC. This position allowed her to develop the *Great Communities Toolkit* based on the TOD Best Practices Resource Guide for station area planning, <http://bit.ly/qwl7H9>.

What is TransForm now, and how does it affect those of us in the San Francisco Bay Area? TransForm is a nonprofit organization that believes that "all people deserve affordable, safe, and easy access to jobs, services, and nature on foot, by bicycle, or by public transportation." To that end, TransForm works with a variety of groups including the faith-based group *Congregations Organization for Renewal*. Based in San Leandro, it is a nongovernmental think-tank through UC Berkeley

*(continued on next page)*



Download a 16-page brochure, *GreenTRIP: On the Move Toward a Greener Future*, <http://bit.ly/qdot67>

For information on the GreenTRIP program traffic reduction strategies and certified projects, go to <http://www.GreenTRIP.org> or contact Ann Cheng at (510) 740-3150 x316 or [GreenTRIP@TransformCA.org](mailto:GreenTRIP@TransformCA.org)

To see a webcast, *Introducing GreenTRIP: Building Certification for Truly Transit-Oriented, Green Development* (1:31:03), or to download any or all of the three presentation packets (2.35, 7.7, and 7.8 MB), go to <http://bit.ly/pORX8e>

For more information on TransForm and to view their Strategic Plan 2009-2012, see <http://www.transformca.org>

under the leadership of Karen Chapple, Associate Professor of City and Regional Planning, UC Berkeley, and the regional nongovernmental organizations — like Urban Habitat and TransForm — whose goal is to create new policy for transit.

TransForm has been funded by government agencies like the Bay Area Air Quality Management District (initial seed money for GreenTRIP) and grants from the Silicon Valley Community Foundation, the Rockefeller Foundation, the William and Flora Hewlett Foundation, and the James Irvine Foundation, to name just a few. It may be common sense to most urban planners that growth should be directed toward existing developed areas. In recent years, however, many cities encouraged almost any development, including growth in precious greenfields. TransForm’s goal is to fight climate change and improve the quality of life for Bay Area residents by creating world-class transit with reasonable pricing, along with support for healthy, walkable, affordable communities.

Specifically, the GreenTRIP staff collaborated with Greenbelt Alliance to score projects using alternative criteria over and above the minimum that LEED uses under the CalGreen Building Code. Between Fall 2009 and Winter 2010, the CalGreen program certified five new multifamily mixed-use development projects in San Mateo, San José, Berkeley, San Leandro, and Hayward.

While none of the five projects has broken ground — blame the economic downturn — San Mateo is seeing some developer fundraising, and South Hayward has gone back to the drawing board at a site across Mission Boulevard. But the projected outcomes for these pilot projects remain: lower costs for lower income people and reduced GHG emissions via transportation alternatives that reduce driving and CO<sub>2</sub>, increase transit use, lower car ownership per family, and cover the cost of transit passes and car-share memberships. “The key point,” said Ms. Cheng, is that “just because 100 new homes are proposed for a new development it does not mean a city should automatically require two parking spaces for every home. That particularly holds if free car-share memberships and transit passes are part of the development package — and especially if a relatively transit friendly, walkable community is proposed.”

A literature review by TransForm of proven strategies to reduce traffic resulted in the determination that 40 years of free transit, 40 years of free car-share membership, and unbundling the cost of parking from rent can significantly reduce traffic if a project is tailored to the character of the surrounding neighborhood.

This is not a one-size-fits-all program. Innovations in transportation amenities, tailored to the community, can help justify lower parking requirements. Those in turn will lower development costs, reduce traffic, and help the environment — read “healthier, more affordable communities.” ■

## Upcoming Events...

As we enter the winter season and look forward to holiday festivities, please remember to take advantage of professional development opportunities before the busy season is upon us. Check the calendar listings in this newsletter ([page 19](#)) or the Northern Section's website for details of upcoming events. Our bi-monthly eNews will also provide a reminder of imminent events throughout the Northern Section. Several events to highlight include the following:



- The annual *L'Enfant Lecture on City Planning and Design* sponsored by APA National will be held in San Francisco on **Tuesday, October 25**. Speaker will be Dr. Marilyn Taylor, dean of The School of Design at the University of Pennsylvania. For details and to register, see calendar, [page 20](#).
- For those seeking their required AICP | CM ethics credits, two Northern Section sponsored **AICP Code of Ethics Workshops** are scheduled: **Saturday, Oct. 22 in Benicia** and **Thursday, Oct. 27 in Redwood City**. To register and prepay, see calendar, [page 19](#).
- Northern Section is pleased to be a partner-level sponsor of **Symposium: The State of Planning: Navigating New Roles and Careers** to be held at San José State University on **Saturday, November 5**. The symposium will help students, young planners, and other professionals understand the current state of the profession and employment trends in light of current economic crises. Sponsorship opportunities and expo participation are still needed; please contact Johnasies McGraw at [Johnasies.eastlake@gmail.com](mailto:Johnasies.eastlake@gmail.com).

## Holiday Party...

Once you have your last 2011 training under your belt, mark your calendar to attend the annual APA Northern Section Holiday Party on **Friday, December 9** (note date change from December 2). This year's party will be held at **Blu Restaurant, 747 Market Street, San Francisco** located on the fourth floor of

The Sports Club/LA, overlooking bustling Market Street. We have kept the admission fee reasonable to make it easier on everyone's pocketbook, especially our fellow cash-strapped planners and students (\$30; \$15 for students and unemployed). Come celebrate or commiserate with your colleagues about concluding another year of planning accomplishments (or sheer survival). We look forward to a large turnout for an always festive evening. Reserve and prepay at <http://bit.ly/nsGvu>.

## Election Time...

End of the year is also election time for the boards of APA California Chapter, the California Planning Foundation (CPF), and Northern Section. **Please remember to vote!** You should have recently received your electronic ballot from the APA California Chapter. Candidates are:

- President-Elect: **Brooke Peterson, AICP**, and **Hing Wong, AICP**.
- Vice-President Public Information: no candidate.
- Vice-President Administration: **Virginia Viado**.

Candidates for CPF Board positions had not been announced as of newsletter publication date. A separate ballot will also be emailed in November for the Northern Section Board's Treasurer position.

## Congratulations...

We are very pleased to announce that the **Northbrae Neighborhood** in the City of Berkeley was selected by APA as one of the 10 Great Neighborhoods for 2011. This annual program "celebrates places of exemplary character, quality, and planning." These places represent the gold standard in terms of having a true sense of place, cultural and historical interest, community involvement, and a vision for tomorrow. Details can be found at <http://bit.ly/rul2R5>, click on "Characteristics, Features, and Map."

Last but not least, congratulations to **Bryan Wenter, AICP**, who has been promoted to City Attorney for the city of Walnut Creek. While we are extremely happy for Bryan, we are at the same time sad to accept his resignation from the Northern Section's Legislative Director position. We wish him the very best in his endeavors! ■

The display of calling cards from firms offering professional services appears in every issue of *Northern News*. Fees paid by the firms for this service help defray the costs of this newsletter.

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## Election of Section Treasurer

It's time to vote for Section Treasurer, a key position on the APA California – Northern Section Board. The treasurer will serve a two-year term beginning January 1, 2012, and ending December 31, 2013. The Section Treasurer plays a leadership role on a very active board that has close to 40 members.

All APA Northern Section members will receive a ballot by email during the week of October 24. Deadline for voting will be November 11. Please take a moment to show your support for the Board by casting your vote. The two candidates vying for Section Treasurer have provided the following interest statements.

### Candidate statements for Treasurer, APA California – Northern

#### **RODRIGO ORDUÑA, AICP**

*Senior Planner, Alameda County Planning Department,  
Community Development Agency.*

Thank you to the Nomination Committee for the opportunity to petition for election as Treasurer of the APA California Chapter, Northern Section.

In my professional life, I am a land use planner with 12 years of experience in the public sector, and three years of experience in the private sector. As a senior planner with the Alameda County Planning Department, I manage the zoning division and supervise a team of planners and administrative staff. My responsibilities include development and administration of updates to development ordinances, land use policies, and departmental procedures.

In my personal life, I am the Secretary of the Otis Elementary School, Parent Teacher Association (PTA), and termed-out member of the Otis School Site Council (SSC), both elected board-member positions. The purpose of the PTA is to raise and distribute funds for school activities. The purpose of the SSC is to distribute district-allocated funding towards the school curriculum, and therefore aid the school administration in setting educational policy and priorities. I was also an appointed member of the Alameda Unified School District Surplus Real Property Advisory Committee. The purpose of this committee was to determine which school properties are no longer needed for educational purpose and make recommendations to lease them to private parties, sell them, or keep them for future school district use.

I understand that the position of Treasurer requires not only book-keeping skills, but as a member of the elected board, the position also requires knowledge of the workings of the California Chapter of the APA, Northern Section. I had an opportunity to

*(continued on next page)*

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## Election of Section Treasurer *(continued from previous page)*

work with the board during my participation in the organizing team for the 2007 California APA Conference in San José. I was in the Portfolio and Planner's Guide Committee, which was responsible for designing and producing the conference brochure. I have maintained my relationship with the CCAPA at yearly conferences and lectures.

I am interested in becoming Treasurer of the CCAPA Northern Section because I want to be more actively involved in the board so that I can help set goals and priorities for our section. I am especially interested in outreach opportunities for land use and public policy students and young professionals to attend professional lectures and conferences. I have personally found these resources to be invaluable, especially when I was starting out as a land use planner. The conferences and lectures offered an educational and practical bridge between the high ideals of academic studies and the daily grind of professional practice. As I have become more immersed in my career, I continue to attend these conferences, lectures, and AICP certification maintenance courses as a way to expand my knowledge of the profession, to re-inspire my call to public service, and to network with my colleagues by sharing ideas and experiences.

I am confident that you will find my professional and personal experience, and desire to be involved, to qualify me for Treasurer with the CCAPA Northern Section.

### LAURA THOMPSON

It is an honor to be considered for the position of Treasurer for the APA California Northern Section. I have been a member of the American Planning Association since 1995 and affiliated with the Northern Section since 1997. In 2005 I served as co-chair of the Mobile Workshop Committee for the National APA Conference in San Francisco, and I have written numerous articles on various planning topics for *Planning* magazine and other APA publications. I have always been impressed with APA's level of professionalism both nationally and at the chapter level, and I am interested in contributing to the organization and its members by serving on the board of directors.

My experience managing budgets is extensive. In my current role as manager of the Bay Trail Project at the Association of Bay Area Governments, I coordinate the completion of a 500-mile trail system through strategic planning, financial management, staff supervision, partnership building, and public outreach. I administer a \$750,000 annual budget for a wide range of

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## Election of Section Treasurer *(continued from previous page)*

activities and projects. I am also responsible for managing a \$6 million competitive grant program of state funds awarded to over 30 local governments for trail planning and construction. I have working knowledge of budget forecasting, profit and loss statements, balance sheets, and preparation of financial reports for the Bay Trail Project nonprofit board of directors. I feel that I am a well-qualified candidate for Treasurer, and appreciate your consideration.

**Professional Experience.** I earned my Bachelor's degree in Political Science from Miami University in Ohio and my Master's in Urban Planning and Policy from the University of Illinois in Chicago. During graduate school, I worked at the American Planning Association as an intern in the research department's Planning Advisory Service. I have 14 years of public sector planning experience in the Bay Area as a planner for the San Mateo County Planning Division and currently as Bay Trail Project Manager at the Association of Bay Area Governments. I coauthored the book *Trail Planning for California Communities*, published by Solano Press in 2009, as a comprehensive guide for trail planning professionals. The book received the California APA Statewide Award of Merit for Focused Issue Planning and the Merit Award from the APA California Northern Section. ■

It's essentially a Greek tragedy: "Agamemnon comes back from war, bringing Cassandra with him. Mrs. Agamemnon, aka Clytemnestra, who had taken a lover while hubby was away, doesn't like Agamemnon bringing home his new squeeze. Everybody dies." —From a review of "Clementine in the Lower 9", <http://bit.ly/nQT2MZ>



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## HSR notes *By Naphtali H. Knox, FAICP, editor*

*These days the high-speed rail news is coming from the Valley rather than the Peninsula.*

### Canine wants maglev to replace high-speed rail

<http://bit.ly/pYV6UT>

“Some in the rail industry say all [of HSR’s problems] could be mitigated with a combination of different technology and a route change that would take the planned bullet trains up the Interstate 5 corridor from Los Angeles to San Francisco rather than roughly paralleling Highway 99. Rather than building traditional tracks, these people suggest using magnetic levitation (maglev) trains running on elevated viaducts that allow cross traffic to move easily beneath them and never run the risk of hitting pedestrians. ‘Bullet trains are obsolete, at the end phase of their development,’ says Rick Canine, an executive of Federal Maglev Inc., which claims it could build the California system for \$14 million per mile rather than the \$56 million per mile estimated in the state’s most recent plan. Canine claims maglev trains would have a top speed of 300 miles per hour in long runs through rural country, while high-speed rail would almost never exceed 190. Maglev trains, he says, could safely go 150 mph in urban and suburban areas, where bullet trains would never exceed 110.” —Tom Elias, “State hurls billions at dated technology,” *Redding Record Searchlight*, Oct. 12, 2011.

### Major pushback from Valley farming giant

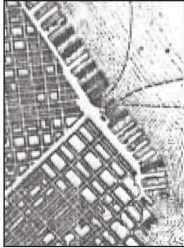
<http://lat.ms/pJlzB2>

“Farming giant Boswell’s 200 square miles of holdings would be pierced by a corridor of track that could shut down a company cotton gin complex, seed oil plant, private airport, and maze of irrigation canals and levees, according to a company attorney: ‘The company would be opposed to the project where the routes have been proposed at this time.’ The Central Valley cotton grower has helped shape the political history of the state, put its imprint on federal legislation, and taken its battles to the U.S. Supreme Court. The family-controlled firm, which has a record of trouncing state and federal agencies, would be among the most formidable and politically influential opponents to the bullet train. The rail authority’s plans include three potential routes through Boswell property. Boswell is pressing for the current environmental review to be extended until February.” —Ralph Vartabedian, “Rail authority delays release of critical business plan,” *Los Angeles Times*, Oct. 5, 2011.

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HRS notes *(continued from previous page)*

## High-speed rail will be energy burner

<http://bit.ly/nPK4yJ>

“The 220-mph passenger trains proposed by the California High-Speed Rail Authority would run on electricity, with overhead power lines along the 800-mile route connecting San Francisco, Sacramento, Los Angeles, and San Diego. It’s going to take massive amounts of electricity to make those trains fly, raising questions about the power grid’s ability to meet the demand ... more than 3 billion kilowatt-hours (kWh) a year by the time it’s fully operational statewide. The average California home uses about 6,960 kWh in a year. At that rate, it would take more than 430,000 households to use what the train system would consume ... a little more than 1 percent of the state’s current total electricity consumption, according to the California Energy Commission. The trains would get their electricity from power stations every 30 miles or so, pulling electricity from the same power grid that feeds California’s homes, farms, businesses and cities.” —Tim Sheehan, “High-speed rail would test state’s power grid,” *Fresno Bee*, Sept. 25, 2011. ■

## Where in the world?



By Chandler Lee, March 2008 (Answer on [page 10](#))



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## Selected housing and housing-related bills signed or vetoed by the governor

Thanks to and republished from *Housing California*  
<http://bit.ly/pDnjpp>

### SIGNED

Text, analyses, votes, and veto messages for all of these measures can be found at [www.leginfo.ca.gov](http://www.leginfo.ca.gov)

#### HOMELESS

**AB 221 (Carter):** Allows bond funds allocated to the Emergency Housing and Assistance Program to be used for supportive home developments.

**AB 483 (Torres):** Changes the definition of “target population” to ensure that the state’s Supportive Housing Program serves individuals who need supportive services, particularly the chronically homeless.

#### LAND USE

**AB 208 (Fuentes):** Extends by 24 months the expiration date of any approved tentative map or vesting tentative map that has not expired as of the effective date of this act and will expire prior to January 1, 2014.

**AB 1103 (Huffman):** Allows cities and counties to plan to meet up to 25 percent of their Regional Housing Needs Allocation targets by converting foreclosed homes into homes affordable to low- and very low-income households.

#### FINANCING

**SB 310 (Hancock):** Authorizes Infrastructure Financing Districts to reimburse permit and construction costs of below-market-rate developments that meet specified criteria.

#### PROPERTY MANAGEMENT

**AB 818 (Blumenfield):** Requires an owner of a multifamily dwelling to arrange for recycling services that are appropriate and available.

#### REDEVELOPMENT

**AB 26x (Blumenfield):** Eliminates redevelopment agencies and establishes a process and structure for winding down their activities.

**AB 27x (Blumenfield):** Allows communities to maintain their redevelopment agency if they make a total of \$1.7 billion in payments to local schools in 2011-12 and at least \$400 million in subsequent years.

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Answer to "Where in the world?" ([Page 8](#))

Essaouira, Morocco, 400 miles SW of Gibraltar and 100 miles west of Marrakech.

Photo by Chandler Lee, March 2008.



The photographer in Chile, 2005.

## Selected housing and housing-related bills signed or vetoed by the governor *(continued from previous page)*

**AB 936 (Hueso):** Requires an agency to adopt a resolution stating its intention to forgive the repayment of a loan, advance, or indebtedness owed by a public body to the agency or an agency to the public body prior to forgiving the debt.

**AB 1338 (R. Hernandez):** Requires an agency to obtain an appraisal by a qualified independent appraiser to determine the fair market value of property before an acquisition or purchase.

### OTHER

**AB 147 (Dickinson):** Allows developer fees that offset impacts on the transportation system to be used for mass transit systems.

**AB 1084 (Davis):** Under the CalVet Home Loan Program, expands the definition of cooperative housing corporation to include a shared equity cooperative.

### VETOED

#### HOMELESSNESS

**AB 312 (Lowenthal):** Would have specified that homeless persons have the right to be free from violence or intimidation by threat of violence directed against that person on the basis of that person's homeless status.

#### LAND USE

**AB 1220 (Alejo):** Would have extended from 90 days to 3 years the statute of limitations for bringing suit against local governments that fail to adopt a housing element that meets state standards.

#### REDEVELOPMENT

**SB 450 (Lowenthal):** Would have made a number of changes to increase the effectiveness and targeting of expenditures from the Low and Moderate Income Housing Fund.

**SB 8x (Budget Committee):** Would have modified AB 26x and 27x to, among other things: 1) clarify that any housing fund balances held by dissolving agencies must be used for the housing purposes in existing law, and 2) allow agencies to extend repayment of any housing funds used to make payments to the state in 2009–10 and 2010–11.

### OTHER

**AB 1216 (Fuentes):** Would have allowed public entities and tenants to enforce state laws that require an owner of an assisted housing development to provide notice of an opportunity to submit an offer to purchase the development prior to the termination of a subsidy contract. ■

# Resources for free and low-cost economic development analysis, part 1

By Leonardo Vazquez, AICP/PP, Director, Professional Development Institute, Rutgers, June 7, 2011.

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If you need good economic numbers and analysis in a hurry, you should consider hiring a consultant or using fee-based services. But if you're willing to put a little time into it, there are plenty of free and low-cost resources that can help you get a pretty good understanding of your local economy. Federal and state agencies provide a wide range of free resources. In some cases, their websites will do simple calculations.

For economic research, you want to get information on consumer behavior and characteristics and business activity. *This essay, the first of two, focuses on information about consumers.*

For consumer information, some of the best free sources are:

- **American Factfinder.** This site from the US Census Bureau contains information from the 2005–2009 American Community Survey (the best source of demographic data until all of the 2010 Census numbers come out). 2010 Census numbers can be found on American Factfinder 2, <http://bit.ly/o6nS1c>. (*Warning: The new American Factfinder is difficult to use. Please go through the tutorial before using it.*) The ACS' community profiles provide interesting overviews of incomes, occupation, and industry data, as well as lesser-known data (commuting time, language spoken at home, etc.).
- The **Consumer Expenditure Survey** can help you estimate what people in your study area are likely to spend on various items, <http://1.usa.gov/nxEsOq>. The CES, from the federal Bureau of Labor Statistics, is a survey of spending patterns on a wide variety of things, from mortgages to shoes. Unfortunately, the spending categories are not detailed. You wouldn't know, for example, how much individuals spent on movie tickets. But you could find out how much they spend on "fees and admissions" and develop some ideas from that. One interesting feature of CES is that it has tables showing spending patterns by geographic region, education, race, and other demographic characteristics.

- The **federal Bureau of Economic Analysis** also has information on consumer spending, <http://1.usa.gov/r0IOOx>. While in some ways more comprehensive than what is found in the Consumer Expenditure Survey, BEA's free analysis is done at a national level.
- One of the more unusual studies of consumers is the **Multicultural Economy series** from the **University of Georgia's Selig Center for Economic Growth**, <http://bit.ly/nc9yJC>. This annual study explores buying power — i.e., disposable income — for ethnic groups in the United States and every state. You have to pay for the full, current report, but as of 2011, the executive summary of the previous report was available free.
- *Psychographics* is more valuable than demographics, which is why research companies can charge good money for it. *Psychographics* combines information about demographics (age, race, income) with information on spending habits (based on such things as magazine subscriptions). While you can't get a full psychographic report, you can get a little information from the "**My Best Segments**" pages from **Claritas**, a fee-based provider, <http://bit.ly/n1uxB9>. The online form tells you the five top psychographic clusters in a particular zip code.

You can use the numbers from these sources to show how much income or expected spending there might be in your area. It won't show you the whole economic picture (although, to be fair, no amount of research will), but it can give you a head start. And the money you save on getting consumer information can be used to get more out of fee-based services or economic development consultants.

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"Housing, jobs, and transportation are all layers of the same cake; each layer exists with and for the other two." —William L. C. Wheaton, 1913–1978

# Plan-it sustainably

By Scott Edmondson, AICP, and Katja Irvin, AICP, co-chairs, Sustainability Committee

## The role of the comprehensive plan

This past September, APA's *Sustaining Places Initiative Task Force* (see <http://bit.ly/mU7oU2>) completed its first report, *Sustaining Places: The Role of the Comprehensive Plan*. The report is being published as a Planning Advisory Service (PAS) report this fall. The Task Force, led by co-chairs David Godschalk, FAICP, and Bill Anderson, FAICP, surveyed current best practices, identified evolving needs and practices, and explored how practices must change. This column summarizes and paraphrases the report's executive summary.

The report opens with a rallying call for the profession — "Planning for sustainability is the defining challenge of the 21st century" — and notes the key characteristics of the comprehensive plan that make it an important planning tool: It "has the legal authority to act as the vehicle for guiding community development, the scope to cover the necessary functions and facilities, and the history of practice to inspire public acceptance of its policies." The comprehensive plan is especially important in light of its "long view, established standing, and ability to integrate other plans and decisions into a comprehensive framework for sustainability that works across policy silos."

Planning for *sustaining places* changes planning in two ways.

- It shifts the "mindset from planning for business as usual to planning for a future of significant global economic and environmental challenges," and
- It shifts the approach to "a truly integrative [one] that links human-made and natural systems."

*Sustaining places planning* includes new topics such as "renewable energy, greenhouse gas emissions, climate change adaptation, local agriculture and food security, green business development, and healthy living." It promotes innovative plan structures to increase integration across the typically separate plan elements. *Sustaining places planning* also requires integration across different scales of comprehensive planning so they reinforce each other. The Task Force report identifies top planning challenges such as creating multi-jurisdictional management capacity to effectively integrate planning for environmental, social, and economic systems.

The Task Force distilled a set of guiding principles for *sustaining places planning* from existing comprehensive plans that have a strong commitment to sustainability:

1. A livable built environment
2. A resilient economy
3. A healthy community
4. Authentic participation
5. A harmony with nature
6. An interwoven equity
7. A responsible regionalism
8. Accountable implementation

The report concludes that "American planning practice is at a critical turning point" where planners using "the comprehensive plan can take a leading role in shaping our response to the 'make or break' forces now affecting the planet." Toward that end, the Task Force proposes "a bold new agenda for the planning profession," and calls on the APA and AICP to:

- Establish a professional culture that recognizes and fosters the growth of *sustaining places applications* in planning practice and education;
- Conduct research and development aimed at building our repertoire of *sustaining places knowledge*, concepts, and techniques; and
- Develop education and awareness activities aimed at widening public and professional understanding of the potential and importance of *sustaining places planning*.

The Task Force report is a valuable summary and synthesis of best practices for comprehensive *sustaining places planning*. It advances the APA's Sustaining Places Initiative and launches an agenda of programs to deepen, expand, and accelerate the profession's response to the defining challenge of the 21st century.

## Committee update

- We are developing a half-day strategic sustainability workshop for members. <http://bit.ly/rmFz04>
- Visit our temporary web home, find resources, and send feedback. <http://bit.ly/oOgi1W>
- Review the Northern Section/SFSU Report — *Leveraging Leading Edge Sustainability Planning*. <http://bit.ly/r7D21g>
- Join the email list for news, updates, and resources: email [scott-e@sustainability2030.com](mailto:scott-e@sustainability2030.com)

## Upcoming events

- On December 8, the Sustainability Committee will co-host a half-day workshop with the new North American Sustainable Transportation Council, featuring the Council's Sustainable Transportation and Access Rating System (STARS), a LEED-like voluntary program. <http://bit.ly/pjigy3>
- For progress and the latest advances from one of the leading edges of sustainability planning, check out the EcoDistricts Summit, Oct. 26–28. <http://bit.ly/qpv4ID> ■

## GLOSSARY

***Sustaining places*** is the APA's new moniker — launched in Spring 2010 with its Sustaining Places Initiative — devised to distinguish planning's domain and contribution to the larger sustainability arena.

***Sustaining places planning*** is "planning places that sustain their communities and the ecological systems that support them . . . [it] demands plans that balance and coordinate the environmental, economic, and social needs of current and future generations."

***Sustaining places practice*** is "a dynamic, democratic process through which communities plan to meet the needs of current and future generations without compromising the ecosystems upon which we depend by balancing social, economic, and environmental resources, incorporating resilience, and linking local actions to regional and global concerns."

# Norcal roundup

Compiled by Erik Balsley, AICP, associate editor

## Santa Clara Water District purchases under water <http://bit.ly/owMW6H>

The Santa Clara Valley Water District is only now buying land they flooded decades ago. “Silicon Valley’s largest drinking water provider is negotiating to buy 225 acres of submerged land in the hills east of Highway 101 near Morgan Hill. The land at the bottom of Anderson Reservoir is one of four parcels totaling 1,149 acres that the water district is negotiating to acquire from Los Angeles developer Castle & Cooke. The other three are dry land between the reservoir and Highway 101. Ann Draper, acting chief operating officer of the water district, says it needs the dry parcels to comply with state and federal permits that require the agency to protect the habitat of endangered species. In the early 1960s, Castle & Cooke acquired 11,000 acres [in the area] and planned to build a massive ‘new town’ with stores, schools, and 100,000 residents. The San José City Council killed the plan in 1978. Castle & Cooke sued San José for \$30 million — the largest claim ever against the city at the time. The company lost in 1980, and later began selling off pieces of the land. If the water district buys the 1,149 acres, Castle & Cooke’s ownership in the area would be all but over, at fewer than 100 acres.” —Paul Rogers, “Underwater mortgage? Water district to buy real estate that is literally under water,” *The Mercury News*, Oct. 11, 2011.

## Santa Rosa counts its chickens <http://bit.ly/p2h4BD>

“Santa Rosa’s city planners are reviewing a proposal that would amend the zoning code to allow residents to keep chickens, a luxury currently permitted only to those living in the few areas of the city zoned rural. The proposal to allow residents to own chickens for non-commercial purposes has its genesis in design plans for Fountaingrove Lodge, a senior citizens’ residential facility. Plans for the development, which include gourmet dining, concierge services, pet parks and resident gardens, also propose chicken coops that would supply fresh eggs. Steve McCullagh, project manager for Oakmont Senior Living, was told that an amendment to the city zoning code to allow the non-commercial raising of chickens in residential and planned community districts would allow the project to proceed as planned. Under the proposed amendment, residents could own up to six chickens on lots of 10,000 square feet or less. Six more hens would be allowed for

each additional 10,000 square feet of lot, up to a maximum of 30 hens. Erin Morris, the senior city planner reviewing the zoning amendment, said she will be collecting public comments through October so that public hearings before the city planning commission can proceed after January 1.” —Martin Espinoza, “Santa Rosa: A chicken in every yard?” *The Press Democrat*, Oct. 7, 2011.

## Eureka keeps medical marijuana dispensary ordinance <http://bit.ly/nicmEP>

“A divided Eureka City Council voted October 4 to shrug off federal threats and make only minor revisions to its medical marijuana ordinance. Passed in August 2010 and modified in March, the city’s ordinance governing medical marijuana cultivation and distribution facilities came into question after the city sought an opinion on its legality from the U.S. Attorney’s Office and received a sternly written letter emphasizing that marijuana remains illegal under federal law. Councilwoman Melinda Ciarabellini felt that, in light of the letter and new League of California Cities information, it would be prudent for the city to approve the temporary dispensary moratorium. When the moratorium motion fell silently, the council then voted 3-2 to ask the city’s planning commission to recommend revisions to the city’s existing ordinance to limit the size of cultivation operations within the four dispensaries allowed to operate under the ordinance to somewhere between 5,000 and 10,000 square feet.” —Thaddeus Greenson, “Eureka council says no to marijuana moratorium; In face of federal threats, council opts to stay the course, tweak existing ordinance,” *The Times Standard*, Oct. 5, 2011.

## Revised state septic rules to target problematic systems <http://bit.ly/otzUYc>

“The state Water Resources Control Board is now in its third attempt to craft rules that would meet a 2000 state mandate to crack down on water quality problems caused by septic systems. Officials said the new proposal, with tiered regulations for different situations, is designed to achieve the mandated goals without affecting most of the 1.3 million California property owners statewide who use septic tanks instead of municipal or district sewer systems. The tightest oversight under the revised rules would be

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reserved for landowners near streams and other water bodies with high bacteria and nitrate levels. Such rural property owners could be on the hook for mandated testing and upgrades costing tens of thousands of dollars under the proposed rules. The move could rekindle protests from rural landowners and property rights activists, who in 2009 helped beat back a set of rules they considered heavy-handed. That plan would have affected nearly all the 45,000 septic tank owners in Sonoma County, requiring regular system tests and retrofits of up to \$45,000 for a wider range of residential properties.” —Brett Wilkison, “State unveils scaled-down septic-system rules,” *The Press Democrat*, Oct. 4, 2011.

### Alameda regains its point

<http://bit.ly/nu2BrS>

“Navy officials said on September 29 that they’ll turn over the former Naval Air Station to Alameda for free. Three years ago, the Navy wanted \$108 million for the property. But the recession, vast infrastructure problems, and lingering cleanup at the base threw the property’s actual value into doubt. The long-awaited property transfer is a happy milestone for Alameda, which has seen several developments at the base collapse in part because the Navy held title to the 918-acre shoreline property, which comprises a third of the island but has been mostly vacant since the Navy left in 1997. Instead of hiring a master developer, as the city did twice before, staff said they’ll develop the Alameda Point property in small pieces over a long period, choosing buyers and tenants based on current market conditions. Officials hope to see 6,000 new jobs and 2,700 units of housing at the property. For the first 2,011 units of housing the city will owe the Navy nothing, but would pay the Navy \$50,000 per unit above that total. The property will officially change hands when the cleanup is finished, most likely by the end of 2012.” —Janie McCauley, “Navy turns Alameda air station over to city,” *The San Francisco Chronicle*, Sept. 30, 2011.

### San José may get A’s

<http://bit.ly/nswQLy>

“Athletics general manager Billy Beane expects to hear ‘very soon’ from Commissioner Bud Selig about whether the club will be allowed to move south to San José and build a new ballpark. The reigning World Series champion San Francisco Giants currently hold the territorial rights to San José and technology-rich Silicon Valley in Santa Clara

County, where the A’s hope to build a new ballpark some 40 miles south of their current home. Ideally, Beane would hear a decision from MLB sometime in October before the start of free agency. It’s unclear whether that will actually happen. ‘If you’ve got a stadium in four years, you probably would do everything you can to put yourself in position to have the best possible team, not just for one year but for a number of years going forward,’ said Beane.”—Carolyn Jones, “A’s could hear soon on possible move to San José,” *Associated Press* via *The Mercury News*, Sept. 29, 2011.

### Klamath River to be dam free

<http://bit.ly/nfnc7>

“The mighty Klamath River, a federally protected ‘wild and scenic’ river, flows 255 miles from Oregon through California to the Pacific Ocean, draining 12,600 square miles of mountains, forests, and marshlands. Dismantling the river’s four hydroelectric dams would open up 420 miles of habitat for migrating salmon, create thousands of jobs, and cost less than it would to maintain the reservoirs, a U.S. Department of the Interior report said September 21. The long-awaited environmental report on what would be the biggest dam-removal project in California history predicted an 81.4 percent increase in the number of Chinook salmon and similar increases for steelhead trout and coho salmon. Opening up the waterway would also eliminate toxic algal blooms and employ 4,600 people during 15 years of work — including 1,400 construction workers for the dam removal work alone. The biggest cost to removal, most people agree, would be the loss of 668 parcels of lakefront property on Copco Lake.” —Peter Fimrite, “Klamath River dam-removal benefits detailed,” *The San Francisco Chronicle*, Sept. 22, 2011.

### Hercules project remains on track

<http://bit.ly/pfjN8F>

“Hercules’ waterfront is slated for two separate projects, one public, one private: the Intermodal Transit Center, with an Amtrak Capitol Corridor train station, potential ferry service to San Francisco, and a WestCAT bus transfer point; and Hercules Bayfront, a transit-, bicycle- and pedestrian-friendly project of about 1,400 homes, offices, flex space and a boulevard of shops and restaurants. Developer Jim Anderson and the city’s consultant, Charlie Long, told the Hercules Bayfront Task Force that they hope to reach agreement by Oct. 1 on the most important deal

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points, even as they acknowledged serious hurdles — not the least of them a \$38 million funding gap, by Long's estimate, for the approximately \$61.9 million transit center. The two sides must come to terms soon on the right of way for the train station; how to share predevelopment costs; how to phase the private development to accommodate construction of the transit center; development impact and other fees; and Bayfront's affordable housing component. Under state redevelopment rules at least 15 percent of Bayfront's 1,392 residential units should be affordable." The two sides are still determining the mechanism that will be used to provide the required 209 affordable units. —Tom Lochner, "Hercules waterfront projects back on track, principals say," *The Contra Costa Times*, Sept. 21, 2011.

### Catalyzing change in San José

Download a full-color 16-page PDF at <http://bit.ly/mVRQnU>

"The 1stACT network of business and civic leaders has been working collaboratively for the last five years to implement a vision of downtown San José as Silicon Valley's City Center built on a framework of 'big deals' and 'small wonders.' Big deals include the larger, high-visibility projects like the HP Pavilion, Tech Museum, a new ballpark, or BART to San José. Small wonders are softer elements of design such as landscaping, lighting, and public art, as well as experiences like live music, socializing at outdoor cafés, or street festivals that create a personal connection and draw you into an environment. Recently, they published a special insert in the *Silicon Valley/San José Business Journal* that took a close look at what has changed in the Downtown and some coming attractions."

### APA recognizes Berkeley neighborhood

<http://bit.ly/rul2R5>

The American Planning Association has named the Northbrae neighborhood in Berkeley one of 2011's Great Neighborhoods in America. APA selects those neighborhoods with "exemplary character, quality, and planning that represent the gold standard in terms of having a true sense of place, cultural and historical interest, community involvement, and a vision for tomorrow for this designation. Northbrae was selected due to its spectacular vistas of San Francisco Bay, environmentally sensitive design, connections to a unique network of 136 paths and steps crisscrossing Berkeley, and two nearby commercial areas for shopping and entertainment. Many of its homes — primarily California and Craftsman bungalows — were built atop or adjacent to the magnificent rocks and boulders of Northbrae rhyolite, that are central to the neighborhood's landscape. Built on land used for grazing cattle, Northbrae was developed by Duncan McDuffie, who envisioned a park-like neighborhood of single-family houses nestled on lots facing tree-lined streets." The combination of historic resources, form, personality, and environmental stewardship in the neighborhood contributed to its designation. This is the second year in a row that the Bay Area has been recognized through the Great Places program. In 2010, the San Francisco Ferry Building was selected as one the Great Public Spaces in America. [Ed. Note: McDuffie (1877–1951) was a notable conservationist. He was president of the Sierra Club from 1928–1931 and 1943–1946, and in 1934 helped create the East Bay Regional Park District.] ■

"It is somehow reassuring that a newspaper still has traction in an environment preoccupied by social media." —David Carr, <http://nyti.ms/pDYTMo>

# What others are saying

Monthly highlights from news sources around the world

## Redistricting Commission asks Supreme Court to toss out lawsuits challenging lines for Congress and State Senate.

<http://bit.ly/ohBEBN>

In “Redistricting—my view as a Commissioner” (*Northern News*, September 2011), Connie Galambos Malloy wrote, “some interest groups have threatened to sue, and the Voters First Act provides that the Commission is solely responsible for defending the maps. Such litigation is commonplace during redistricting, but the Commission has a high degree of confidence it has followed the Voting Rights Act and the Voters First Act.” In response to just such a suit, “the California Citizens Redistricting Commission [has told the State Supreme Court that] its maps complied with constitutional requirements and that the lawsuits rely ‘exclusively on the unsupported factual speculation and legal conclusions of a single, shared ‘expert’ — whose preferences the plaintiffs would substitute for the Commission’s public process, measured deliberations, and careful exercise of its constitutional mandate.’ The Commission’s lawyers also moved to strike a declaration supporting the lawsuits and filed by Tony Quinn, a GOP consultant and co-author of ‘The Target Book’ guide to California congressional and legislative districts and races, who said the maps were insufficient. Quinn’s opinions, the Commission’s lawyers responded, are ‘irrelevant because they consider expressly the effect of redistricting on incumbents and other political candidates, a criterion that the California Constitution prohibited the Commission from considering in its line-drawing process.’ ” —Capitol Alert, “California remap commission asks for lawsuits to be dismissed,” *The Sacramento Bee*, Oct. 12, 2011.

## Big drop in U.S. homeownership

<http://bit.ly/pQpNOG>

“The American dream of home ownership has felt its biggest decade-by-decade drop since the Great Depression, according to 2010 census figures released October 5. The analysis by the Census Bureau found the home ownership rate fell to 65.1 percent last year. While that level remains the second highest decennial rate, analysts say the U.S. may never return to the mid-decade peak when nearly 70 percent of occupied households were owned by their residents. Measured by race, the home ownership gap between whites and blacks is now at its widest since 1960.

Since 1940, the number of Americans owning homes had steadily increased in each decennial census due to a mostly booming economy, favorable tax laws, and easier financing. The one exception had been 1980–1990, when ownership remained unchanged at 64.2 percent. Nevertheless, the U.S. continues to maintain a relatively high rate of home-ownership, surpassed only by countries such as Spain, Ireland, Australia and England.” —“The end of the American Dream? Housing bust worst since Great Depression as tight credit and job losses bite,” *Daily Mail Online*, Oct. 7, 2011.

## Supreme Court ruling signals clear direction for air rules <http://bit.ly/rhbXNw>

“The Valley air district won a six-year battle October 3rd when the U.S. Supreme Court refused to take up a lawsuit from the National Association of Home Builders challenging fees to offset the smog that is caused by new subdivisions and other projects. Known as the ‘indirect source rule,’ the regulation was part of the state’s broad plan to reduce smog and soot levels in the Valley — among the worst in the United States. Traditionally, government agencies have required developers to pay for the impacts their projects cause on schools, parks, sewer systems, and roads. But in 2005, the San Joaquin Valley Air Pollution Control District passed a rule requiring developers to also pay to offset the air pollution caused by their construction equipment and for new traffic generated by their projects. The National Association of Home Builders sued, and lost at the district level and again at the 9th Circuit U.S. Court of Appeals. The builders argued that fees on construction equipment use and on increased traffic were illegal state regulation of vehicles. But the lower court and the appeals court disagreed. Supporters of the rules note that developers can reduce their fees by using newer construction equipment or building closer to mass transit.” —“Valley air regulators win smog battle with home builders,” *Merced Sun-Star*, Oct. 4, 2011.

## Number living in multi-generation housing shoots up <http://bit.ly/pnfezl>

In “a process documented in a 2010 Pew Research Report — the report examines the growth in multi-generational households from 2007 to 2009 and the economic characteristics of those households compared with other households

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— delayed marriages and a wave of immigration played a role in a steady rise [in multi-generational households], about 2 percent annually from 1980 to 2006. However, in the years of the Great Recession, the multi-generational household population shot up, increasing by 4.9 million, or 10.5 percent, from 2007 to 2009. During this time, the overall population grew only 1.8 percent. As a result, share of the population living in multi-generational households increased to 16.7 percent in 2009, up from 15.4 percent in 2007. The current surge in multi-generational households is linked to the economy. The unemployed, whose numbers are growing, are much more likely to live in multi-generational households — 25.4 percent did in 2009, compared with 15.7 percent of those with jobs. The ranks of the unemployed swelled by 7.2 million from 2007 to 2009, and the typical spell of unemployment in the Great Recession was the longest in four decades, adding to the financial strain on those without jobs.”

—Rakesh Kochhar and D’Vera Cohn, “Fighting Poverty in a bad economy, Americans move in with relatives,” *Pew Social & Demographic Trends*, Oct. 3, 2011.

### California lost high-wage, high-tech workers, past 10 years <http://bit.ly/rjlf7L>

“Washington, D.C. has more than twice the concentration of STEM (science, technology, engineering, and math) jobs than the national average, according to EMSI’s latest employment estimates. [EMSI is an Idaho-based economics firm that provides workforce data and analysis.] Outside D.C., Virginia, Washington State — where more than 70 percent of STEM workers are located in the Seattle area — Maryland, and North Dakota have seen the biggest increases in STEM concentration in the last decade. California still has more than 13 percent of the nation’s overall STEM-related workforce (just over 1 million estimated jobs)” and ranks eighth in the nation in terms of the concentration of STEM workers. “But it shed 19,000 STEM jobs in the last decade (a 1.75 percent decline) and saw its above-average concentration decline slightly. The drop-off [is] disturbing for California, [as] high-wage STEM jobs have declined while lower-paying jobs have grown. Los Angeles County has the largest number of STEM jobs in the U.S. (more than 235,000). But when it comes to job concentration, Santa Clara County overwhelms LA County.” Santa Clara County’s 6,085 STEM workers place

its concentration at more than three times the national average and sixth nationwide. —Joshua Wright, “States with largest presence of STEM-related jobs,” *NewGeography.com*, Sept. 30, 2011.

### CEQA tamed <http://bit.ly/pujnsV>

Governor Brown has “signed AB 900, the Jobs and Economic Improvement Through Environmental Leadership Act of 2011. The bill creates a streamlined litigation process for challenges to environmental impact reports for certain projects that are expected to create jobs and cause relatively few environmental impacts. The bill allows these cases to be heard directly by the court of appeal, on an expedited basis, bypassing the trial court. Solar and wind electricity-generating facilities are eligible for the streamlined process under this bill, as are manufacturing facilities that make products, equipment or components for ‘renewable energy generation, energy efficiency or...the production of clean alternative fuel vehicles.’ [Certain] residential, retail, commercial, sports, cultural, entertainment [and] recreational use projects are also eligible, but only if the projects meet specific criteria, which the governor must certify to.” —“Governor signs bill streamlining CEQA litigation for ‘Environmental Leadership Development Projects,’” *Perkins Coie News*, Sept. 27, 2011.

### New Mexico’s new ghost town will fail (via LinkedIn, APA) <http://nyti.ms/oI3oyj>

Pegasus Holdings, a Washington-based technology company, plans to build a medium-size town, populated entirely by robots, on 20 square miles of New Mexico desert. Critic Greg Lindsay writes, “The bias lurking behind every large-scale smart city is a belief that bottom-up complexity can be bottled and put to use for top-down ends — that a central agency, with the right computer program, could one day manage and even dictate the complex needs of an actual city. [But] the smartest cities are the ones that embrace openness, randomness, and serendipity — everything that makes a city great.” —Greg Lindsay, “Not-so-Smart-Cities,” *The New York Times*, Sept. 24, 2011.

**Daniel McCormick** (Norfolk, VA) writes: “You got that right! And Jane Jacobs’ writings will back you up.

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Take a tour of urban renewal projects in some of our great American cities. Today these projects, for the most part, look like the early Soviet period — drab, crumbling, poorly maintained, ugly, street dead.”

**Jim Carney** (Sacramento) adds: “Right-on quote. I learned that lesson as an urban studies student interested in new town planning and studied the theories of Forrester’s Urban Dynamics model — too many variables with too wide a range of potential values for each to be able to predict behavior and development patterns and rely on outcomes.”

**Ben Steckler** (Glendora, CA): “Not to mention the human variable that makes all communities what they are... You simply cannot remove humans from the equation.”

### Critics cold on Apple’s HQ project, architect

<http://bit.ly/njySnQ>

Reviews of Apple’s proposed “spaceship” headquarters project in Cupertino “are the opposite of the accolades that the company’s consumer products receive. Why, in the second decade of the 21st century, would a high-tech employer want to isolate its workplace from everything except nature — this at the very time when knowledge workers in their twenties and thirties are demonstrating a strong desire for stimulating urban settings? If I seem to be harping on [London-based architect Norman] Foster, it’s because he has such high standing in the architectural world. The faults that mar too many of his buildings reveal the peculiar defects in the dominant architectural culture of our time. But an architect is powerless without a client, and at Apple, corporate desires are at odds with the making of satisfying, walkable communities. The Cupertino City Council’s eagerness to accommodate the proposed Apple headquarters ‘can be read,’ says Christopher Hawthorne at *The Los Angeles Times*, ‘as an endorsement of a car-dependent approach to city and regional planning that might have made sense in the 1970s but will seem irresponsible or worse by 2050.’” —Philip Langdon, “Apple builds a suburban lemon,” *New Urban Network*, Sept. 15, 2011.

### Canadian ice shelves breaking up quickly

<http://bit.ly/ps8ecp>

Canadian ice shelves are changing at an unexpected rate, with almost 50 per cent lost in the last six years. According to Carleton University (Ottawa) researcher Derek Mueller, this summer saw the near-complete loss of one important ice shelf (the Serson), while the largest remaining shelf (Ward Hunt) split in two. The ice loss equals nearly three billion tons — about 500 times the mass of the Great Pyramid of Giza. “These unique and massive geographical features that we consider part of the map of Canada are disappearing and they won’t come back,” said Mueller.



Calving of the Ward Hunt Ice Shelf into Disraeli Fiord, August 2008. Photo: Denis Sarrazin, ArcticNet/Centre d’Etudes Nordiques.

Arctic ice shelves, old and thick, are relatively rare. They are markedly different than sea ice, which is typically less than a few meters thick and survives up to several years. Canada has the most extensive ice shelves in the Arctic. They are typically as thick as a 10-story building (40 meters), but can be 100 meters thick. From examining driftwood and other materials found behind the ice shelves, Professor John England, University of Alberta, has inferred that the ice shelves have been in place for up to 5,500 years. — Carleton University Newsroom, Ottawa, Sept. 27, 2011. Satellite and other images are available at <http://bit.ly/r04MFE> ■

“Early evidence suggests that taking away hybrid cars’ carpool-lane privileges actually slows the traffic speed in all lanes.” —Felicity Barringer, <http://nyti.ms/r7KOMH>

# NORTHERN SECTION CALENDAR

To list an event in the Northern Section calendars (*Northern News*, monthly; *eNews*, every two weeks), go to <http://bit.ly/ed1Ekc> to see the required template (at top of page), the current listings, and where to send your formatted item.

## ONGOING

**ONLINE VIDEO. 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**

**ONLINE VIDEO. Planning for Healthy Places with Health Impact Assessments.** Through examples and activities, this “how-to” guide explains the value of Health Impact Assessments and outlines the steps involved in conducting one. APA and the National Association of County & City Health Officials developed the course. See a video and earn CM credits. **Free.** The video is available through **December 31, 2011.** Visit <http://bit.ly/pQU9dq>  
**CM | 6.0 may be earned by viewing all course materials and taking an exam**

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## OCTOBER

**10/22 Ethics in Planning: Real World Scenarios.** 10:30 AM–Noon, Benicia Community Center, 370 East L Street, **BENICIA.** This event will fulfill the Ethics requirement for AICP Certification Maintenance. Colette Meunier, AICP, Scott Davidson, AICP, and Tricia Stevens, AICP, will serve as the panel. The session will include a short overview of the AICP Code of Ethics, a facilitated audience discussion of scenarios that highlight common ethical dilemmas faced by planners, key principles and rules of conduct in the Code of Ethics, and Q&A and audience feedback as time permits. \$15. Space is limited; pre-register and pay via PayPal at <http://bit.ly/qvJ0yx> no later than Thursday, October 20. For more information, contact Colette Meunier at (707) 748-4453 or [Colette.Meunier@mindspring.com](mailto:Colette.Meunier@mindspring.com)  
**CM Ethics | 1.5**

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**10/25–10/27 Bicycle Transportation: On-Street Design and Implementation.** 2–4 PM, **ONLINE.** This online UC Berkeley Technology Transfer Program course is the first in a series of three on the planning and design of both on- and off-road bike facilities. The course will address how to design and implement a variety of bikeways, including bike lanes and bike boulevards. Case studies across California and the United States will be presented. Sample problems will be illustrated. \$250. To register, go to: <http://bit.ly/qreBS4> **CM | 6.0**

**10/25 L'Enfant Lecture on City Planning and Design.** 6:30–7:30 PM, Westin St. Francis, 335 Powell St., 32nd Floor (Victor's Palace), **SAN FRANCISCO.** Dr. Marilyn Taylor, dean of the School of Design at the University of Pennsylvania, will deliver the 2011 L'Enfant Lecture. This annual APA event highlights important issues in planning. Members \$10; student members free. Taylor became dean of The School of Design at the University of Pennsylvania in October 2008 after practicing as an architect and urban designer at Skidmore Owings & Merrill. She is a graduate of Radcliffe College and received her M. Arch. from the University of California, Berkeley. Login and register online by October 20 at <http://bit.ly/ntK6Jf> **CM | 1.0**

**10/27 Ethics in Planning: Real World Scenarios.** 7–8:30 PM, Redwood Shores Branch Library Community Room, 399 Marine Parkway, **REDWOOD CITY.** This event will fulfill the Ethics requirement for AICP Certification Maintenance. Colette Meunier, AICP, Andrea Ouse, AICP, and James Castañeda, AICP, will serve as the panel. The session will include a short overview of the AICP Code of Ethics, a facilitated audience discussion of scenarios that highlight common ethical dilemmas faced by planners, key principles and rules of conduct in the Code of Ethics, and Q&A and audience feedback as time permits. \$15. Space is limited; pre-register and pay via PayPal at <http://bit.ly/qvJOyx> no later than Tuesday, October 25. For more information, contact James Castañeda at (415) 601-9473 or [james.castaneda@me.com](mailto:james.castaneda@me.com) **CM Ethics | 1.5**

**10/29 AICP Exam Prep Workshops.** 10 AM–4 PM, **San José State University,** Pacheco Room, 2nd floor, Student Union Building. All sessions are on Saturdays. To register, contact Don Bradley, [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) or (650) 592-0915.

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NOVEMBER						
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**NOVEMBER**

- 11/3** **Getting commuters out of cars.** 12:30–1:30 PM, SPUR, 654 Mission Street, **SAN FRANCISCO**. With nearly seven in 10 commuters still driving alone to work in the Bay Area, getting more jobs near transit and more commuters out of their cars remain important goals. A recent SPUR paper explores what it would take to get half of commuters to work without driving alone. The paper identifies actions at the local, regional, and state levels. With Egon Terplan from SPUR, Jed Kolko from the Public Policy Institute of California, and Mark Shorett from Arup. **Free for APA and SPUR members**, \$5 for nonmembers. For more information contact [ghilyard@spur.org](mailto:ghilyard@spur.org) **CM | pending**
- 11/5** **Symposium: The State of Planning: Navigating New Roles and Careers.** 11 AM–6 PM, **San José State University**, location TBD. The event will feature speakers, networking opportunities, and a job expo. Light lunch and refreshments provided. The symposium will help students, young planners, professionals, and others interested in the planning field understand the current state of the profession and employment trends in light of current economic crises. Sponsorship opportunities and expo participation are available. Cost: \$5 students, \$8 APA members, \$10 general. For more information or to discuss sponsorship and expo opportunities, please contact Johnasies McGraw at [Johnasies.eastlake@gmail.com](mailto:Johnasies.eastlake@gmail.com). Event updates available at [www.theupc.org](http://www.theupc.org)
- 11/7** **Putting the Census to Work.** 6:30–8 PM, Joseph P. Bort MetroCenter Auditorium, 101 8th Street, **OAKLAND**. Light refreshments provided. Would you like to tap into the gold mine that is census data but don't know where to start? Come learn from public and private planners about where to find useful census data and what to do with it once you have it. The seminar will focus on accessing data for demographic, housing, economic, and transportation analysis. Speakers will also discuss mapping and charting census statistics to bolster your reports and arguments. **Free** event. RSVP by November 4 by email to Andrew Waggoner at [awaggonera@gmail.com](mailto:awaggonera@gmail.com). **CM | 1.5 pending**
- 11/8** **What are Communities of Excellence [CX<sup>3</sup>]?** Noon–1 PM. Winzler & Kelly, 718 3rd Street, **Eureka**. CX<sup>3</sup> is an important tool that harnesses the power of neighborhood-level data to promote healthier communities. The data collected measure food quality, availability, and affordability in low-income communities. Kelley Kyle, Public Health Division, Humboldt County Health and Human Services, will share results of data gathered in neighborhoods in West Eureka, Fortuna, and Arcata during the summer of 2011. **Free**.

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**11/12 AICP Exam Prep Workshop.** 10 AM–4 PM, **San José State University**, Pacheco Room, 2nd floor, Student Union Building. To register, contact Don Bradley, [dr.donbradley@comcast.net](mailto:dr.donbradley@comcast.net) or (650) 592-0915.

**11/17 An Urban Future: Futures-thinking, planning, and the future of planning cities.** 6:30–8:30 PM, Institute for the Future, 124 University Ave, **PALO ALTO**. Registration, appetizers, and socializing, 6 to 6:30. Institute researchers will present futures-thinking methodologies and their foresight work on cities, and will explore how planning and futures-thinking could complement each other. The interactive evening will challenges attendees to think through implications for their cities and connections with their practice. Come excited to participate! **Free**. RSVP to Katja Irvin, [katja.irvin@sbcglobal.net](mailto:katja.irvin@sbcglobal.net) or (408) 569-8214.  
**CM | 1.5 pending**

**11/17 Sustainable Economic Development Strategies in Lean Fiscal Times.** 8:30 AM–5 PM, David Brower Center, 2150 Allston Way, **BERKELEY**. Organized by the Institute of Urban & Regional Development. Local and state governments are in fiscal crisis. With radical options such as eliminating redevelopment and enterprise zones under discussion, policymakers are rethinking their approach to public finance. At the same time, climate change legislation (specifically, SB 375) is forcing regions to plan land use in conjunction with transportation investment. This creates an opportunity to rethink economic development as part of an overall regional sustainability strategy that also takes the environment and social equity into consideration. This symposium will explore how policymakers and elected officials can harness land use, redevelopment, and planning regulations and programs to help cities think more strategically to promote sustainable economic development. It will bring together academic thought leaders, cutting-edge practitioners, and foundations from around the country for a daylong conference with three panels. Former Michigan Governor Jennifer Granholm will be keynote speaker. \$75; government/nonprofit, \$50. **Free** for UC Berkeley/LBNL students-faculty-staff. Register by November 3 at <http://bit.ly/okG4r8>

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**DECEMBER**

- 12/2 Beyond the Numbers – the SCS and the Bay Area Economy.** Fall meeting of the Bay Area Planning Directors Association. 8:30 AM–1:30 PM, Nile Hall, Preservation Park, 668 13th Street, **OAKLAND**. The half-day meeting for local planning and community development directors, CMA planning directors, and planning and economic consultants will continue our conversation about the ongoing development of the Sustainable Communities Strategy, with a particular focus on the future of the Bay Area economy. What does a sustainable regional economy look like? How can the Sustainable Communities Strategy help us achieve our potential? Economic consultants and business and economic development leaders will share their insights. Regional agency planning directors will also present and seek input on the *One Bay Area* program proposal. \$45 including breakfast and lunch. The final program is still being developed. Agenda and registration details will follow soon. Contact Ceil Scandone at [Ceils@abag.ca.gov](mailto:Ceils@abag.ca.gov) for more information. **CM | pending**
- 12/3 Sonoma State University 28th Annual Planning Commissioners Conference.** 9 AM –1 PM, The Cooperage at Sonoma State University, 1801 East Cotati Avenue, **ROHNERT PARK**. Pastries and morning beverages will be provided. The conference will provide an update on planning practice and law specifically designed for planning commissioners and agency staff. Registration is \$75 per person. To RSVP contact Jo-AnnSmith at [joann.smith@sonoma.edu](mailto:joann.smith@sonoma.edu) or (707) 664-2306.
- 12/9 Note new date. Northern Section Holiday Party.** 7–10 PM, Blu Restaurant, 747 Market Street, 4th floor, **SAN FRANCISCO**. BART Powell Street station. \$30; \$15 for planning students and unemployed planners. RSVP by Monday, December 5, at <http://bit.ly/qvJOyx> ■

“The huge complexes of solar panels being placed in the Mojave Desert near Barstow and Blythe consume many thousands of acres. They also require construction of hundreds of miles of new power lines, and that guarantees higher rates for utility users than if the solar power were produced closer to where consumers live. —Tom Elias, <http://bit.ly/pYV6UT>

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Our mailing lists come from APA National, updated every two months. To update your email address or other information, go to [www.planning.org/myapa/contact\\_form.htm](http://www.planning.org/myapa/contact_form.htm) and login. There's a "submit" button at the bottom.

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* 10 times each year in PDF for the exchange of planning ideas and information. Current and back issues are available for download at <http://bit.ly/9YpPxS>. Entirely the effort of volunteers, the *News* is written and produced by and for urban planners in Northern California. Circulation (downloads per issue) averages 4,000.

*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.

Deadlines for submitting materials for inclusion in *Northern News* range from the 12th to the 16th of the month prior to publication. The 2011 schedule can be viewed at <http://bit.ly/dHlgyM>.

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