

NORTHERN NEWS



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Making Great Communities Happen

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September 2018

Cities urged to act on ride-hailing services

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Oakland's Latham Square at noon
Photo: Jonathan Schuppert, AICP



Cities urged to act quickly on ride-hailing services

Study says Transportation Network Companies (TNCs) can be valuable extensions of — but not replacements for — fixed route transit.

Naphtali H. Knox, FAICP

An important study on ride-hailing services exploded on the scene on July 25: “The New Automobility: Lyft, Uber and the Future of American Cities,” by Bruce Schaller, 37 pp., <http://bit.ly/2LT5j0V>. While providing substantial data, the report has sparked an inferno of comments and a gush of vitriol aimed at Lyft and Uber.

“The report was researched and written by Mr. Schaller to further public understanding and discussion of the role that app-based ride services and other vehicle-for-hire services can and should play in furthering urban mobility, safety, and environmental goals.” (Schaller, report preface. Mr. Schaller is a former deputy commissioner, traffic and planning, for New York City.)

The “report draws on published reports and news articles and newly available national travel survey and TNC trip data that have become available over the last 18 months. Results are presented nationally, with detail for cities and metro areas where available.” (Schaller, p. 5)

“Estimates of total trips are based on 2017 ridership reported by Lyft and Lyft’s market share based on credit card transactions.” Based on population density and size, metro areas were divided among three types: nine of the most densely-populated metro areas (Boston, Chicago, Los Angeles, Miami, New York, Philadelphia, San Francisco, Seattle, and Washington DC); 11 large but less-densely populated metros (Baltimore, Dallas, Detroit, Denver, Houston, Milwaukee, Minneapolis, Phoenix, San Antonio, San Diego, and San Jose); and “all other metros combined with non-metropolitan and rural areas.” (Schaller, p. 6)

The report highlights the increasing use of ride-hailing services, establishes that streets are enormously congested as a result, cites the general absence of local policies to deal with the newly created congestion, and takes corporate leaders to task for believing “that their companies’ missions and value propositions have broad societal benefits.” It continues, “TNCs and prospective AV companies can do little to stem movement toward a traffic-clogged future. The task thus goes to city officials who will have to decide whether to control the proliferation of smaller vehicles and make public transit competitive with ‘your own car and driver.’” (Schaller, p. 34)

Articles in *The Washington Post*, *Streetsblog*, and *CityLab*, while trying to point out the complexities, assert that TNCs are to blame for the new and sudden street congestion:

“New research from Bruce Schaller shows that TNCs are adding traffic at a prodigious rate in America’s largest cities. They are not reducing traffic, nor will they, even if they meet their goals for converting solo passenger trips to shared rides.” (Ben Fried, *Streetsblog NYC*, July 25, 2018, <http://bit.ly/2NPWRQv>)

“If cities don’t take steps to curb car traffic and prioritize spatially efficient modes like transit and cycling, Schaller warns, Uber and Lyft will continue to exacerbate urban traffic congestion and weaken surface transit systems. TNCs are bound to generate more car traffic in cities for two reasons: They mostly draw passengers who wouldn’t have otherwise used a car, and each TNC trip includes significant mileage with no passenger.” (Ben Fried)

“Only about 20 percent of TNC trips replace personal car trips. Another 20 percent replace traditional taxi services. The bulk of TNC trips — 60 percent —

Table 2. TNC and taxi trips per person in selected cities, 2017 (in millions)

City	Trips per person, annually	
	TNCs	TNC+taxi
San Francisco	86	93
Washington DC	66	84
Boston	54	64
Seattle	33	37
New York City*	19	39
Manhattan	42	108

Data are for central cities (not metro areas).
*Manhattan and the other 4 boroughs.

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Nationally recognized urban planner, author, and management consultant lived and worked in San Diego for the past 41 years.

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AICP exam prep course starts Sept 8

Dr. Don Bradley, AICP. It's time to start studying for the May 2019 exam. [Page 15](#)

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Striking findings from *State of the Nation's Housing* report, 2018. "This year's report — like its predecessors — includes a number of statistics that surprised even the experienced researchers who prepare it. Here are 10 that strike me as particularly notable from the 2018 report. ... **2. One in three homeowners is age 65 or over.** In Joint Center household projections a few years ago, we anticipated that by 2035, one in three households would be age 65 or over. However, this year's report notes that in 2016 one in three homeowners already were 65 or over. This is a by-product of both the aging of the population (10,000 baby boomers turn 65 every day) and the sharp decline in homeownership rates among younger adults over the past two decades. The shift has had many implications. Given that older owners move less frequently, in many markets it has helped reduce the number of homes for sale. And where limited supplies have driven up home prices, those gains have created wealth for older owners and increased challenges for younger renters who want to become homeowners. ... **4. Only 11 percent of the population moved in 2017.** This is notable because it is the lowest mobility rate recorded since the government began tracking moves in the early 1960s. The decline in mobility is partially due to the overall aging of the population, but mostly due to sharp declines in mobility across age groups and particularly the young adults who, contrary to conventional wisdom, are the least mobile generation of young adults in recent history." —*Daniel McCue, Joint Center for Housing Studies, Harvard University,* <http://bit.ly/2KFafFi>



Director's note

Sharon Grewal, AICP

Transport connects us

Public transportation transforms communities and the lives of their residents by spurring economic development and promoting sustainable lifestyles. Public transportation reduces traffic congestion and air pollution. It increases mobility for all ages, brings communities closer, and can encourage healthy habits. I for one enjoy and believe in a stress-free commute.

Salesforce Transit Center

The Salesforce Transit Center opened on August 12 for full transit service after eight years of construction. This two-block-long, four-story-high regional transportation hub — just south of Mission Street between Second and Beale — is now serving people from all over the San Francisco Bay Area, improving travel times to the financial district and downtown. The Transit Center is expected to serve 100,000 daily commuters and visitors.

On the roof of the Transit Center is the 5.4-acre Salesforce public park, which has already been transformative in massively redeveloping the East Cut and Rincon Hill neighborhoods. The park — four levels above the street — offers an urban oasis and gardens with regular public events and programming.

2019 National Planning Conference update

On July 28, NPC's Local Activities group discussed matters relating to special events, the welcoming reception, and health and wellness events we will host during the conference. The committee narrowed down the special events to eight: Beach Blanket Babylon, Asia SF, Giants Game, Cable Car Tour, Alcatraz Night Tour, Sunset Boat Tour, Oakland Urban Wine Trail, and Alameda Distillery Tour. We also have some exciting ideas for a welcoming reception to accommodate 6,000 attendees. It's California Livin'!

The Mobile Workshops group reviewed 59 submitted proposals, and the Orientation Tour group is refining the preferred routes. The group crafting the Planner's Guide

(City Guide) has discussed which platform to use for NPC19 and is developing an inventory of neighborhoods and locations to highlight. The Merchandise Committee is discussing which items to sell, and giveaways with our local design logo. The full Local Host Committee brainstormed ideas for a community planning workshop that can give back to our communities.

The Local Host Committee will next meet on Saturday, October 20, 2018, from 10 AM to Noon in Jack London Square, Oakland. Save the date! For more information, please contact us at npc19@norcalapa.org.

California Chapter Elections – Vote now

Our chapter — 6,000 strong — strives to give its members the resources they need to plan great communities. We are fortunate to have highly qualified board candidates ready to volunteer their time and skills to serve your professional needs. Please review the 2018 Candidate Slate on [page 4](#) and vote at <https://www.directvote.net/APA/> by September 7. If you did not receive your election email and login info on August 7, please contact support@directvote.net.

New Board members and vacancies to be filled

New. At our July 7 Board Meeting, Northern Section appointed **Michael Cass** to the Board as East Bay Regional Activity Co-coordinator (RAC), and **Greg Holisko, AICP**, as Communications Director. You'll find their photos and brief bios in 'Who's where,' [page 13](#).

Vacant. If you're interested in getting involved with APA or would like more information regarding our Northern Section committees and open board positions, please contact me at director@norcalapa.org. We're currently looking for: Distance Education Coordinator, Sustainability Director, Ethics Director, Mid-Career Planners (MCP) Group Director, and Webmaster. ■

RAISE YOUR VOICE, MAKE A CHOICE!



2018 APA CA ELECTIONS CANDIDATE SLATE

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VOTE BY SEPTEMBER 7th

[HTTPS://WWW.DIRECTVOTE.NET/APA](https://www.directvote.net/apa)

A housing bill to watch. In these “feverish final weeks, a closely watched proposal will move to the Senate floor — if approved by the Senate appropriations committee — to require cities to allow housing developments on BART’s expansive parking lots. ‘Given the twin housing and congestion crises, building housing next to major transit is simply common sense,’ said David Chiu, D-San Francisco, who leads the Assembly’s housing committee. But Chiu’s **Assembly Bill 2923** faces opposition from Alameda County and cities such as Fremont, Hayward, Lafayette, and Pleasant Hill. The bill is an effort to push forward a goal that BART adopted in 2016: building 20,000 homes throughout the system by 2040, with 7,000 units of low-income housing. AB 2923 would require BART to adopt standards for building such housing, and for cities to change their zoning rules accordingly. The legislation would affect only stations that have representation on the BART board of directors — currently Contra Costa, Alameda, and San Francisco counties.

—Kate Murphy, *East Bay Times*, <https://bayareane.ws/2MvyJ5u>

IN MEMORIAM



Paul C. Zucker, FAICP

Urban planner, author, and management consultant Paul C. Zucker lived and worked in San Diego, California, for the past 41 years, where he died on July 25. He was 83.

Over a nearly 60-year career that spanned the continent, Mr. Zucker

directed four major planning departments, created a nonprofit economic development company, consulted with hundreds of clients in more than 30 states, taught thousands of planners and managers in his short courses, and published eight books. Among them: “The management idea book – A planning director looks back and helps you look forward,” 1983; “The ABZs of Planning Management,” 1997 (second edition, 2007); “What your planning professors forgot to tell you – 117 lessons every planner should know,” 1999; and “What kind of a planning director will you be this year?” (2017).

Mr. Zucker was a department head for three major public agencies. With a bachelor’s degree in architecture from the University of Nebraska (Lincoln) and fresh out of the University of California (Berkeley) with a master’s in city and regional planning, he set out for Brookline, Massachusetts, in 1961; moved on to lead Marin County’s planning department in 1966; and in 1975 went to Tucson, Arizona, as head of their planning department. In 1977 he became planning director and later an assistant County Administrative Officer for San Diego County. Upon leaving San Diego County in May 1982, he formed Zucker Systems, a planning and management consultancy, which he headed until his death.

Mr. Zucker seemed to have a knack for being in a position of consequence at just the right time.

In 1968 in Marin County, a newly elected Board of Supervisors had halted all development and directed the county planning department to come up with an entirely new strategy for regulating growth. In response, Paul Zucker led the county planning department in drafting a series of county plans and programs to control what surely would have been rampant growth.

In 1991, Mr. Zucker authored a highly critical management study — one that received national attention — of the Los Angeles planning department. A key finding was that political pressure from the city council was influencing the workload and advice of the supposedly neutral department. “For a city the caliber of Los Angeles, I expected to see more of an urban-design function,” Mr. Zucker said. “But it simply doesn’t exist.”

He was not afraid to advocate for what he thought should be the most rational pattern of urban growth, and he urged his professional colleagues to plan for themselves as they planned the future for others. In 1988, Albert Solnit, writing in “The Job of the Practicing Planner” about the “planner-developer relationship,” quoted Mr. Zucker as saying, “We [planners] must reduce the time and cost of development review if we’re going to be allowed to continue to keep the gains made in the recent decades in favor of planning. The process therefore is very important. We need to get organized.”

Paul Clarence Zucker was born in Scribner, Nebraska, on December 9, 1934, and grew up in the small town of 900 people. Early in his budding career he worked for the Bucks County (Pennsylvania) planning department, then at a Boston consulting firm for national planning pioneer John T. (Jack) Howard, who at the time headed the department of city and regional planning at the Massachusetts Institute of Technology. Howard often spoke of “ensuring greater representation” for what (in 1970) he called “heretofore underrepresented constituencies.” (*Changing Cities*, Lawrence J. Vale)

A few years later, hoping to better the lives of low-income and minority residents in California’s Central Valley, Mr. Zucker would devote five years as head of a non-profit economic development corporation on Fresno’s west side, managing five manufacturing plants and creating a health clinic, legal aid office, and a credit union.

In addition to his consulting practice and writing, Mr. Zucker was also an ardent ukulele strummer. He played trumpet and baritone in a band he and his wife of 61 years, Kathy, created, and in which they performed at their annual Oktoberfest. ■



APA California Chapter – Northern Section

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Questions?

Liz Probst
mentorship@norcalapa.org
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Minneapolis council members want to tie density to affordability

[Ed. note: Northern News previously noted Minneapolis' plan to allow fourplexes on block corners across the city (April 2018, page 19, <http://bit.ly/2MsmO8R>). Now comes the pushback. Also of note: The city council president holds a master in city and regional planning from UC Berkeley.]

By Rachel Dovey



Minneapolis skyline in 2014 from the eastern city limits. Photo: Michael Hicks, CC by 2.0

Minneapolis officials need to show more clearly how density equals affordability. That, at least, appears to be one takeaway of a spirited, at times ugly and, no doubt ... racially-charged debate about Minneapolis' long-range development plan — for which the public comment period ended July 22. (Minneapolis 2040 Comprehensive Plan, <http://bit.ly/2uKTK5u>)

One of the main points of contention: Fourplexes. The city initially proposed allowing fourplexes in single-family neighborhoods in March, when the first draft of the plan was released, as Next City reported at the time, <http://bit.ly/2LzG4Us>. Backlash was swift, and aimed particularly at Mayor Jacob Frey — opponents of the idea dubbed the units “freplexes.”

The Mayor put housing at the center of his 2017 election campaign and wants to drastically pump up city funding to address the affordability crisis — and he's supported the plan's efforts to increase density.

But residents aren't convinced that density will make housing more affordable, the Minneapolis Star-Tribune reports, <http://strib.mn/2Lub20r>. (Or, perhaps more accurately, the residents making their voices heard are not convinced. According to the paper, the discourse so far “has been dominated by criticism from residents in neighborhoods dominated by single-family homes.”)

“Things are terrible,” Council Member Linea Palmisano said recently, according to the paper. Referencing her south Minneapolis ward, which is lined

with hundreds of lawn signs demanding: “Don't bulldoze my neighborhood,” she said: “I have never heard from so many of these people. They are angry and freaked out.”

Of course, as Next City has also covered (<http://bit.ly/2IDK7KK>), the Twin Cities' housing market is still influenced by many of the intentionally segregationist, racist policies of the past. Zoning patterns are one way of furthering (or disrupting) those policies.

Still, even if this is your classic tale of single-family home NIMBYism obstructing multi-family zoning, several council-members appear ready to take the criticism. And rather than backing away from density, they're talking about tying it more directly to affordability.

From the *Star-Tribune*:

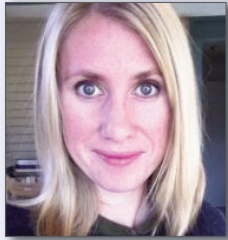
Much of the debate comes down to how and whether the plan will actually translate to more affordable housing, and not just give developers license to build expensive apartments.

[Council President Lisa Bender, MCRP, UC Berkeley] said she would only support the final plan if it's accompanied by an inclusionary zoning ordinance — a rule that would require large-scale developers to include affordable units in otherwise market-rate projects. [Member Jeremy Schroeder] also said he believes some type of mechanism to encourage below-market-rate housing will be a necessary companion for the plan to succeed.

(continues on next page)

Minneapolis council members want to tie density to affordability (continued from previous page)

A second draft of the plan is due in late September, according to the paper.



Rachel Dovey is an award-winning freelance writer and former USC Annenberg fellow living at the northern tip of

California's Bay Area. She writes about infrastructure, water, and climate change and has been published by *Bust*, *Wired*, *Paste*, *SF Weekly*, the *East Bay Express* and the *North Bay Bohemian*.

A version of this article originally appeared in *Next City* on July 23, 2018, <http://bit.ly/2uNklcD>. Republished with permission. ■



2018 HUD-AIA award for affordable housing design goes to Mission Bay apartments

HUD USER, August 7

The Office of the Secretary of HUD, in conjunction with the Residential Knowledge Community of The American Institute of Architects, recognizes excellence in affordable housing, community-based design, participatory design, and accessibility. Awards are offered in four categories: Community-Informed Design Award, Creating Community Connection Award, Excellence in Affordable Housing Design Award, and Housing Accessibility—Alan J. Rothman Award.

The **Excellence in Affordable Housing Design Award** recognizes overall excellence in design in response to the needs and constraints of affordable housing. Winning in this category is Five 88 in San Francisco's Mission Bay.

Mission Bay is a rapidly developing neighborhood adjacent to the new UCSF Medical Center. The design of Five 88 includes 10,000 square feet of retail space and provides a dynamic visual entry to the neighborhood.

With 200 one- and two-bedroom units, Five 88 was the largest new affordable development in the city in a decade when it opened a year ago. All but two apartments are rented to families earning between 50 and 60 percent of the area median income and provide residents with shared community space and fitness facilities. The buildings wrap around a large communal open space featuring a community pavilion with space and amenities for residents to gather, relax, and cook.

The \$75 million development is located along the 4th Street bicycle route and two blocks from the Muni Third Street Mission Rock Light Rail Station. A portion of the property faces Mission Bay Commons Park — two acres of open space that leads to the south waterfront and which will grow to nearly six acres when the neighborhood is complete.

David Baker Architects. Related California in partnership with Chinatown Community Development Corporation. ■



588 Mission Bay Boulevard, San Francisco. Photo: Mariko Reed, via HUD USER.

Planning news roundup

Excerpts linked to the original articles

Ten towns that changed America (0:55)

PBS, August 7, 2018

<https://interactive.wttw.com/ten/towns> • [Ed. note. Some may look down on such a conversational approach to explaining the roots of American city planning. I think it should be required viewing for planning students. It packs a lot into an hour. And I can think of occasions where such a film would have helped me considerably in providing context for a citizens' general plan committee.]

"Ever since the first European settlers arrived, North America's town founders and planners have asked big questions about how to shape the places we live. What if we arrange our homes and businesses around an orderly grid of streets? What if we build a company town with housing for our workers? What if we lay out a town to provide people with more green space? What if we build homes ultra-efficiently, the way Henry Ford built cars? What if we tear down old neighborhoods to build new ones? What if we don't?"

"The pursuit of these 'what ifs' has led to some great experiments in urban planning, with results that have impacted many other places — for better and occasionally for worse."

PBS examines St. Augustine, FL; Philadelphia; Salt Lake City; Riverside, IL; Pullman, IL; Greenbelt, MD; Levittown, NY; Southwest Washington, DC; Seaside, FL; and — in a nod to the West Coast — the Pearl District of Portland, OR. You can select a city or district and watch the relevant 4.5- to 6-minute segment.

Among the dozen or so knowledgeable commentators on the program are Paul Goldberger, architecture critic for *The New Yorker*, 1997–2011; Francesca Russell Ammon, Asst. Prof., City and Regional Planning, University of Pennsylvania; and Andrés Duany, a founder of the Congress for the New Urbanism.

Wildfires are a people problem

Govtech.com, August 5, 2016

Lisa M. Krieger, *The Mercury News*, <http://bit.ly/2Mp9eTz> • "For millennia, wildfires just burned trees; now they're claiming homes, cars, and precious lives.

"It's the expanding bullseye effect," said geographer Stephen M. Strader of Villanova University. "Cities are moving into regions where there were no people before. People and wildfires are coming together more often."

"His major new analysis (Spatiotemporal changes in conterminous US wildfire exposure from 1940 to 2010, <http://bit.ly/2Mp7Z6R>), published this spring in the journal *Natural Hazards*, found a 1,000 percent increase in the number of western U.S. homes at risk from wildfire over the past 50 years — from about 607,000 in 1940 to 6.7 million in 2010.

"About one-third of Californians live in the wildland-urban interface [including] new home construction in pockets of

once-rural Santa Clara, Alameda, Contra Costa, and North Bay counties.

While it might seem as if California's wildfires are increasing, new research by Jon Keeley, a fire scientist with the U.S. Geological Survey's Western Ecological Research Center in Sequoia National Park, shows that is not so.

But they are far more destructive, according to CalFire. A big reason why: It's harder to do controlled burns — one of the most effective fire suppression techniques — near residential areas. Until the 1970s, fire suppression tended to minimize fire spread.

While climate change contributes to the problem, it's not a major cause, said Keeley. "The number one driver is people, and we've put them in wildland areas."

(The news roundup continues on [page 18](#))

Another two-way street goes one-way. "For 68 years, drivers on Colorado Street in downtown Austin could go only south. Now that road goes two ways for cars. 'This is absolutely a trend,' said Billy Riggs, AICP, assistant professor of management at the University of San Francisco. Riggs said more cities have been converting one-way streets to two-way streets over the past two decades, but the trend has picked up. Riggs said the difference is that two-way streets, with the potential threat of oncoming traffic, force drivers to pay more attention: 'Creating an uncertain environment is the best thing we can do for you as a driver to get you to drive more safely.'" —Audrey McGlinchy, *Austin Monitor*, <http://bit.ly/2uQO4XI>

Meet a local planner

By Catarina Kidd, AICP

Michael Wooley-Ousdahl is Transportation Operations Manager for Google and a 2018 Leadership Mountain View graduate. He serves as a mentor in the APA Northern California Chapter Mentorship program and volunteers for Save The Bay.

Tell us about where you live and attended school.

I earned dual masters degrees in public administration and city and regional planning at the University of North Carolina at Chapel Hill and a bachelor of arts in psychology and social behavior from the University of California, Irvine. My wife and I reside in San Francisco.

Let's talk about your current job.

Our team's mission is to plan, implement, and operate solutions to make commuting and campus mobility a stress-free, efficient part of a Googler's day. We promote commuting via other modes besides driving alone in order to reduce single occupancy vehicles (SOV) coming to campus. My specific role supports the planning and operations of the Google shuttle program, including managing the daily operations, supervising outsourced vendors, and providing service planning for the system. We constantly use data to drive our decision-making, to see where capacity can be expanded, and to optimize service.

How long has this program been around?

It was a grassroots, organic effort from Googlers themselves. In 2004 there was a single vanpool in SF. The vanpool grew into a more formal program from there, incorporating shuttles. Since those days, we have octupled the program.

Based on what you've been studying, what kind of impact does the transit program have?

We have about 900 daily departures serving the nine Bay Area counties. 10K riders each day to and from work. 20K daily trips. This means 6500 cars off the road every day. 95M vehicle miles. That is a huge impact on regional congestion.



What do you do with these numbers?

It's all about looking to the future. We are constantly adjusting our shuttle network. It is a true planning exercise.

I am also involved with regional transportation planning work as it impacts the shuttles and the broader community. The shuttle travel time impacts how people get to work. Publicly available reports are released every year that look across our entire organization at where it stands in terms of sustainability. Data is critical to this exercise. I love my job so much because I have a strong personal commitment to

sustainability, and can combine this with my love of data to help Google communicate these positive impacts as an organization.

How do you decide where to put new routes?

We are constantly looking to make data-driven decisions. Planning is such a great field because data underscores so much of our decision making. Planning is about making better decisions vital to the livability of a community. So with data tracking, we make service changes weekly based on our daily tracking of delays, ridership, capacity, etc. Qualitative data matters as well, and we are responsive to the feedback from riders, which also influences the service changes that we make.

Clearly these efforts involve a number of people to plan and implement successfully. What do you appreciate most about your team?

Our team is very nimble and focused on making positive impacts. We all have a mindset of achieving our sustainability and business goals together. They are connected. Our mission is to reduce single occupancy vehicles. That supports business growth.

Sustainability has always been a cornerstone of our work here at Google. We all have many roles and there's a culture to be creative and think of new ways of doing something. Just because something has always been done a certain way doesn't mean it has to stay that way. That is what makes great planning and programming.

(continues on next page)

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.

Michael Baker
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Meet a local planner (continued from previous page)

Your experiences prior to this role?

I started at Google in October 2015. I began my career at HDR Engineering doing transit consulting up and down the east coast. The work was about getting into the details of transit service planning and seeing it from a variety of municipalities' point of view. I went on to NC State University as a transportation planner, to help with a variety of programs led by the transportation department: TDM, bike-pedestrian facilities, transit programs, facilities operations, and planning future transportation infrastructure. I was then promoted to assistant director, where I managed staff in our planning and operations group. Google was a great opportunity to return to California and continue meaningful work in transit planning.

Your path to planning?

I went to planning school because I wanted to work in transit. I have been interested in public transit since I was a child in Orange County, California. I used to ride around on buses and trains, wondering how it all worked. I absolutely love public transit more than just about anything, though I don't forget my priorities: my wife Megan, the Los Angeles Dodgers, then transit!

Tell us about a favorite project.

There are so many but some really stand out. At NC State University, I was responsible for overseeing the Wolfline transit contract on behalf of the University, which ranged from overseeing vendor staff to ensuring accountability in the program objectives. I had spent so much of my early career analyzing service planning and operations as a transit consultant for others; this offered the first opportunity to really own a program, dig in professionally, and to make sure it was responsive and actually reducing SOV trips to the campus. It laid the groundwork for where I am today and the scale of my current work.

What good advice have you applied to get great results?

Several key people have influenced me. My supervisor at HDR Engineering helped me to develop a habit of double- and triple-checking everything and to emphasize always being detail-oriented in my work — so vitally important in our profession. A manager at NC State once told me it's always better to be bold in how you approach your work. Push forward and don't let roadblocks stop you from pushing a great idea. Then there's my wife, who tells me each morning to do good, try hard, and have fun! It puts me in a good place when I think, be detailed, be bold, be creative.



Interviewer Catarina Kidd, AICP,
is *Northern News*' associate editor.
All interviews are edited. ■



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Where in the world



Photo: Chandler Lee (Answer on [page 14](#))

"Additional building won't make city housing more affordable, says Fed study. One of the suggestions you hear, particularly in cities like San Francisco or Seattle, where rents and prices are also ridiculously high, is that cities need more housing. It's an appeal to the most basic of economic principles: supply and demand. Add more supply, and demand, in the form of competition for available units, will lessen and prices will drop. A Federal Reserve published report from earlier this year (<http://bit.ly/2KEn0Qq>) looks at the notion of marginal additions to housing and finds that they're unlikely to help. Prices will march on as they have."

—Erik Sherman, *Forbes*, <http://bit.ly/2KGMKeX>. Adds Kaid Benfield on Twitter: "A thousand times yes. The market alone cannot solve affordability problems. Policy intervention is essential."

NYC caps TNCs. "The New York City Council approved a package of bills that will halt new licenses for Uber and other ride-hail vehicles for a year while the city studies the booming industry. The new rules will make New York the first major American city to restrict the number of ride-hail vehicles and to establish pay rules for drivers. 'We are pausing the issuance of new licenses in an industry that has been allowed to proliferate without any appropriate check or regulation, said City Council Speaker Cory Johnson before the vote, adding that the rules would not diminish existing service for New Yorkers who rely on ride-hail apps. Many experts believe congestion pricing is the best way for New York City to fix congestion and secure the funds needed to fix the subway. Mr. Johnson supports the idea, but Mayor de Blasio has opposed it." —Emma G. Fitzsimmons, *The New York Times*, <https://nyti.ms/2KCr7wx>

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Who's where



The City of Sunnyvale has promoted **Shila Behzadiaria** to associate planner. Before coming to Sunnyvale in 2015, she interned with the City of Cupertino, as a data analyst for the City and County of San Francisco, and in health policy and planning for the County of San Mateo. Behzadiaria holds a master's in urban and regional planning from San Jose State University and a bachelor's in urban planning engineering, urban studies, and design from the University of Tehran. She is fluent in English, Farsi, French, and Turkish.



Northern Section has appointed **Michael Cass** as East Bay Regional Activity Co-coordinator (RAC). Michael has been a public sector planner for 14 years, both with the City of Lafayette (2004–2016) and most recently as principal planner in charge of long-range and sustainability policy for the City of Concord. He also serves as Co-Chair of Sustainable Lafayette's Open Space Project and is a Sustainable Contra Costa board member and secretary. Cass has a B.A. in communication from St. Mary's College of California, Moraga.



Greg Holisko, AICP, a senior environmental planner with Michael Baker International, has been appointed to the Northern Section board as Communications Director. Holisko joined Michael Baker in February. He previously worked as a senior technical director for AKRF, an environmental consulting firm in New York. Originally from Vancouver, Canada, Holisko holds a master of urban planning from New York University and a B.A. in English from the University of British Columbia.



The City of San Mateo has promoted **Roscoe Mata** to Senior Planner. Before joining the city in 2016, he was an associate planner with the City of Orinda for nine years. Mata volunteers as a mentor with the East Bay College Fund, where he assists students from low-income families and communities, and as a coach with KEEN, San Francisco, empowering youth with disabilities. He holds a bachelor of arts from UCLA.

(continues on next page)

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Who's where (continued from previous page)



Erin McAuliff, formerly Senior Transportation and Mobility Planner for Marin Transit, an agency she served for three years, is now Senior Transit Planner, Accessible Services, at San Francisco Municipal Transportation Agency (SFMTA). McAuliff was part of the planning team for the Summit on Livable Communities for All Ages held in San Francisco March 29. She

holds a master of urban planning from City University of New York–Hunter College and a B.A. in sociology from The George Washington University.



Kari Svanstrom, AICP, is the new planning director for Sebastopol. A licensed architect, she previously worked for the City of Mill Valley for five years, most recently as Interim Planning and Building Director. Svanstrom holds master's degrees in city planning and in architecture from UC Berkeley, and a bachelor of architecture from Washington University in St Louis.

She is a resident of Sebastopol.

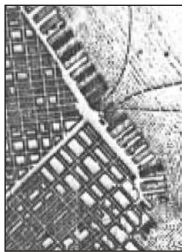


Ellen Yau has been promoted to associate planner, City of Cupertino, where she started as an intern in 2014. Her professional interests include community art, public health, landscape and public space design, and organizational planning. She holds a master's in planning from USC and a bachelor's in landscape architecture from UC Davis. Yau volunteers on the host

committees for the Municipal Management Association of Northern California's 2018 Conference and APA's 2019 National Planning Conference. When not working, she can be found traveling, volunteering at local nonprofits, reading, or enjoying the outdoors. ■

Answer to Where in the world (Page 12)

Strasbourg, France. Located in Alsace near the German border, the city has about 275,000 inhabitants. Known for its medieval cityscape of Rhineland black and white timber-framed buildings, the city is one of the *de facto* capitals of the European Union (alongside Brussels and Luxembourg) as it houses the European Parliament and several other EU institutions. Strasbourg's metropolitan area population (not counting the section in Germany) was 773,347 in 2013, making it the ninth most populous metro area in France. *Source: Wikipedia. Photo: Chandler Lee*



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The classroom is small and class size is limited. To register by August 31, or for further information, please contact me at Dr.DonBradley@comcast.net or (650) 592-0915.

You can also download National APA's *AICP Exam Guide* at <http://bit.ly/2KAGxRQ>. It contains all the information you need to apply for and take the AICP Certification Exam.

If voters approve, Baylands housing could take 10 years. As expected, the Brisbane City Council voted July 19 to put a ballot measure before voters in November to amend the city's general plan and allow the construction of thousands of new homes on the Baylands site. But even if Brisbane approves the change at the ballot box, it could be up to 10 years before the developer breaks ground. Developer Universal Paragon Corporation (UPC) owns the 660-acre Baylands site and has estimated that for them to implement [site cleanup] will take three years, Brisbane City Manager Clay Holstine told Curbed SF via email. Then tack another year onto that for UPC to even finalize those plans now. That's all assuming, of course, that Brisbane residents vote in favor of building at all." —Sharon Hahn Darlin, *Curbed SF*, <http://bit.ly/2NHOir6>

French transit line partners with Uber. “The Nice, France, transport operator has partnered with Uber for a one-year pilot project. Service on tram Line 1 runs until around 02.30 but the last buses linking some tram stops with residential areas leave around 20.00. To fill the last-mile gap, Uber is offering trips between one of six tram stops and any destination in a defined zone for a flat fare of €6 (\$7). This is valid from the departure of the last bus from the tram stop in question until the arrival of the last tram at that stop. The offer is available via the Uber app to more than 50,000 users over the age of 18 who are registered with the transit operator.” The Nice metropolitan area population is roughly 900,000. —*Metro Report International*, <http://bit.ly/2LHFSSA>. Hat tip to Sandy Smith, Next City

Tram, Nice, France. Image: Railway Gazette



Far fewer families with kids owned a home in metro SF in 2016 compared to 2006. “In the 10-years 2006–2016, renters with children in the U.S. increased by 16 percent, while homeownership decreased by 14 percent for the same demographic. The main reasons are fallout from the housing crisis, air-tight lending rules, a shortage of entry-level homes, and skyrocketing home prices. (Nadia Balint, RentCafé Blog, <http://bit.ly/2NKHHMH>) Noemi Wyss writes that “RentCafé researchers found 31,000 fewer households with children within the San Francisco metro area between 2006 and 2016 — a 10 percent decrease in homeowner families; and an increase of 57,000 during the same period in the number of families renting — a 33 percent jump. In the five years 2013–2018, median prices of a single-family home soared 80 percent and rents increased by 39 percent.” —CP&DR, <http://bit.ly/2LN8Wpa>

Changes in the Number of Households with Minor Children and Real Estate Prices in the 30 Largest U.S. Metros

Metro/Market	Net change in owners with children	Net change in renters with children	% change in owners with children	% change in renters with children	% change in single-family home prices (5-year)	% change in rent prices (5-year)
San Antonio	6,000	28,000	3%	33%	29%	20%
San Francisco	-31,000	57,000	-10%	33%	80%	39%
Seattle	-6,000	40,000	-2%	31%	79%	45%
Las Vegas	-31,000	29,000	-22%	30%	74%	31%
Riverside	-92,000	57,000	-24%	29%	52%	19%
Denver	-5,000	25,000	-2%	27%	61%	45%
Sacramento	-30,000	25,000	-17%	26%	58%	46%
San Diego	-32,000	34,000	-15%	21%	42%	34%
Philadelphia	-92,000	31,000	-17%	17%	51%	17%
Boston	-34,000	25,000	-9%	16%	33%	26%

*10-Year Changes in Owner vs Renter Households with Minor Children 2006-2016 (U.S. Census) Showing data for 10 selected metro areas.

*5-Year Changes in Average Rent Prices April 2013 - April 2018 (Yardi Matrix)

either replace transit, biking, and walking, or would not have been made without the availability of TNCs.” (Ben Fried)

“Nor is there any indication that Uber and Lyft are exerting downward pressure on personal car ownership in major cities. In seven of the nine regions where the companies’ services are concentrated, car ownership per capita is on the rise.” (Ben Fried)

“Trip fees, congestion pricing, bus lanes, and traffic signal timing can help alleviate growing pressures [that TNCs place] on the fixed amount of street space. But if traffic congestion remains unacceptable, policy makers should look toward a more far-reaching goal: less traffic.” (Schaller, p. 28)

“Without public policy intervention, however, the first steps into an autonomous future are almost certain to greatly exacerbate big-city traffic congestion.” (Schaller, p. 33) Among the difficult steps Schaller discusses to “discourage personal vehicle use in congested areas” are constraining or taxing parking, and limiting or even banning “low-occupancy vehicles from certain streets at designated times of the day.” (Schaller, p. 29)

“But Schaller’s framing sets us up for failure,” writes Robin Chase, co-founder and former CEO of Zipcar. “Cities have been congested and transit has been poorly used for

Streetsblog USA @Streets...

Uber and Lyft are increasing congestion and undermining transit in cities. 60% of trips would otherwise have been avoid...

26

494

581



years before these companies set up shop. ... Shared trip offerings aren’t yet delivering on getting more people into each vehicle, but we are at the earliest stages of this shift.

... What we need is ... fair user fees across all modes to encourage more efficient use of our streets.” (CityLab, <http://bit.ly/2uVdELh>)

Shane Phillips, Director of Public Policy at Central City Association of Los

Angeles, tweeted: “... I find the discourse around TNCs so frustrating. There doesn’t seem to be a viable alternative on the table, just a hazy idea that maybe if we punish TNCs transit will get better? ... The only real solution is transit-only lanes, because TNCs are only the ‘last one in’ building on top of a mountain of congestion created by personal automobiles. Just attacking TNCs is pointless.” (Twitter, @ShaneDPhillips)



Shane Phillips · 2d

... , and my main concern is that if we're going to target TNCs what we're saying is that we're okay with pushing people with fewer choices back onto poor quality transit, while people who own cars can just keep choosing to drive. It seems very unfair.

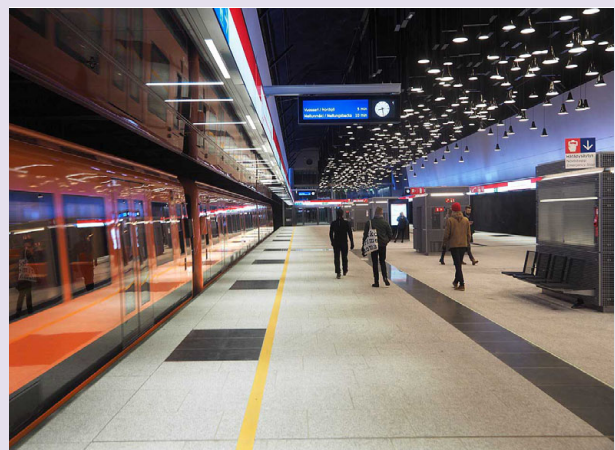


Naphtali H. Knox, FAICP, is in his thirteenth year as the editor of Northern News.

Comments are welcome.

Send to knoxnaph@gmail.com

Helsinki, the future of urban travel. “Mobility as a service, or MaaS, may become the biggest revolution in personal travel since the Model T popularized private ownership of motor cars. Instead of using one app for rides and local government apps for public transport, Whim offers a single app with a single fee. The app offers unlimited rides on public transit, city bikes, short-distance taxis, and rental cars. Users pick the most efficient way to get between any two places. Whim has grown to more than 45,000 users in the Helsinki region, of whom 5,100 pay monthly fees. An all-inclusive subscription package costs 499 euros (\$582.65) per month, and a more modest 49 euros gets you unlimited bus travel and short city bike rides, as well as cheaper taxis and rental cars. A pay-per-ride option also exists for those who want to try out the service. Cities in Whim’s pipeline include Amsterdam, Vienna, Berlin, and Munich. In North America, potential locations include Miami, Seattle, and Vancouver.” —Kati Pohjanpalo, Bloomberg, <https://bloom.bg/2MlnE7c>



Interior of Lauttasaari metro station in Helsinki, Finland.

Photo, JIP. CC by-SA 4.0

New transit planned to North San Joaquin Valley

The Mercury News, August 6, 2018

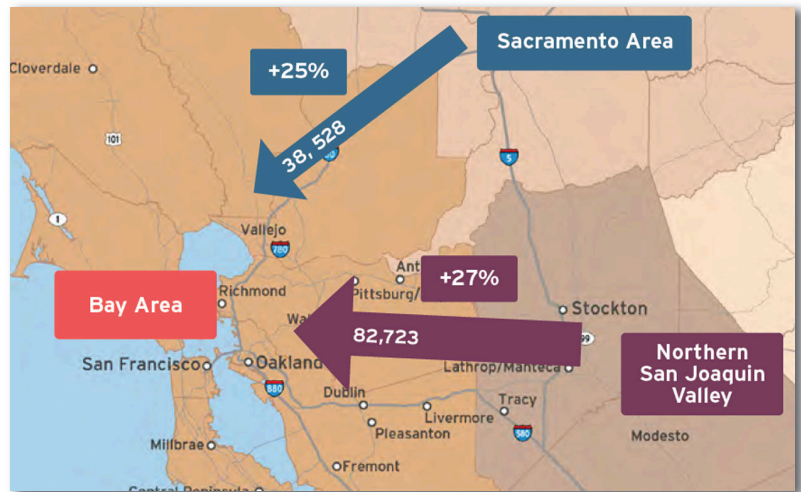
Erin Baldassari, <https://bayareane.ws/2KDcEQL>

• “The newly-formed Tri-Valley-San Joaquin Valley Regional Rail Authority is moving apace to design and build a rail link between the Dublin/Pleasanton BART station and Lathrop in the Central Valley. The authority’s governing board has released its vision for the Valley Link: a 10-station commuter line, with BART-like service that could start carrying passengers in five to seven years. (<https://adobe.ly/2KwQkZb>)

“A growing share of workers are commuting into the Bay Area from farther away. More than half of Tracy residents leave the city every day for work, and a third of them commute more than an hour in each direction.

“The trains would run all day at 12-minute intervals between Dublin/Pleasanton BART and a new station in Livermore, and at 24-minute intervals between Livermore and Lathrop. The estimated \$1.8 billion project would save money with open air, track-level stations, similar to Amtrak.

“The project has about a third of the funding it needs. And because of other efforts to study rail connections and extensions in the past, the authority would be able to deliver a project-ready environmental impact review by July 2019, a process that usually takes two to three years.”



Change in daily commute, 2013–2016. In the Bay Area and surrounding regions, the greatest daily commute flow is between Northern San Joaquin Valley and the Bay Area, with almost 83,000 trips every day. Source: Valley Link, *Connecting People, Housing, and Jobs*, July 2018



Source: Valley Link, *Connecting People, Housing, and Jobs*, July 2018

London traffic signals will give pedestrians the green light by default. “Prioritizing pedestrians over cars is part of London’s plan to increase walking and transit trips. (Walking Action Plan, July 2018, <http://bit.ly/2uQwSlc>). To help meet its goals for ‘pedestrian time saved,’ Transport for London will begin using smart traffic signals that employ a ‘Split Cycle Offset Optimisation Technique’ (SCOOT). These signals, which will be installed at a small number of locations, can detect the number of pedestrians waiting at an intersection and automatically adjust timing to minimize their wait and ensure they have enough time to cross. The traffic signals show a continuous green for pedestrians until vehicular traffic is detected, at which time the pedestrians are stopped by a red signal, and vehicles get a green light to proceed.” —Angie Schmitt, *Streetsblog USA*, <http://bit.ly/2uQQ2Y6>. One commentator noted, “London can do this because they have a fantastic public transport system and a congestion charge to discourage cars in the city.”

(The news roundup continues on next page)

Rebranded by Google Maps

The New York Times, August 2, 2018

Jack Nicas, <https://nyti.ms/2Mko9hT>

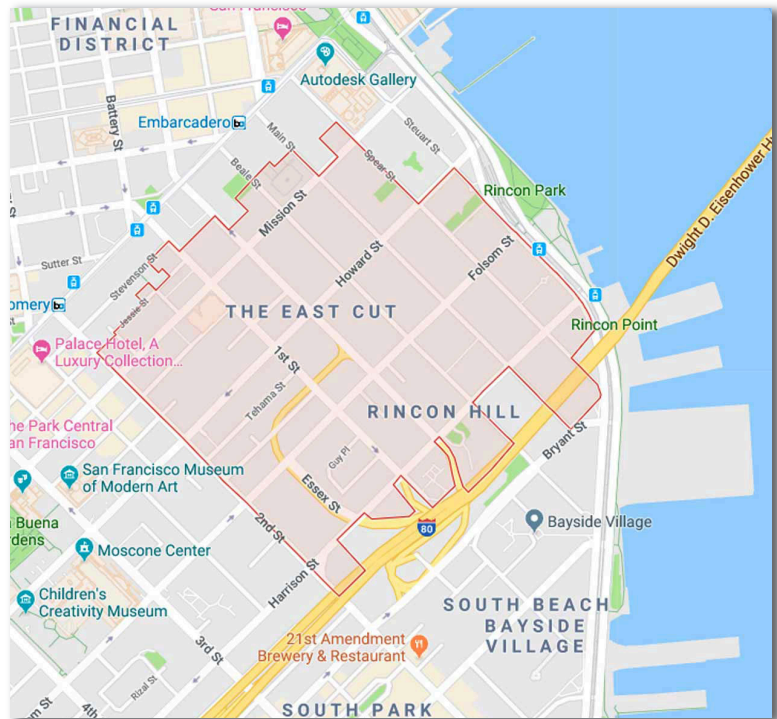
- “For decades, the district south of downtown San Francisco and along the Bay was known as Rincon Hill, South Beach, or South of Market. This spring, it was suddenly rebranded on Google Maps as ‘The East Cut.’

“The East Cut name originated from a neighborhood group that residents voted to create in 2015 to clean and secure the area. The nonprofit paid \$68,000 to a ‘brand experience design company’ to rebrand the district.

“Andrew Robinson, executive director of the nonprofit East Cut Community Benefit District, said the group’s board chose The East Cut because it referenced an 1869 construction project to cut through nearby Rincon Hill. The nonprofit then paid for streetlight banners and outfitted street cleaners with East Cut apparel.

“But it wasn’t until Google Maps adopted the name this spring that it got attention.

“Mr. Robinson said his team asked Google to add the East Cut to its maps. A Google spokeswoman said employees manually inserted the name after verifying it through public sources. The company’s San Francisco offices are in the neighborhood (as is The New York Times bureau), and one of the East Cut nonprofit’s board members is a Google employee.



Neighborhoods near downtown San Francisco. Source: Google Maps

“Google Maps has also validated other little-known San Francisco neighborhoods. Balboa Hollow, a roughly 50-block [Inner Richmond] district north of Golden Gate Park, trumpets on its website that it is a distinct neighborhood. Its proof? Google Maps.”

Bay Area’s new transit station reopens parking debate

Next City, August 2, 2018

Rachel Dovey, <http://bit.ly/2Ks4zyl> • “BART in May opened a new \$525 million extension to the East Bay city of Antioch. Already, it’s surpassing projections with 3,800 weekday commuters (BART initially estimated 2,800). It’s so popular that the 1,006-slot station parking lot is usually filled before 6 a.m.”

“The transit agency now plans to add 700 spaces on another lot it owns close by. But if the lots continue to be packed, and commuters’ parked cars line neighborhood streets, BART may reopen what the *Chronicle* calls a ‘long-standing debate ... over whether building more parking is the best way to promote the use of public transit.’”

“BART’s multi-story parking garages have been criticized for their cost, and for eating up valuable land. In 2014, Livable City Executive Director Tom Radulovich, who sits on the BART board, said he was ‘appalled’ at the tens of millions of dollars ‘wasted’ building commuter garages, however, at some ‘further out’ stations, ‘an argument could be made for parking lots as a land-banking strategy.’”

At the Antioch extension, daily parking costs \$3, and a monthly reserved permit costs \$105 (roughly \$4.75 per workday). “But driving Highway 4 [the 10 miles] between Antioch and Bay Point (the route followed by the new BART extension) can take [half-an-hour,] six times as long as riding the train.”

(The news roundup continues on next page)

TNCs and transit as partners

CityLab, August 3, 2018

Laura Bliss, <http://bit.ly/2MiUhSV> • “According to a report released August 1 by DePaul University’s Chaddick Institute for Metropolitan Development (‘Partners in Transit,’ <http://bit.ly/2KvMi30>), since 2016 at least 27 communities across the United States have joined with Uber, Lyft, and other transportation network companies (TNCs) to supplement or substitute traditional service.

“The most robust program in the country might be in Monrovia, California, where visitors and residents have taken more than 53,000 subsidized rides since its transit agency began offering \$.50 rides on all Lyft trips within the city’s boundaries in March 2018.

“The question of whether ride-hailing apps are pulling riders on or off public transit has been a cloud over the transportation industry for years. While TNCs frequently take the

blame, the more significant drivers in ridership declines are likely service cuts and lower gas prices.

“Uber and Lyft also appear to be penetrating neighborhoods with poor transit coverage and low car ownership rates, places traditional taxi services would not go [or where] calling a car is more cost-effective.

“By now, there’s almost a sense of inevitability that transit agencies will fold ride-hailing into some aspect of their operations.

“Indeed, the million-dollar question about these partnerships may be what ‘success’ looks like. Is it finding a cheaper way to do business on a seldom-used bus route? Is it creating connection points in neighborhoods that didn’t have them before? Or is it more about branding? The more clearly defined the goal, the better.”

How America uses its land

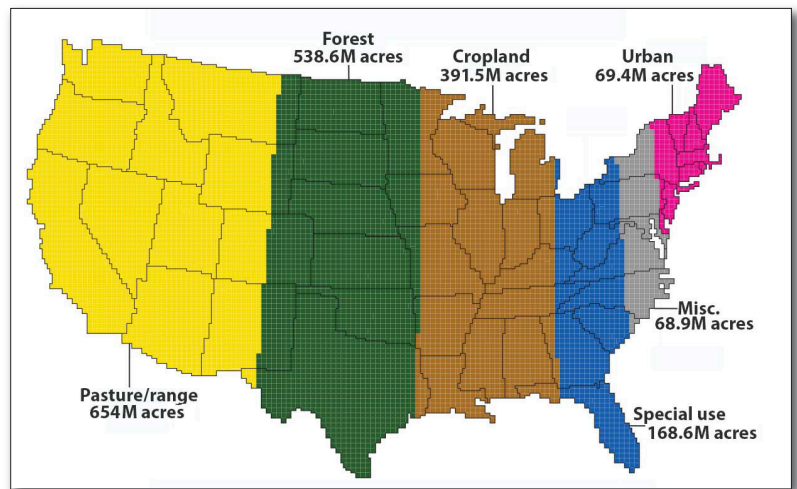
Bloomberg, July 31, 2018

Dave Merrill and Lauren Leatherby, <https://bloom.bg/2KskDjA> • “The 48 contiguous states are a 1.9 billion-acre jigsaw puzzle of cities, farms, forests, and pastures that Americans use to feed themselves, power their economy, and extract value for business and pleasure.

“Using surveys, satellite images, and categorizations from various government agencies, the U.S. Department of Agriculture divides the U.S. into six major types of land. The data can’t be pinpointed to a city block — each square on the map represents 250,000 acres of land. But piecing the data together state-by-state can give a general sense of how U.S. land is used.

“Even though urban areas make up just 3.6 percent of the total size of the 48 contiguous states, four in five Americans live, work, and play there. With so much of the U.S. population in urban areas, it’s little surprise that these areas contribute an outsize amount to the economy. The 10 most productive metropolitan areas alone contributed about 40 percent of U.S. GDP in 2016.

“The U.S. is becoming more urban — at an average rate of about 1 million additional acres a year. That’s the equivalent



“Gathered together, cropland would take up more than a fifth of the 48 contiguous states. Pasture and rangeland would cover most of the Western U.S., and all of the country’s cities and towns would fit neatly in the Northeast.”

Image: Bloomberg. This is just one of 14 map-graphics in the article.

of adding new urban area the size of Los Angeles, Houston, and Phoenix combined. U.S. urban areas have more than quadrupled since 1945.”

(The news roundup continues on next page)

Do Millennials prefer cities?

CityLab, July 30, 2018

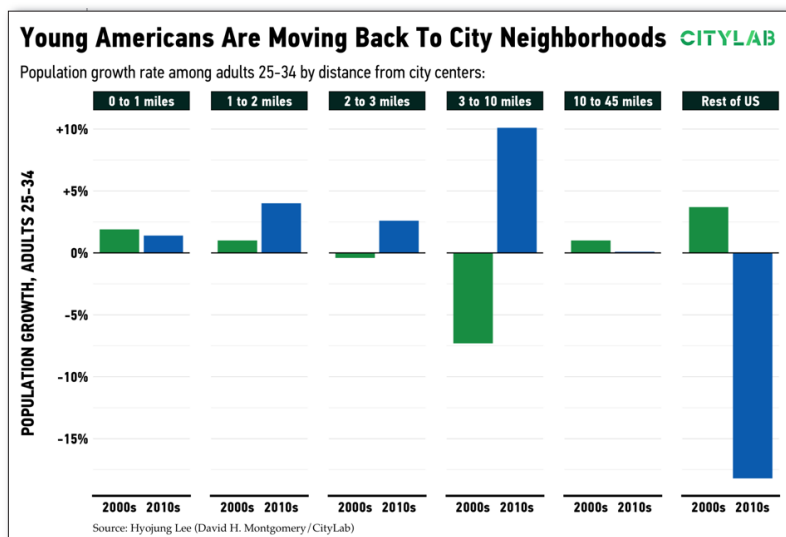
Kriston Capps, <http://bit.ly/2LN3hCM> • “A new simulation may shed light on the living preferences of the largest generation in American history — 83 million people [who] share a defining experience: the Great Recession.

“Researchers have arrived at two different conclusions [about] where Millennials really want to live. One is the back-to-the-city thesis, [i.e.,] young adults prefer the bustle and diversity of the urban landscape to the fading suburban dream. The other argument holds that Millennials prefer the suburbs; they just haven’t made it there yet.

“The [two] camps are talking past one another, says Hyojung Lee, a postdoctoral fellow at Harvard’s Joint Center for Housing Studies. Inconsistent definitions of urban areas help to explain why.

“According to Lee’s ... simulation, by 2035 the share of young and not-so-young adults living in the city may be at the same high levels seen today.

“Using the city center (provided by the U.S. Census Bureau) for the 50 largest metropolitan statistical areas, Lee generated 75 concentric rings in one-mile increments, enabling him to examine the population contours from the central business district to outer suburban areas of each metro area.



Adults, ages 25-34, by distance from city center. Image: CityLab

“The study’s conclusion: In the 1990s and 2000s, ‘... the population distribution shifted to the downtown and sub-urban areas at the expense of inner city (and peripheral) areas.’ Overall, the study finds evidence for the back-to-the-city thesis.

“The Millennial generation is the most racially and ethnically diverse in American history, a factor driving their living preferences, Lee finds.”

California lawmakers grapple with how to prevent deadly wildfires

Los Angeles Times, July 25, 2018

John Meyers, <https://lat.ms/2uPY43m> • “Half a dozen experts, including scientists and regulators, presented California lawmakers on July 25 with a broad overview of the difficult path ahead. That includes answering questions about what to do when Californians move into high-danger fire zones, the less-stringent standards allowed on older structures, and how to balance the costs of major fires between utility shareholders, insurance companies, and homeowners.

It’s unlikely that lawmakers will be able to rely on a single piece of legislation, and with the two-year legislative session nearing its end, [there isn’t] much time for the public to vet any new proposals.

Michael Wara, a climate and energy researcher at the Stanford Woods Institute for the Environment, told lawmakers [to] think of the problem in two steps: addressing the fires

and costs that have already occurred, and creating a structure to mitigate future risks.

The amount of land in the state endangered by fire has rapidly expanded. The newest fire map of California shows a heightened threat for some 70,000 acres — almost 44 percent of the state’s land mass.

Wara warned that wildfires present a complicated challenge, one that’s as much economic as it is environmental, [and] lawmakers might make things worse by trying to quickly craft a broad and far-reaching policy plan.

“‘Beware the unintended consequences of complex changes hastily made,’ Wara said. ‘Solving a problem in the electric utility system by creating one somewhere else may not serve anyone’s interest.’” ■

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