

NORTHERN NEWS



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Making Great Communities Happen

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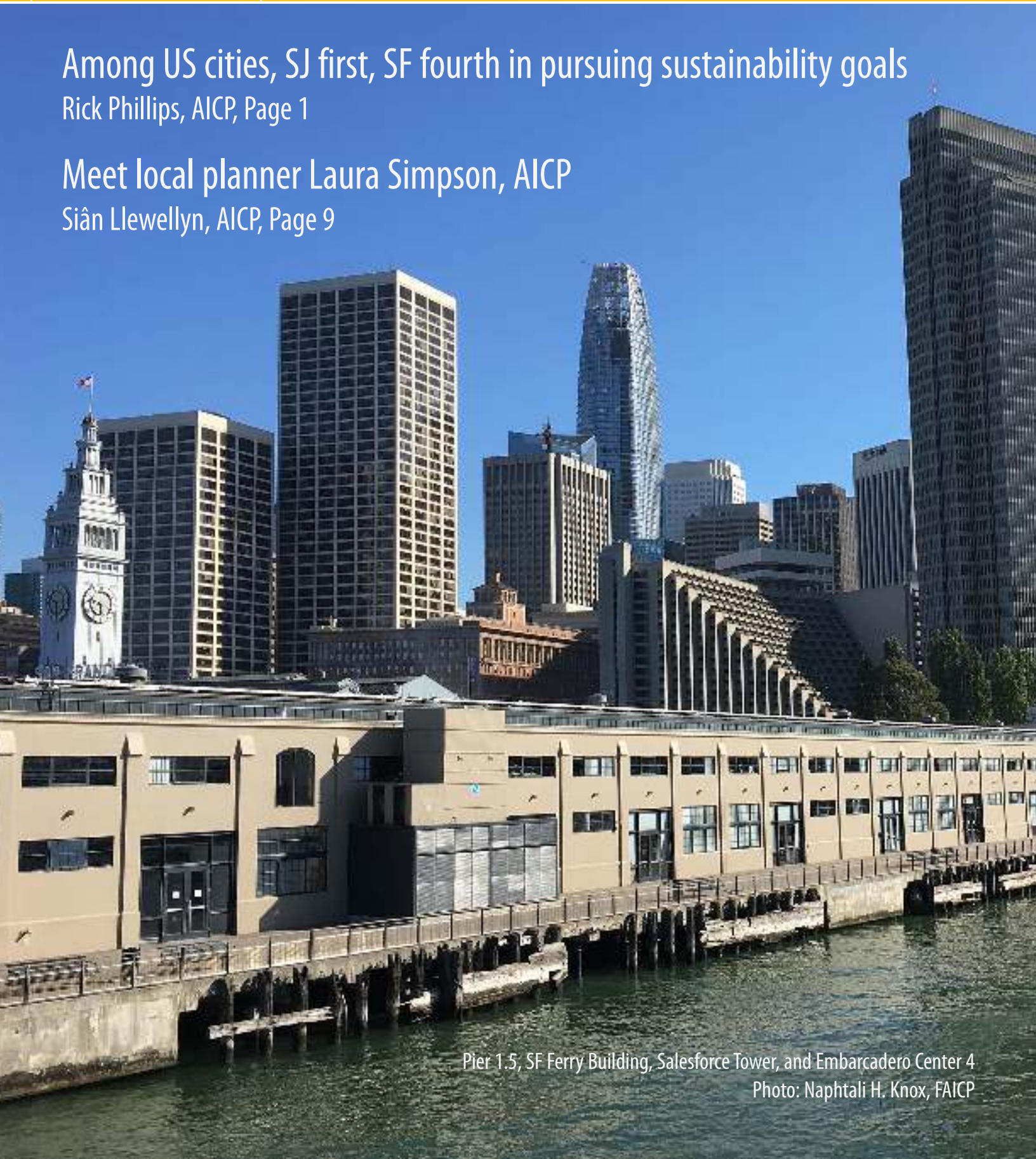


Among US cities, SJ first, SF fourth in pursuing sustainability goals

Rick Phillips, AICP, Page 1

Meet local planner Laura Simpson, AICP

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Pier 1.5, SF Ferry Building, Salesforce Tower, and Embarcadero Center 4

Photo: Naphtali H. Knox, FAICP



San José tops in U.S. in pursuing Sustainable Development Goals; San Francisco fourth

Rick Phillips, AICP

In 2015, the United Nations, with U.S. support, adopted 17 Sustainable Development Goals (SDGs) for worldwide achievement by 2030. Tackling every factor contributing to a sustainable world that works for everyone with no one left out, the SDGs extend the vision of the UN's earlier Millennium Development Goals (MDGs) with a greater focus on cities.

So, two years in, how are U.S. cities doing? The U.S. organization Sustainable Development Solutions Network (SDSN) set out to answer this question. In SDSN's just-published "U.S. Cities Sustainable Development Goals Index 2017"

(<http://bit.ly/2iaKXFY>), the San José-Sunnyvale-Santa Clara Metropolitan Statistical Area (MSA) rates as Number 1

out of the 100 most populous U.S. urban regions! The San Francisco-Oakland-Hayward area came in fourth.

Of course, this is a journey, not a destination: the San José region's aggregate score is 61.04 out of 100, meaning, in SDSN's assessment, that San José is 61 percent of the way toward fully achieving the SDGs as applied to U.S. cities. Still, San José is leading the way. [Ed. note: The SDSN report uses "city" and "MSA" interchangeably.]

In the 2017 index report, *Achieving a Sustainable Urban America*, SDSN says this:

San José is the tenth most populous city in the U.S. and has long been a pioneer in environmental sustainability, including recycling and waste diversion, water reuse, as well as renewable energy. The city's commitment to sustainable development is reflected in its pole position in this year's U.S. Cities SDG Index, ranking number 1 out of the 100 most populous MSAs in the U.S. The City has been successful in the past at leveraging external funding, strategic partnerships, and demonstration projects, particularly with emerging technology companies, to help realize



Downtown San José, looking across West Santa Clara Street to 1 South Market (blue building). The gold-colored building is the Market Post Tower at 55 S. Market Street. Photo: Juan Borrelli, AICP.

San José's sustainability goals. The UN's 17 Sustainable Development Goals provide another mechanism that the City can use to help ensure that existing and future sustainability goals are comprehensive and inclusive.

Through a partnership established between San José State University and SDSN, working with the Office of the Mayor, a series of recommendations were developed for how to ensure that the city's general plan and priority strategies are aligned with the SDGs. Following that work, the city is updating its Sustainability Plan, with particular attention to SDGs 6 [clean water and sanitation], 7 [affordable clean energy], and 13 [climate change], and establishing a monitoring partnership with Stanford University focused on the goals.

"I don't think it's an accident that California does so well on this because it has embraced many of these objectives for a long time, far ahead of the rest of the country," Columbia University professor Jeffrey Sachs, who directed the network of experts that compiled the index, told KQED News. Sachs hopes policymakers

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WHAT'S INSIDE

San Jose and San Francisco lead U.S. major cities in pursuing sustainability

Rick Phillips, FAICP. In 2015, the United Nations adopted 17 Sustainable Development Goals for worldwide achievement by 2030. The U.S. organization Sustainable Development Solutions Network checks-in two years later to see how U.S. cities are doing. [Page 1](#)

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APA California Conference in Sacramento, Sept. 23–26

You can still register. [Page 4](#)

Be a mentor; be a protégé

Sign up in less than three minutes for Northern Section's 2017–18 program. [Pages 4, 20–21](#)

Become a certified planner

Don Bradley, PhD, AICP. Propel your career! AICP is the only national professional credential for our planning profession. Northern Section offers study groups and workshops this fall. Registration information. [Page 5](#)

Oakland's Award-winning Lakeside Senior Apartments

The design promotes engagement with the neighborhood, accessibility, effective delivery of services, and environmental sustainability. [Page 6](#)

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Photo by Barry Miller, FAICP.

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Meet a local planner

Siân Llewellyn, AICP, interviews *Laura Simpson, AICP,* Planning and Housing Manager, City of Concord. [Page 9](#)

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Bollards for security

Examples of well-designed bollards placed effectively for public safety. [Page 15](#)

Board member directory and editorial information

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SMART rail rolls out in North Bay. "The North Bay's 'golden spike' moment — the official return of passenger rail service after 59 years — kicked off Friday, August 25, with a ceremony at Santa Rosa's downtown station and free inaugural rides. Fares will be half price through Labor Day, Sept. 4, introducing a \$600 million system that will carry up to 3,000 people on weekdays over a 43-mile line from Santa Rosa to San Rafael. It's been 15 years since the state Legislature created SMART, nine years since Sonoma and Marin voters approved a quarter-cent sales tax to subsidize the rail service in 2008, and five years since SMART began restoring the old rail line in 2012. With an annual budget of about \$30 million and about 180 employees, SMART operates from the second floor of a new office building on Old Redwood Highway in Petaluma. The nascent rail line is a work in progress, with plans to complete the planned 70-mile system from Cloverdale to Larkspur on a timetable that depends on additional funding, largely from state and regional sources. <http://bit.ly/2gcombG>



A SMART Nippon Sharyo DMU train pulling into the Downtown Santa Rosa station. Photo: Haha169 (Own work) CC BY-SA 4.0 via Wikimedia Commons, <http://bit.ly/2gcyaCo>



Director's note

Sharon Grewal, AICP

Sharing with and learning from each other

Our Northern Section covers the populous nine-county San Francisco Bay Area and extends northward to the Oregon border and south to include the Monterey Bay Area. Although our communities are diverse, we have come together to speak with and support each other.

Sharing visions and goals across a number of geographies and cultures is now more important than ever, and is critical to building great communities. As we talk with and learn from each other, we come to recognize the overarching commonalities that connect us. Our communities prosper from conversations and projects that offer a vision for all.

Planners for Health

APA is committed to developing a strong relationship with public health professionals, building cross-sector collaborations, and providing essential professional development for planners in the area of health and planning. Earlier this year, National APA awarded our California Chapter with a grant for APA's "Planners4Health" program, <http://bit.ly/2g6yTFg>. A major objective of the grant is to enhance professional development in public health and planning at the Section level.

APA California member **Linda Khamoushian** is project manager for the California Planners4Health initiative. The growing team of planners and public health professionals involved in this effort has been busy building the initiative, planning assemblies and training sessions, and gathering resources before hosting local presentations.

The presentations will include public health affiliates in the conversation to explore the potential for a local Planners4Health coalition/program. The program aims to enhance our organizational capacity and to build on existing tools and best practices that will enable locally based planning professionals to address health inequities in their communities.

Livable Communities for All Ages (LCA)

APA California Northern Section is partnering with national AARP on a session to be offered on March 29, 2018, at the end of the American Society for Aging's 2018 LCA Summit. The session will help participants recognize the extent to which the elements of a livable community for all ages are central to a well-planned community and beneficial to all residents and to our own professional work. Professionals in the fields of planning and aging will assemble to learn about one another's work.

Save the date! This will be an opportunity to learn from our peers and planners in other disciplines how we can develop comprehensive approaches to enhance the quality of life for all in our communities but especially for our rapidly aging population. We're excited to announce that, on behalf of the Section, one of our recently retired planners and a past Section Director, **Wendy Cosin**, will be co-chairing this effort with AARP.

Silicon Valley Economic Development Symposium

Northern Section will be participating in an Economic Development Symposium hosted by the Silicon Valley Economic Development Alliance (SVEDA), November 2–3 in Santa Cruz. The symposium will cover mixed-use, place-making, and retail, and will offer perspectives from a number of fields. We're excited about this opportunity to work with SVEDA and the other participating organizations, SPUR, ULI, and the International Council of Shopping Centers. See [page 11](#).

Legislative briefing

APA California recently hosted a legislative briefing on planning-related bills. Approximately 175 members participated in the successful webinar and had the chance to influence legislation being debated in the current session.

If you're interested in getting involved in Northern Section or other APA activities, or you would like more information regarding our committees and vacant board positions, please contact me at director@norcalapa.org. ■

It's not too late to register for the APA California Conference

From September 23–26, the Sacramento Valley Section will be hosting the 2017 APA California Conference. The conference will be held in Downtown Sacramento, just steps away from the State Capitol, in the heart of the City of Trees.

The conference theme is *Capitalizing on Our Diversity*. The conference will offer ample time to secure your CM credits and engage in professional networking, but also will allow for a bit of fun all with minimal impact to your professional schedule. The 109 sessions and 19 mobile workshops offer you plenty of choice and a rare opportunity to see local and state planning efforts at work, including sessions on:

- Planning for racial equity and sustainable communities
- Using art as a community engagement tool
- Rural community resiliency planning
- Strategies for more equitable park and open spaces
- Creating safe and inclusive communities

In addition, you'll have access to the Joint Workshop of the Governor's Office of Planning and Research and Strategic Growth Council — a first-of-its-kind series to get you up-to-speed on what the State is doing.

Capitol Park, with views of the State Capitol Building, is the venue for the Opening Reception on Sunday night. The reception will feature a delicious menu of local foods, wines, and beers highlighting Sacramento as America's Farm-to-Fork Capital.



Sacramento River, Tower Bridge, and skyline. Courtesy APA California

Sacramento Mayor Darrell Steinberg is the invited Keynote Speaker. Mayor Steinberg is one of California's most accomplished public servants, having served the state and community for more than 20 years. As the State Senate leader, he got things done by building coalitions to deliver results, including guiding the State back to fiscal solvency during

the economic downturn. During his tenure in the legislature, Steinberg championed affordable housing, economic development, education reform, building sustainable communities, and major investments in health care and education.

Carolyn Coleman, Executive Director, League of California Cities, is the Closing Keynote Speaker on Tuesday, September 26. Ms. Coleman will speak on important issues facing our cities, drawing on the Conference theme, *Capitalizing on our Diversity*. Coleman brings 25 years of experience as a leader and an advocate in the public and private sectors. She joined the League of California Cities as executive director in December 2016 after a decade with the National League of Cities (NLC) in Washington, DC, where she was senior executive and director of federal advocacy. Prior to NLC, Coleman served as deputy mayor for the city of Indianapolis, where she focused on economic development, infrastructure, and community engagement. She previously practiced law and held marketing leadership positions in the private sector.

Regular online registration for the conference ended August 25, but you can still register at <http://bit.ly/2g9B62P>. You can view or download the entire conference program at <http://bit.ly/2g9SdBE>. ■

Be a mentor; be a protégé

Sign up for the 2017–2018 APA Northern Section Mentorship Class! We have a network of 200+ Bay Area planners, urban designers, and developers. Join your peers from local jurisdictions (e.g., San Francisco, Berkeley), corporate campuses (e.g., Apple, Google),

private firms (e.g., AECOM, Perkins+Will), and many more. We'll arrange three one-on-one meetings between Mentor and Mentee (protégé). 3-minute sign-up link: <http://bit.ly/2ixYBn1>. For more information, see our flyer at [pages 20 and 21](#).



Not AICP? We can help

Don Bradley, PhD, AICP

You can help your planning career by becoming a certified member of the American Institute of Certified Planners (AICP). We can help you do that. But first, you need to study for and pass the national examination. APA National's fall exam application deadline has already passed, but it is a good idea to start now for the 2018 exams.

The AICP arm of the American Planning Association is the only national professional credential for governmental public agency urban planners, private planning consulting firm planners, and career research academics and professors of planning. The exam is reasonable, fair, and comprehensive, but it is not easy. The most recent test incorporated significant changes, mostly around planning office management practices and skills. To pass the exam requires education, experience, and judgment.

The Northern Section of the California Chapter of APA sponsors a series of AICP examination preparation workshops at the University of California, Berkeley.

The sessions are held on five Saturdays from 10 AM until 3 PM, with a study group lunch break between the morning and afternoon classes. Each of the national exam domains is covered by expert experienced speakers, recent successful workshop graduates, or the course organizer, Prof. Don Bradley, Ph.D., Northern Section's AICP Director. Over the past 29 years, Northern Section has helped more than 700 urban planners become AICP members.

We provide all necessary study materials, including the current and past national CDs (a \$500 value), a glossary, speaker handouts, practice tests with answers and rationales,

test-taking tips, and readings for the course, all for a fee of \$100. The fee is waived for full-time planning students and university employees. Also, APA California Chapter and Northern Section scholarships are often available to pay your costs, and some agencies and firms may reimburse you for the course and for national APA's exam fee. Your costs can also be deducted as educational expenses on your income tax returns.

If you attend the workshops and do a reasonable and appropriate amount of studying, I guarantee you will pass the national exam or you can return to the workshops for free until you do succeed.

This Fall, the workshops meet on October 7, October 14, October 28, November 11, and November 18; the last session is just a week before the national test window closes. Our Northern Section classes are held in Wurster Hall — home of the Department of City and Regional Planning, College of Environmental Design — on the southeast corner of the campus at Bancroft Way and College Avenue.

In addition, you will have a separate 90-minute AICP learning opportunity at the APA California Conference on Saturday, September 23rd: Session SCC 301, "Passing the AICP exam: Who wants to be a certified planner?"

For more information on the Northern Section exam workshops or to register, please email

Dr.DonBradley@comcast.net, call (650) 592-0915,

or send a check payable to Donald Bradley, to

2995 Woodside Road, Suite 400, Woodside, CA 94062. ■

"Bay Area white communities have lower low-income housing goals. California communities with large white populations aren't planning for their fair share of low- and moderate-income housing growth, according to a new study of Bay Area cities. The study, 'Unfair shares,' by UC Berkeley's Haas Institute for a Fair and Inclusive Society, <http://bit.ly/2iyyjxf>, found that Bay Area cities that have higher percentages of white residents had lower home building goals for low- and middle-income Californians. The report found that, for the current [RHNA] goals to build in the Bay Area through 2023, cities with larger shares of white residents had lower targets to house residents of lower incomes than those with larger black, Latino, and Asian populations. The racial disparities remained even when taking into account a city's population and income. For instance, Marin County's Larkspur, which is more than 80 percent white, has a goal of building 81 homes for low- and moderate-income earners, while the target for Contra Costa County's Pinole, which is 37 percent white, is 171 such homes, even though the two cities are about the same size and their residents earn similar salaries. The study did not find racial disparities when Bay Area cities permitted the construction of low-income housing. The disparities also didn't exist under the Bay Area's previous goals for low-income development, including those covering 2007 to 2014." —Liam Dillon, *Los Angeles Times*, <http://lat.ms/2iwhl0s>

HUD case study: Award-winning Lakeside Senior Apartments, Oakland

HUD USER, July 2017

The Office of Policy Development and Research (PD&R) of the U.S. Department of Housing and Urban Development (Secretary, Ben Carson) has featured an Oakland affordable housing development as a case study.

“Located on the southern shore of Lake Merritt in Oakland’s Eastlake neighborhood, Lakeside Senior Apartments is an affordable development for low-income, formerly homeless, and special needs seniors. Co-developed by Satellite Affordable Housing Associates (SAHA) in partnership with Oakland Housing Authority (OHA) and managed by SAHA, Lakeside opened in 2015 and is one of the few affordable housing options for seniors at risk of being displaced by Oakland’s rising housing costs.

“The building was designed with the target population in mind, with features that facilitate the ability of residents to age in place. This design, which includes 91 one-bedroom units and ample community space for activities and service delivery, earned Lakeside the 2016 American Institute of Architects (AIA)/HUD Secretary’s Award for Excellence in Affordable Housing Design.

“Beginning in 2008, SAHA and OHA acquired four parcels of land in the medium-density neighborhood of Eastlake, at a location attractive for its lakeside views and proximity to retail, outdoor amenities, and public transit. The largest of the parcels contained an underused parking lot owned by the HUD-assisted senior residence Rose of Sharon, which agreed to sell the land if the new building replaced the lost parking units. The remaining lots consisted of a disused trolley right-of-way and two irregular parcels occupied by blighted buildings. Once both parties obtained the land, they transferred it in its entirety to OHA, which leased it to SAHA, the general managing partner and lead developer. Oakland Housing Initiatives, Inc. (OHI), a nonprofit affiliate of



Lakeside Senior Apartments, a 91-unit supportive housing development for low-income seniors, on the shores of Lake Merritt. Photo: Bruce Damonte.



Location of Lakeside Senior Apartments near Lake Merritt. Image: Google Maps.

OHA, then joined SAHA as a special limited partner to ensure the development’s affordability in perpetuity.

“Five stories high, Lakeside is divided into two towers linked by a courtyard on the ground floor and sunny hallways on upper floors. An underground parking garage provides 59 spaces for staff and residents of Lakeside and the neighboring Rose of Sharon development. The building’s design promotes engagement with the neighborhood, accessibility, the effective delivery of services, and environmental sustainability.

(continued on next page)

HUD case study: Award-winning Lakeside Senior Apartments, Oakland

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“To ensure that the project fit into the scale of the neighborhood, architect David Baker opted for a division of mass, with the building stepping down toward the lake. The use of setbacks and bays to reduce the width of the building as its height increases further minimizes obstruction of the lake views of nearby residences. This split-volume design also encourages a sense of connectedness with the neighborhood because the central courtyard, a flexible indoor-outdoor space that can merge with the central lobby through vertically retracting glass doors, is visible from the street. To further promote engagement and discourage isolation, each ground-floor unit has its own external door and stoop, with a path that connects to the public sidewalk.

“As of May 2017, Lakeside is fully occupied and the waiting list, which filled quickly, is closed. After opening the application process, SAHA received 2,400 applications in two weeks, requiring a lottery to select residents — a startling demonstration of the high demand for affordable senior housing in the area. Although the project faced some opposition from neighbors during the entitlements process due to its density, SAHA executive director Susan Friedland reports active community engagement, with neighbors often participating in Lakeside activities as volunteers. In addition to the AIA/HUD Secretary’s Award for Excellence in Affordable Housing Design, Lakeside also won the 2016 *Affordable Housing Finance* magazine’s Readers’ Choice award in the category of senior housing.”

You can read the entire case study at

<http://bit.ly/2gVVAvR>. ■

Where in the world



Photo: Barry Miller, FAICP (Answer on [page 19](#))

“Superior Court to rule on S.F. height limit measure. A dispute over a San Francisco ballot measure limiting the height of buildings along the city’s waterfront is going to trial. Measure B, passed in 2014 with 59 percent of the vote, limits the height of new waterfront buildings to whatever the existing limits are unless voters approve an exception. The state Lands Commission sued to overturn the measure on the grounds that only the state can set regulations for waterfront development. But this month a San Francisco Superior Court judge ruled preliminarily that the city may claim precedence in certain instances and is allowing the case to go to trial. The judge scheduled a nonjury trial for Sept. 11 to determine whether either of the two projects approved by voters under Prop. B’s rules — a residential development at Pier 70 in the Dogpatch neighborhood and the San Francisco Giants’ high-rise Mission Rock residential and commercial development at Pier 48 — has illegally elevated local interests over statewide concerns about the waterfront. The ruling is considered a victory for supporters of the measure.” —CPDR staff, <http://bit.ly/2inYOsl>

Planning news roundup

Excerpts linked to the original articles

L.A. says 'no' to plan for homes near interchange

Los Angeles Times, August 16, 2017

David Zahniser, <http://lat.ms/2gdL970> • “The Los Angeles City Council’s Planning and Land Use Management Committee has rejected a plan for putting 15 homes near a freeway interchange, in part over the potential health risks from car and truck pollution.

“The committee unanimously declined the request from businessman Ali Awad to change the zoning on the site, next to the 110 and 91 freeways.

“California air quality officials have warned for more than a decade against building new homes within 500 feet of freeways, noting that residents in those areas have higher rates of asthma, heart attacks, lung cancer and pre-term births. A recent *Times* analysis (<http://lat.ms/2fL1M9U>) found Los Angeles has nevertheless experienced a spate of home building in those locations, with thousands of units going up.

“The project still must be heard by the City Council.

“The proposed subdivision had previously been rejected by the Harbor Area Planning Commission, which is made up of mayoral appointees, and the neighborhood council for the area. Residents in L.A.’s Harbor Gateway neighborhood also argued that future residents would be exposed to noise and unhealthy air.

“Harbor Gateway residents had been fighting efforts to put homes on the site for years. In 2012, the Planning Commission voted to reject a larger, 24-unit development in the same location.”

Redondo Beach ‘temporarily’ bans mixed-use projects

Daily Breeze, August 16, 2017

Megan Barnes, <http://bit.ly/2if3eBY> • “Redondo Beach city leaders have slapped a temporary ban on mixed-use development that could be extended up to two years. The 45-day moratorium was approved unanimously by the City Council.

“City leaders still have to approve a moratorium extension of up to two years at their Sept. 19 meeting and make the case for why mixed-use projects pose an ‘immediate threat’ to public health, safety, and welfare.

“Mayor Bill Brand said for Redondo Beach, mixed-use development is ‘a sign of overdevelopment, of change of character of a neighborhood.’

“While state officials stress the need to address an affordable housing crisis, Redondo Beach has an ‘incredible’ mix of housing and is already densely populated, he said. ‘Redondo does not have a housing shortage. We have a traffic crisis and an on-again, off-again water crisis,’ Brand said, ‘and soon we’ll have school overcrowding.’

“The moratorium does not apply to a pending mixed-use makeover of the South Bay Galleria with hundreds of apartment units (<http://bit.ly/2ieNnUk>) because the mall falls under the regional commercial CR zone.

“Councilman Nils Nehrenheim [said] Redondo’s problem isn’t a lack of housing. ‘We’ve had an increase in residential, but we had a 20 percent decrease in total jobs. That means people are now commuting out of Redondo even more so than before.’

“Several residents thanked the council for passing the ban, and some suggested taking it further to halt all new development in Redondo Beach.”

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“NYC’s VIA 57 offers affordable homes for less than \$1,500/month.

A lottery for affordably priced apartments in BIG’s Manhattan housing development VIA 57 West has begun, with some homes available to rent from \$1,448 per month. Thirty-six affordable apartments are up for grabs inside the ‘courtscraper’ for considerably less than the average cost of studio apartments in the city, currently \$2,500, according to Curbed, <http://bit.ly/2g8Vot3>. Rental prices for the apartments, which face the Hudson, are based on the occupant’s annual income in relation to the Area Median Income (AMI), which for New York in 2017 is \$66,800. Single-occupancy studios are available from \$1,448/month but applicants must have an annual salary of at least \$51,532 to qualify. Studios are priced at \$1,949 for those earning 120 per cent of the AMI.”

—Jessica Mairs, *Dezeen*, <http://bit.ly/2g98erk>



Photo: Naphtali H. Knox, FAICP

Meet a local planner

By Siân Llewellyn, AICP

Laura Simpson, AICP, is the Planning and Housing Manager, City of Concord

Tell us how you became interested in planning

From the time I was very young, I had a strong interest in political science and economics. I grew up in a small Pennsylvania town, the daughter of a social worker and a high school physics teacher. During high school, I remember dinner conversations around politics, political philosophy, and the state of affairs. Since then, I've enjoyed seeing ideas come to fruition — housing built and plans realized.

I attended Vassar College and majored in urban studies. I loved it — a great, small liberal arts college, accessible professors, and a beautiful location.

After Vassar, I worked in Washington DC for a year to make sure I wanted to get a master's in city planning. I worked for the Democratic National Committee and the Georgetown University development office before applying to planning schools. I was accepted at Columbia University and Cal, chose Berkeley, moved out west, and never looked back.

Early on at Cal, I took a class with John Landis, now professor of city and regional planning at Penn, creating *pro forma* statements for multifamily and affordable housing. I found that interesting: the varied funding sources and how a *pro forma* works. My interest in finance and social and equity issues, and my desire to see results on the ground, led me to focus on the financing of affordable housing and redevelopment. All of these drew me towards housing and community development, and that has resulted in a great career so far and has allowed me to work in many different parts of the Bay Area.

Tell us about your career so far

While I was at UC Berkeley, I interned at the City of Oakland, working in Housing and Community Development for Jeff Levin, who is now the Policy Director at East Bay Housing Organizations. My first full-



time position in my field was with Alameda County Housing and Community Development in 1991. Under Linda Gardner, I worked with the Urban County cities, administering federal affordable housing programs and Community Development Block Grant funds.

In 1994, I returned to Oakland as Housing Development Coordinator, and enjoyed the large scale and long-term planning we did. I worked on the ACORN Redevelopment Project in West Oakland, planning for 485 units of formerly public housing to be turned over to BRIDGE Housing,

the nonprofit affordable housing developer. We had a large and varied set of stakeholders working on the redevelopment plan including HUD, IBM, and a Community Advisory Committee of residents, plus we had funding from the Metropolitan Transportation Commission. I was with Oakland for six years, and this project was one of my favorites. I started out planning for the project, and before I left I saw the rehabilitation of Acorn Town Center completed by BRIDGE, and the construction of Bayport Village, including occupancy of a portion of the single-family homes.

In 2000, I accepted a job offer from ICF Consulting. It was a good time to try out private practice. I managed ICF's Housing and Community Development group out of their San Francisco offices. We provided housing and community development technical assistance and training programs for cities across the US.

But by 2002, I had two small children; I decided to cut down my commute and found a job near where I lived in Walnut Creek. I was lucky, landing at the City of Walnut Creek as the Housing Program Manager, reporting to the Community Development Director and working with the planning staff.

My work in Walnut Creek was to create more affordable housing by increasing the dedicated affordable housing funding stream through commercial linkage fees and

(continued 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.



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Meet a local planner *(continued from previous page)*

inclusionary zoning. We did two senior developments and a family housing deal in the first three years I was there. The City has received \$15 million for affordable housing since the programs were adopted.

In 2005, I became the City of Vallejo's Housing and Community Development Manager, overseeing the Vallejo Housing Authority (with a staff of 17), Section 8 Housing Redevelopment Housing Set-asides, and CDBG funding.

In 2008, I did a six-month stint in Sunnyvale. However, the commute was brutal and I returned to Walnut Creek as the Principal Planner, supervising long range planning, code enforcement, and transportation planning.

In 2014, I went to work for the City of Concord — a move to allow me to take that next career step. As Planning and Housing Manager, I now have current development and long range planning in my portfolio. Concord has exciting projects on the board — a Downtown Corridor Plan, design guidelines for Todos Santos Plaza downtown, the Bicycle and Pedestrian Master Plan, a new BART plaza to better connect our downtown to regional transit, several new large TOD housing projects, and the Concord Naval Base Reuse Specific Plan, underway with master developer Lennar-Five Point.

It's interesting and intense being the Housing and Planning Manager and Secretary to the Planning Commission: We have such a wide variety of customers. My team and I work with a project from the moment of conception through the entire process. It means I get to see plans come to fruition, which is something I knew I would like when I first set out.

Has social media affected what you do?

Social media has not yet affected our planning practices directly; we use it more in our economic development division. However, we are looking at civic engagement software that will more easily allow us to get direct feedback from the public on new projects or plans. There are great opportunities now for mapping comments in the community, and for increasing feedback in general from members of the public who may not be able to make it to Council meetings.

Any advice to planners starting out?

Get an internship in a couple of different types of cities. Cities have different flavors (urban, suburban, rural). An internship is a great way to explore where you would like to work. In the public sector, just as in the private sector, you can explore lots of different types of planning work. There is always the starting position at the public counter, but you can also do research, housing and community development, sustainability, or GIS. Cities and other public agencies need strong digital skills. A technology background is in high demand right now.

(continued on next page)



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Meet a local planner (continued from previous page)

Tell us your three favorite cities

New York City – Very exciting, with art galleries, cultural institutions, plenty of retail and recreation options, and a transit system that makes it easy to sample all.

Venice – For the beauty of the water and the circuitous streets, and Venice is timeless.

Barcelona – So unique, and with great nightlife and architecture. Plus, it's in Spain and next to France — what's not to like about that?

All interviews are edited. Interviewer Siân Llewellyn, AICP, lives in San Francisco and is Director of Urban Development at Hatch. ■

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Recent planning news

Not boring. Bertha, the giant 8,000-ton boring machine that gouged a 1.8-mile-long tunnel underneath downtown Seattle, is no more. Four and a half months after the world's largest drilling machine completed boring the new Highway 99 tunnel, it was completely disassembled and the last of its component parts were lifted from the giant pit that was its final resting place. With the machine completely gone, work can continue uninterrupted along the 9,270-foot tunnel Bertha dug beneath Seattle. Double-decker lanes, electrical rooms, and other infrastructure still need to be added. The state DOT's focus is on finishing the tunnel for an estimated early 2019 opening, along with preparing for the demolition of the Alaskan Way Viaduct, the decommissioning of the Battery Street Tunnel, and improving surface street connections at the tunnel's north and south ends." —KOMO News staff, <http://bit.ly/2gbkg3m>

"High Speed Rail launches interactive construction update page.

Someday, it will be possible to board a train in downtown San Francisco and arrive less than three hours later in downtown Los Angeles. The first high-speed trains should be running from the Central Valley cities to the Bay Area by 2025, with the connection to Los Angeles coming online a few years after that. Until then, you can track the progress of construction on the California High-Speed Rail Authority's new interactive construction update page, <http://bit.ly/2ga8mXt>. There you can view up-to-date photos of the program's 16 current construction sites." —Roger Rudick, Streetsblog San Francisco, <http://bit.ly/2g9QZ9e>

"Palo Alto sees hope for getting workers to carpool, take transit.

They serve food, wash dishes, staff shops and hotels, and play a leading role in keeping downtown Palo Alto buzzing. While many tech workers and City Hall employees have embraced Caltrain and ride-share options, the vast majority of service sector employees reported last year that they drove alone to work. That, however, may be changing. A survey conducted in May and June, <http://bit.ly/2g9saKU>, shows the percentage of service workers driving alone dipped from 80 percent in 2016 to 70 percent. The survey by EMC Research shows 53 percent of the respondents drove alone to work in the prior week, down from 56 percent in 2016 and from 57 percent in 2015. Twenty percent relied on transit (up from 18 percent in each of the prior years) and 8 percent relied on ride-share services, up from 6 percent in 2016 and from 5 percent in 2015." —Gennady Sheyner, Palo Alto Weekly, <http://bit.ly/2g95lks>

Northern News

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September 2017



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Who's where



Mike Jacobson is the new SJSU student representative to the Northern Section Board. He is currently interning with the SFMTA Parking Group focusing on curb management and shared mobility policy. Jacobson holds a BA in psychology from The George Washington University and is working towards a 2018 MURP degree. A former bicycle mechanic and longtime active transportation advocate, Jacobson is focusing his studies on improving safety and accessibility for cyclists and pedestrians.



Timothy Rood, AICP, LEED AP ND, is, since May, the principal city designer for San Jose. He is a member of the city's interdepartmental Diridon Station and Regional Rail Megaprojects team, and is responsible for developing rules and parking guidelines for the surrounding area. In addition, Rood will advise and lead on design issues across the city's proposed urban villages and other growth areas. The city was one of 33 winners of the John S. and James L. Knight Foundation's Cities Challenge, which funds Rood's position. Rood holds an AB in architecture from Columbia, and an M.Arch. and MCP from UC Berkeley. He is currently a Piedmont City Councilmember, and serves on the boards of the Alameda County Waste Management Authority, Energy Council, and Recycling Board, collectively known as StopWaste.org.



Tai Jeung Williams is Danville's new Assistant Town Manager. Williams most recently was the Town's administrative services director for two years. Before that, she was Danville's director of community development and information technology (three years), and before that, director of transportation and economic development (seven years). Williams began with Danville in 2001 as transportation manager. She holds an MBA from St. Mary's College of California and a BS in city and regional planning from Cal Poly, San Luis Obispo. In her free time, Williams is an avid runner, cyclist, paddle boarder, and traveler, all of which she enjoys with her spouse, daughter, and dog. ■



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CALL FOR PAPERS and DESIGN AWARDS COMPETITION. Deadline October 31, 2017

The 55th International Making Cities Livable Conference will be held **May 14–18, 2018**, at The Shaw Center, Ottawa, Canada, on “Healthy, 10-Minute Neighborhoods.”

This is an opportunity to share your achievements and learn from others how best to promote healthy, sustainable, equitable 10-minute neighborhoods. The conference seeks the best neighborhood models for encouraging walking, biking, and public transit, high-density human scale mixed use, places to foster daily social life and community, opportunities for daily contact with nature, and equitable neighborhood planning.

Paper proposals are invited from elected officials, scholars, and concerned practitioners. For more details and to submit a proposal, please see <http://bit.ly/2vD7Tjc>.

For information about the Competition, and to submit a design, see <http://bit.ly/2gTVaX0>. ■

Nominate exemplary planning for APA national honors

Submit nominations now through **September 8** for the 2018 National Planning Awards, <http://bit.ly/2ibmLn8>. The awards are a great way to share how your planning work addresses the challenges facing today's communities and to recognize individuals who have inspired others and made a lasting impact on the planning profession. ■

“San Jose reduces number of ‘tiny homes’ sites for homeless. San Jose has changed its criteria for where the homeless housing can go, reducing sites from 99 to four, after finding that sites for the tiny home villages — which could house up to 25 people — proved to be a major challenge. The city looked for publicly owned sites that were a half-acre in size, near transit, and with access to utilities. But after an outpouring of complaints, San Jose officials [restricted the sites to] 100 feet away from homes and creeks and 150 feet from schools and parks. Ray Bramson, the city's acting deputy director of housing, said, “Some of the major concerns we heard were about traffic, noise, new people coming into the neighborhood. We're trying to be respectful of neighbors and the community.” —*Ramona Giwargis, The Mercury News*, <http://bayareane.ws/2ijvN1e>

Bollards for security

"There's a basic security device that can prevent a Barcelona-style attack," wrote Justin Davidson in *New York Magazine* on August 18 (<http://nym.ag/2if9gTi>). "Why don't we use it more?"

"Ever since cars first rolled onto city streets more than a century ago, pedestrians have lived with the threat of murder by motor vehicle. ... We have a simple tool to prevent many of them — one that cities don't use nearly enough. Bollards, knee-high columns of steel so slender that foot traffic flows freely among them, and so inconspicuous that people forget they are there, can be fiercely effective both at stopping vehicular attacks and deterring them in the first place. ...

"Unlike concrete barriers, fences, and temporary roadblocks, bollards can feel like ordinary pieces of street furniture... They are not cheap — a single piece can cost as much as \$5,000 by the time it's installed on a street — but they need not be ubiquitous to work. Instead of lining curbs with armies of stanchions, placing a few at busy intersections and a couple at mid-block can help deter deliberate attacks and mitigate the carnage from accidents. And ... bollards can protect large areas that are vulnerable precisely because they attract the daily life of a city as well as those with grisly intent."

Northern News has gathered these examples of nicely designed bollards, old and new.



Miraflores, Lima, Peru. Photo: I, AgainErick, CC BY-SA 3.0, <http://bit.ly/2g8eHmf>



Rising bollards, Moscow. Photo: Stolbovsky (Own work) CC BY-SA 4.0 via Wikimedia Commons, <http://bit.ly/2g7japv>



Silsden Bridge, Bradford, Yorkshire. Photo: Tim Green from Bradford, <http://bit.ly/2fVM0sQ>



Paseo de San Antonio, San Jose. Photo: Juan Borrelli, AICP.



8th Avenue in front of the US Post Office Farley Building, Manhattan. Photo: Tom Millar (CC BY-NC 4.0), from the American Planning Association's Image Library. ■

Santa Barbara inundated with granny unit applications

Noozhawk, August 15, 2017

Joshua Molina, <http://bit.ly/2i7ufY0> • “The city of Santa Barbara has received 153 applications for accessory dwelling units since the state of California legalized so-called ‘granny units’ on Jan. 1.

“City Planner Renee Brooke said she has assigned one of her two zoning examiners to work almost exclusively on ADU projects. The city only permitted 16 accessory dwelling units between 1993 and 2016, largely because of the cost and city restrictions.

“The state’s housing production is not keeping pace with demand, according to the California Department of Housing and Community Development. A lack of development overall has weakened supply and worsened affordability. One way to attempt to meet the housing demand was to allow homeowners to add secondary units, a relatively quicker and less expensive process than developers building large housing projects.

“Although the state ordered local governments to legalize granny units, cities and counties still have the power to impose standards that include, but are not limited to, parking, height, setback, lot coverage, landscape, ministerial architectural review, maximum size of a unit, and standards that ‘prevent adverse impacts to designated historic structures.’

“According to the state law, homeowners don’t have to add off-street parking to add a secondary unit. Santa Barbara is weighing the benefit of increasing housing with the impact on neighborhoods, including parking. The city is working on an ordinance regulating ADUs and is planning to take the issue to the Planning Commission on Sept. 7.”

‘Distracted pedestrians are not the threat Honolulu says they are’

Next City, August 15, 2017

Maurie J. Cohen, **Esther Zipori**, <http://bit.ly/2i5Twlz> “Honolulu’s City Council has voted to begin fining pedestrians for texting while striding through a crosswalk. This response to the increased incidence in pedestrian casualties in Honolulu is shortsighted, fails to assign responsibility where it rightfully belongs, and isn’t supported by empirical evidence.

“Honolulu could have done much to enhance the safety of walkers. The first step: acknowledge that customary planning priorities put pedestrians in an extremely vulnerable situation. Moreover, from an engineering perspective [in general], walkers are treated as incidental users of streets, and their safety is only considered after the needs of cars have been addressed.

“Young children, the elderly, and the physically impaired face unique challenges related to dexterity, speed, vision, and hearing. Treating pedestrians in the same way as automobile drivers is to disregard the extraordinary deference that we already extend to cars.

“While perhaps well-meaning, the new ordinance tacitly blames defenseless pedestrians for the hazards of poorly designed streets. Public safety researchers regularly rank overly-wide streets, poor signage, rapidly changing traffic signals, lack of walkways, and allowing cars to take right turns on red as the most significant factors in accidents involving pedestrians.”

(News roundup continues, next page)

APA Planning Academy returns to Ventura County in October. APA California’s Central Coast Section is bringing back a local land use Planning Academy to Ventura County for the first time since 2010. Local experts, lawyers, and government agency executives will offer their expertise to participants who are expected to include community members, government officials, real estate and design professionals, land use planners, and city and county planning commissioners. This is an opportunity for citizens to learn about community planning, public involvement, governmental organization, and other related land use and environmental issues. The course will run on Thursday evenings from October 5 through November 9, 2017. For details and to register, go to <http://bit.ly/2iu70YB>.
Hat tip to Clay Downing, Planner, County of Ventura

New Yorkers are invading L.A.

LA Weekly, August 14, 2017

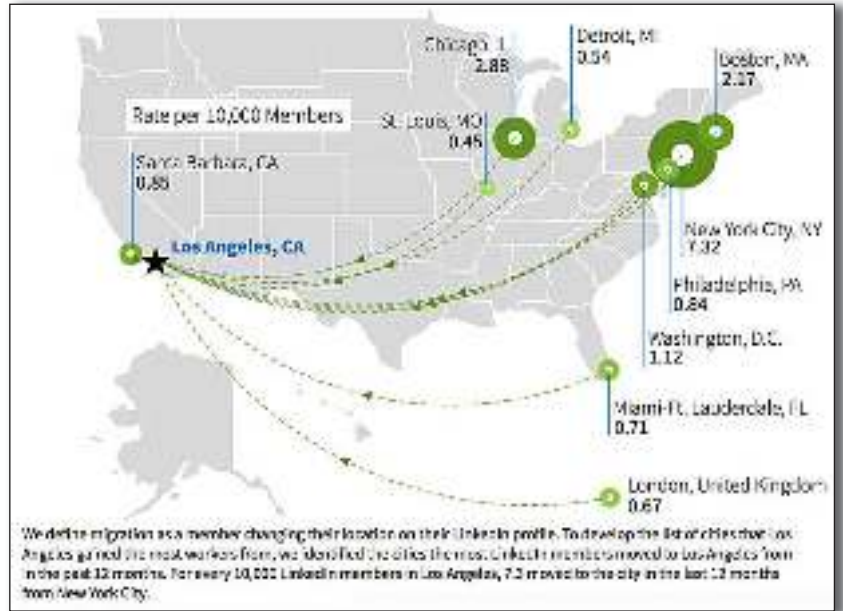
Dennis Romero, <http://bit.ly/2ftTNxN>

• “Some of those license plates you see on the 405 display the Statue of Liberty, so you know a specific invasion is afoot: NYC is in the house.

“When it comes to pursuing job opportunities, there’s a two-way pipeline between Lala [sic] Land and the Big Apple,’ a LinkedIn spokeswoman said via email. But Los Angeles is winning. According to the site’s August Workforce Report for Los Angeles, <http://bit.ly/2ft5qFi>, more New Yorkers recently moved to L.A. than vice versa. For every 10,000 Angelenos on LinkedIn, 7.3 are relatively fresh from New York, according to the report, making NYC the top out-of-state feeder for L.A. transplants.

“For every 10,000 users in NYC, 4.1 are recent-ly from L.A. According to LinkedIn’s economist, Guy Berger, for both cities, the ‘moved-from’ figures indicate people who changed their location on their LinkedIn pages within the last year, acknowledging some folks could be posting misleading locale info.

“[The cities], Berger says, ‘have similar sectors and skills sets — fashion, design, film, television, drama.’ He says folks in higher-paying industries like film and television might be able to overlook L.A.’s out-of-control rents and cost of living, particularly if they come from a city — New York — with the same issues.



Cities from which Los Angeles has gained the most workers.

Source: LinkedIn Workforce Report, Los Angeles, August 2017.

“However, there’s a limit to how much workers can withstand. ‘It might get to the point that L.A. is so expensive it’s detracting from people who want to live there,’ Berger says. ‘But L.A. has that star power.’”

Ed. note: The top cities to which L.A. has sent workers are (1) the San Francisco Bay Area, and (2) Las Vegas. You can see the complete August 2017 Workforce Report for the Bay Area at <http://bit.ly/2hL3U1T>.

July ferry ridership broke Bay Area records

Vallejo Times-Herald, August 3, 2017

Rachel Raskin-Zrihen, <http://bit.ly/2ftv5gR> • “Ferry ridership on the San Francisco Bay Ferry, including service to and from Vallejo, hit record highs in July, according to Water Emergency Transportation Authority (WETA) officials.

“WETA was established by the California legislature to operate an integrated regional ferry service, expand ferry service on the bay, and coordinate the water transit response to regional emergencies. Under the San Francisco Bay Ferry brand, WETA operates daily passenger ferry service to Vallejo, Alameda, Oakland, San Francisco, and South San Francisco.

“The WETA-run San Francisco Bay Ferry service announced that it recorded all-time ridership highs in the month of July, transporting a total of some 288,000

passengers across all four of its routes — a new record. This continues a trend that has seen ferry ridership increase 78 percent since 2012.

“Ridership on the Vallejo service in July 2017 reached an all-time high with nearly 105,000 total passengers.

“Ferry officials anticipated growth like this, and planned for it, said WETA board member and former Vallejo mayor Tony Intintoli. ‘For Vallejo, the maintenance facility on Mare Island is finished, we added new trips, and there’s a new boat for Vallejo that’s under construction and expected to be delivered next year.’

“The Alameda-Oakland service experienced an 8 percent increase from July 2016, the previous high, transporting more than 11,000 added passengers, officials said.”

(News roundup continues)

San José top U.S. city in pursuing Sustainable Development Goals *(continued from page 1)*

around the country will use the index as a tool to pinpoint problems to tackle in their regions, according to KQED, <http://bit.ly/2iaKljE>.

Lastly, a shout out to Modesto and Fresno! Goal 2 in the 2017 U.S. Cities Sustainable Development Goals is “Zero hunger.” With a score of 68.63 percent, the Modesto MSA tops the nation. Goal 13 is “Climate Action.” Fresno comes in second in the U.S. with a score of 39.27 percent.



Rick Phillips, AICP, is an award-winning urban designer and the founding principal of rp[PLACE], a planning and design consultancy based in San José. He holds a B.Arch. from the University of Arizona, with studies in urban planning and landscape architecture. You can reach him at rick.phillips@rp-place.com. ■

‘A new course’: Northern Section YPG gets a photo and a national mention

Planning Magazine, July 2017

Ryan Holeywell, <http://bit.ly/2fqg1tR>

- “Millennial planners — like their peers in other professions — are taking over the workforce. How do these young professionals value and approach their work?”

“‘The definition of ‘planning’ is expanding, and I think that’s exciting,’ says Lucas Lindsey, executive director of a startup incubator in Tallahassee.

“This career-diversification trend isn’t all that new, says Curtis Winkle, an urban planning professor at University of Illinois at Chicago. ‘For years, our students have been going into areas that may not be traditionally considered planning,’ he says.

“New planners are entering areas such as community development, city management, and sustainability. They’re working at private startups, think tanks, and incubators. They’re pursuing careers with law firms, developers, marketers, engineering firms, logistics companies, and tech firms. And in some cases, they’re bouncing back and forth a bit.

“Some of that shift is due to the desires of young planners themselves. In the private sector, they’re able to pursue shorter-term projects and see tangible results quickly, as opposed to the public-sector processes, where the perception is that on-the-ground change takes much longer.

“Planning professionals are going into the public sector but working outside the planning department in areas such



“Members of the APA California – Northern Young Planners Group gather at an after-work networking event in downtown Santa Clara. Photo: Jason Su.

as information technology, community health, or sustainability, says Lois Takahashi, an urban planning professor at UCLA. She’s also seen more young planners moving into the field of community engagement, working to help governments rethink the way they interact with their communities. Those trends are driven by young planners who see ‘planning’ not necessarily as a career unto itself but as a skill that can help them in other areas.”

(News roundup continues)

Brisbane, 'A small town by choice'

Los Angeles Times, June 30, 2017

Liam Dillon, <http://bit.ly/2eZR1Af> • "Just beyond San Francisco's city limits, a developer wants to build 4,400 new homes. But [the project's] fate rests with a city of 4,700 people that annexed the property 55 years ago. And no one, not even the developer, thinks Brisbane's residents will approve all 4,400 homes.

"We're a small town,' City Councilman W. Clarke Conway said at a meeting on the project last fall, 'and we're a small town by choice.'

"San Bruno Mountain is Brisbane's landmark, and residents have fought to preserve it. In the 1960s, they blocked a developer from leveling the mountaintop and building homes for 70,000 people.

"Brisbane hired a consultant who found that, [under] tax limits established in 1978 by Proposition 13, the city would net \$1 million a year in tax revenue by approving the Baylands. But with more commercial, a larger hotel, and no housing, Brisbane would gain \$9 million annually — more than half the city's current operating budget.

"State and regional officials have few tools to push Brisbane. Between 2007 and 2014, Brisbane's RHNA goal was 401 houses. Developers built a little more than a third of that target, but the city faces no consequences for the lack of home building.

"The Brisbane City Council plans to make a key decision on the Baylands this summer, [but it] expects to put that proposal on the ballot next year for Brisbane's residents [to decide]." The next scheduled Council meeting was rescheduled for late August.

Drawbridge, a Bay Area ghost town

KQED News, June 20, 2017

Jessica Placzek, <http://bit.ly/2gPqvdl> • "On an island at the [south end of the] Bay, a series of abandoned wooden buildings [are] all that remain of Drawbridge — the last ghost town in the Bay Area.

"In the late 1800s, the South Pacific Coast Railroad formed [to] ferry San Franciscans to Alameda and put them on a train to the beaches of Santa Cruz. They laid tracks across marshlands at the south end of the bay and across a small island less than a mile long. They built swing bridges in 1876 [that] had to be opened manually.

"Fish and shrimp thrived in the muddy waters, and thousands of birds hid in the pristine marshlands and high grasses. Passengers on trains passing through noticed. Before long, hunters began abandoning their trips to Santa Cruz to get off the train early and shoot ducks.

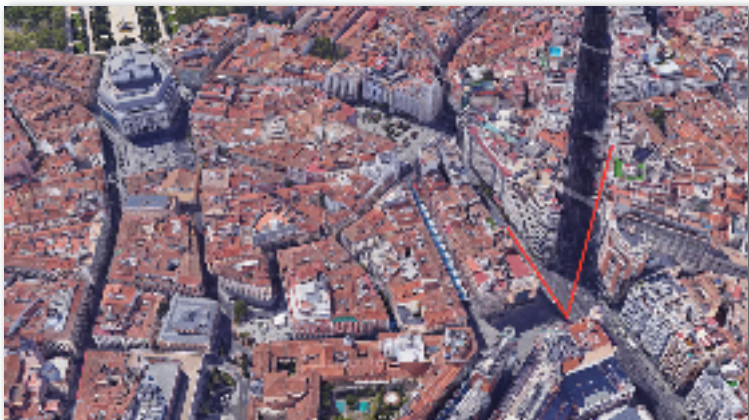
"From there, Drawbridge — a misnomer — grew. Five trains a day made regular stops, bringing visitors to shoot, fish, relax, and drink despite prohibition. In the 1920s, there were 80 or 90 houses.

"[As the South Bay grew,] industrial waste and untreated sewage [poured] into the bay, harming the creeks around Drawbridge. And by the 1930s, half the marshland had been converted into salt ponds, destroying the habitat of many birds. By 1963, fewer than five residents were left in Drawbridge. Nowadays the only way to get [there] is on [the Capital Corridor,] a train that doesn't stop." View a 5:15 video at <https://youtu.be/ttGi9F2MeWA> ■

Answer to Where in the world ([Page 7](#))

"Love whom you love, Madrid loves you." **Gran Via (right) and Calle Jacometrezo (left), looking northwest from Plaza del Callao.**

Photo: Barry Miller, FAICP. Satellite view: Google.



MENTORSHIP PROGRAM

2017 - 2018 Program Overview



Sign Up for the Mentorship Program: www.norcalapa.org/mentorship



The APA California Chapter – Northern Section is excited to kick off the 2017-2018 Mentorship Program. This career development initiative offers one-on-one mentorship matching between young planners ("Mentees") and experienced professionals ("Mentors"). The program aims to improve the professional practice of planning by benefiting individual practitioners.

By Thursday, August 31, visit the website to join the 2017-2018 Mentorship Class. **It takes less than three minutes to sign up**, and this information will help us align professional interests and areas of expertise among the Bay Area's diverse talent pool.

Program Description



This opportunity is available to all planning students and professionals. Our goal is to provide adequate structure to facilitate meaningful relationships, while maximizing flexibility to meet the professional interests and schedules of participants. Each Mentor and Mentee pair is welcome to customize the program to meet individual needs.

- Participants engage in one-on-one Mentor and Mentee matching, which involves a minimum commitment of three meetings over a seven-month period.
- Handouts and e-mail templates will be distributed to participants to facilitate introductions, initiate talking points, and share professional development resources.
- Happy hour socials at the beginning of the program will be co-hosted with the Regional Activity Coordinators and/or Young Professionals Group Directors to offer additional outreach options between Mentors and Mentees. (Continued on next page.)

Mentor

- Professionals with at least three years of work experience in any planning discipline.
- Each Mentor will be assigned one Mentee. If additional Mentors are needed, participants will be individually asked if willing to advise more than one.
- Minimum commitment to meet or teleconference with your Mentee three times between October 2017 and April 2018.
- APA membership is not required.

Mentee

- Students and young professionals with less than three years of work experience in any planning discipline.
- Minimum commitment to meet or teleconference with your assigned Mentor three times between October 2017 and April 2018.
- Applicants are not guaranteed to receive a Mentor, but we're actively recruiting a large group of participants. Priority matching will be given to second-year graduate students and recent graduates.
- APA membership is required (free for qualified students and 55% off discount for new members to join). You can sign up to be a Mentee today, but you are required to become a member by September 30.



MENTORSHIP PROGRAM

2017 - 2018 Program Guidelines



- The start of the program coincides with the new school year (August), AICP Exam Prep Workshop (September), APA State Conference (September), and SJSU's UPC Annual Fall Symposium (November).

Schedule

The 2017-2018 Mentorship Class will be active over a seven-month period:

- Recruitment of Mentors and Mentees: August 2017
- Matching: September 2017
- Happy Hour Socials: October 2017 (*Optional*)
- 1st Mentor-Mentee Meeting: October 2017
- 2nd Mentor-Mentee Meeting: January 2018
- 3rd Mentor-Mentee Meeting: April 2018



Mission

The program mission is to foster professional development through an exchange of ideas, networking, and guidance among multi-generational planning professionals. Illustration Source: Andrew Coulson

Sample Activities

The level of engagement for each of the three Mentor-Mentee meetings can be as simple or involved as time and interest permit. For each gathering, activities may include:

- Brown-bag lunch at Mentor's place of work
- Visiting at a coffee shop
- Participation at one of the APA socials or other planning-related events
- Joint attendance at a public meeting
- Résumé and portfolio critique
- Mock interview
- Job shadowing for half a day

Mentorship Network

APA California Chapter – Northern Section is the largest of eight sections in the California Chapter, spanning a 500-mile jurisdiction from the Oregon border to south of Monterey Bay. Leading partners include San Jose State University, University of California, Berkeley, San Francisco State University, Sonoma State University, and more.

This 2017-2018 Mentorship Program is spearheaded by the Mentorship Committee, which includes:

- Liz Probst, Mentorship Director (Chair)
- Brendan Hurley, UC Berkeley Representative
- Catarina Kidd, Northern News Associate Editor
- Dana Hoffman, East Bay RAC
- Eric Tucker, University Liaison
- Graham Pugh, SF RAC
- Mike Jacobson, SJSU Representative
- Sarah Allen, East Bay RAC
- Veronica Flores, Young Planners Group Director



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