

ABTRACTS:
Department Of City And Regional Planning,
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Professional Reports, M.C.P.:

Diversification Prospects for Northern California Timber Communities

Dena Belzer

May, 1983

This study describes the historic and environmental conditions leading up to northern California's economic decline. It discusses the problems inherent to an economy dependent on a single industry and describes how the region could benefit from economic diversification. Major economic sectors are examined to determine where there is potential for diversification and new job generation, with a primary focus on creating jobs for displaced lumber workers. The study concludes with policy recommendations and a list of strategies aimed at guiding local and state economic development experts in formulating a coherent approach to the region's economic problems.

Services for School-Age Children: Local and State Government Roles

Phyllis Weinstock

May, 1983

Local governments' neighborhood-based recreational and cultural services for children experienced severe budgetary retrenchment during the past ten years. Over this period, the number of school-age children with working mothers increased by 15%, and is expected to continue to grow. This report reviews the evidence on the implications of fiscal austerity for municipal children's services, and on the growing numbers of young children left alone to care for themselves after school. Case studies of the cities of Oakland and San Francisco reveal the pattern of government and non-profit sector involvement in after-school children's services since the passage of California's Proposition 13. Based on budgetary and demographic data and on interviews with local government fiscal analysts and agency directors, the case studies illustrate that political and financial constraints have weakened children's services even while a constituency for these services has clearly emerged and grown. The report recommends state governments provide grants to stimulate local efforts at cooperation and innovation in the provision of neighborhood-based children's services.

Women's Labor and Changes in the Occupational Structure in the Office Industry: A Case Study of an Insurance Industry

Suzanne Teegarden

May, 1983

The questions addressed in this report revolve around the history, present, and future of women's jobs in offices, the skills

required for and quality of these jobs, and the social relations within offices. The external factors with the most historic effect on these issues are: the rapid expansion of the services sector; the growth of information technology; and the increased labor force participation of women. A case study of the insurance industry was chosen to examine the above. The story of the insurance industry in the last decade is a familiar one: increasing competition leading to consolidation, concentration, product differentiation, an increased emphasis on the sales effort and rationalization of operations.

The results of the case study indicate women continue to occupy almost exclusively the lower end of the job spectrum. The majority of women are employed as clerical workers, yet an increasing share are entering professional and technical positions as well as low level management positions. Women should continue to be able to hold and enter professional and management positions, implying a growing polarity in the occupational structure of women's labor. But, increasing structural barriers to occupational mobility will reinforce this polarity. This company is implementing a program using technology and labor reorganization to spin off more routine aspects of professional jobs to be combined with clerical jobs. For clerical workers these jobs promise to be more interesting and challenging, but dead-end; efforts to automate and eliminate these positions are likely to continue. The functions remaining in the professional jobs are more complicated, increasing the knowledge and skill gap between occupational categories.

Clerical employment has decreased primarily due to automation, organizational consolidation and economic contractions within the insurance industry. This decreasing employment and the relocation of major processing centers to small towns and suburbs affects employment opportunities for minority women. Contractions in the growing ranks of professional and technical categories are expected for the same reasons the number of clerical workers has declined. Plans also exist to eliminate the growing lower level management positions.

Evidence suggests women will continue to be favored for this type of employment because they represent a relatively cheap, but educated labor force. These labor force characteristics increasingly influence the company's location decisions. With women moving into professional and management positions and changing social attitudes, conditions of personal patriarchy within the office have declined; but basic office power structures and male dominance of top-level positions have not altered. However, even though patriarchy has played a role in gaining assent to management's control of the labor process, it has been partially replaced by other forms of social organization.

Gentrification and Population Change in Berkeley: An Analysis of Trends

Nathan Landau

July, 1983

The population of Berkeley is widely perceived to be changing. Observers fear rising housing costs are shaping a city only the affluent can afford. Such gentrification would decrease the economic and racial diversity of Berkeley, leaving the city little more than an affluent inner suburb. This analysis tests the reality of that perception. By comparing 1970 and 1980 census data a picture of demographic change emerges that is not uniform. Classic gentrification, the growth of higher income families, occurred. Yet very low income households also increased their share of the Berkeley population, indicating a decrease in low and moderate income households. Certain sections of the city therefore grew wealthier while others more impoverished. Both trends occurred simultaneously in patterns of "bifurcation" in many areas, intimating further gentrification in now declining areas.

The Black population in Berkeley dropped dramatically from 1970 to 1980 in absolute and relative terms, representing the majority of Berkeley's population loss during the decade. This segment of the population also aged during the 1970s, suggesting future losses. To compensate for this loss in Black population the city gained substantial numbers of Asians and in all likelihood Hispanics (census incomparabilities make this impossible to assess). Socioeconomic characteristics indicate income disparities among the non-White population.

An Assessment of the Physical Potential of Accessory Unit Development in San Leandro, California

Kathleen Livermore

June, 1983

The use of accessory units in residential areas to increase available rental units is currently supported in the State of California by Senate Bill 1534. This Bill authorizes local governments to provide for the creation of accessory units under certain guidelines and conditions. Since 1960 the City of San Leandro has experienced an increase in housing units, a decrease in population, and an increase in the average dwelling unit size. The city now has the opportunity to develop an ordinance allowing for conversion of surplus space to accessory units. The city's housing element states its commitment to more efficient use of the existing housing stock. This report focuses on the physical potential of accessory unit development in three case study areas in the City of San Leandro. A detailed inventory of existing housing and driveway and on-street parking spaces is compiled for the study areas. Examples of homes that are candidates for accessory unit development are presented. Parking counts are used to calculate parking during peak demand as well as to estimate parking use with development of accessory units in 20

percent of the homes in the case study areas. Demographic information supporting the potential for accessory unit development is also presented for each case study.

Soledad Marketing Profile and Land Supply Study

Evelyn M. Casuga

June, 1983

The National Council of La Raza (NCLR) was funded through the Comprehensive Employment and Training Act by the State of California to provide training and technical assistance to communities or development organizations in predominantly Hispanic rural communities. With an 82.7% Spanish-speaking population, the City of Soledad in Monterey County was selected as a NCLR target area. The Soledad Red Carpet Committee (SRCC), with members from the Soledad Local Development Corporation, the city government and the Chamber of Commerce, developed goals and objectives for the city's economic development plan. This marketing profile and land supply study is a tool to assist SRCC's marketing efforts with respect to the city's overall economic strategy.

The marketing profile presents an overview of Soledad's resources of interest to prospective industrialists. The profile includes physical, social, economic and financial data about the city. The land supply study provides data on land availability for prospective or expanding businesses, serving as a guide for current and future community policies and programs.

Graphics Evaluation of the Public Information and Transit Support Demonstration Project

Ann Fitzgerald

November, 1982

This report evaluates the effectiveness of the graphics component of the Public Information and Transit Support Demonstration Project of the Regional Transit Association (RTA) Public Information Committee. The project is aimed at marketing regional transit travel throughout the San Francisco Bay Area. The purpose of the evaluation is to inform the committee about the effectiveness of the installed graphics at eleven major transfer points in the Bay Area, to outline a means of improving upon the work already completed, and to present guidelines for the installation of the remaining inventory of regional graphics by individual transit operators participating in the marketing efforts.

The report finds the graphics concept and RTA logo design to be potentially effective in promoting the regional transit "connection" between interfacing operators. This potential is greatly affected by the location of the signs in transit facilities. Further findings indicate installed graphics at several sites should be improved and installation of the remaining inventory of RTA signs should be based on a more conscientious adherence to the guidelines and criteria presented in the report.

Master's Theses, M.C.P.:

Probable Effects of Eliminating Federal Transit Operating Subsidies

Gary Kenneth Black

June, 1982

After decades of decline, United States transit ridership increased in the latter half of the 1970s. Many analysts argue that government-subsidized low fares helped stem the ridership decline. It has become increasingly apparent, however, that ever escalating subsidies are required to maintain high levels of transit patronage. The Reagan Administration proposed the elimination of federal transit operating assistance. This thesis therefore examines the potential effect of the loss of federal aid on the nation's transit system. A survey of United States transit agencies was conducted to determine the response to federal cuts.

The study results indicate withdrawal of federal operating subsidies may cause nationwide fares to increase on the order of 17 percent, service to decrease roughly 3 percent, and ridership to decline by about 6 percent. The nationwide picture, however, obscures significant differences in the effects on operators in different cities. In large urban areas, effects will be minimal because here operators depend on federal aid only to a small extent. Since these operators account for 85 percent of nationwide patronage, most United States transit riders will not experience much effect. Instead, operators in small urban areas serving populations less than one million will suffer severely because of their relatively heavy reliance on federal aid. Ridership losses among these operators will likely average around 13 - 21 percent, and some properties may be forced to cease operations.

All operators are counting on increased local or state aid to partially offset federal cuts, especially operators in areas with populations less than 100,000. If state and local aid fails to increase, nationwide ridership could decline as much as 15 percent. Many operators in small urban areas would be forced to go out of business, leaving poor and elderly persons without public transit service.

Ridership losses can be minimized if operators respond to federal cuts with service reductions rather than fare increases. If fare increases are to occur, operators can maximize their revenue while minimizing ridership losses by raising the price of peak-hour or long distance services, or both. The poor, however, will be most affected by fare increases and service cuts. They will also bear an increasing tax burden for transit as the more progressive federal aid is replaced by comparatively more regressive state and local tax sources.

The federal government could better achieve the goals of increased transit system efficiency and bring escalating costs under

control with a program of performance standards. Tying subsidies to improvements in farebox recovery ratios or labor productivity would have more effect on efficiency than would eliminating operating assistance. In any event, rising financial pressures will challenge managers to improve the revenue-generation potential of the farebox. Equity effects could be eased with user-side subsidies, targeting aid specifically to the poor.

Disaster and Displacement: The Effects of the 1906 Earthquake and Fire on Land Use Patterns in San Francisco's South of Market District

Nancy Elizabeth Stoltz

May, 1983

The devastating effects of the 1906 San Francisco earthquake and fire were most severe in the "South of Market" area of the city. Much of this district was built on reclaimed marshland and the earthquake crumbled brick buildings, splintered wood frame structures, broke water mains and buckled and split streets. The fire burned longest and hottest in this area. The bulk of the city was rebuilt after the earthquake better than before, yet the South of Market area failed to recover from the disaster. The land use patterns of the district, the area from Market Street south to Mission Creek Channel, from the waterfront west to Eleventh Street, were permanently altered by the earthquake and fire. The social composition of the city's population altered when the poorer classes were initially displaced then ultimately priced out of the city. Their displacement, coupled with the danger of building on landfill in a seismic zone, hastened the decline of San Francisco's industrial sector and prevented South of Market from being redeveloped as an industrial/commercial center of the city. The area's failure to recover its former character as a working class residential neighborhood ringed by an industrial zone, and to claim a comparable niche in the city left it open to colonization by its current inhabitants who lend the area its present-day designation as San Francisco's skid row.

Ph.D Dissertation Abstracts:

Residential Location Decisions of Multiple-Worker Households in Bogota, Colombia

Jose Fernando Pineda

1981

This study examines the behavioral effects of multiple-worker households on housing consumption and residential locations and densities in Bogota, Colombia. Cross-tabulations and linear regressions reveal a correlation between commuting distance and workers' socio-demographic characteristics — particularly age, sex, occupational status, and educational level — but no clear correlation between income levels and length of journey to work. Despite a suburbanization trend, little support is found to support the

hypothesis that lower income groups have the longest journeys to work.

The analysis reveals five commuting patterns in multiple-worker households as well as two types of secondary workers. Type-I workers are educated and relatively old; type-II workers comprise all others. Work places of these two types differ substantially. The first are likely to work in the CBD, while the second tend to work in peripheral locations. Evidence from this study suggests a joint-optimization process of residential location in which the job location of each worker in a household is considered when selecting a residential location.

Additional workers also influence the quantity of housing services purchased by households and trade-offs between accessibility and housing consumption. Using a hedonic price-index specific to a household head's work zone, spatial price variations of a standard housing bundle are determined. The elasticity of secondary workers' income is smaller than household heads'. Secondary workers' income contributes a smaller proportion of total household expenditures for housing, compared to its proportion of total household earnings. The income effect of secondary workers is mostly cancelled by a reduction in housing consumption generated by the presence of secondary workers. The trade-off between housing consumption and accessibility is illustrated via a two-equation model. Although multiple-worker households locate with respect to the job locations of all members, the effect on city structure is not very noticeable because income and substitution effects tend to cancel each other out.

Planning for Mothers' Work: Jobs, Child Care and Homemaking in Four Middle American Neighborhoods

Lynne Sherwin McCallister

1982

This is a study of how mothers arrange jobs and child care, evaluate arrangements available in their local labor markets and child care systems, and how their standards for work arrangements are shaped by what they perceive is available to them. The study provides a basis for assessing proposals for child care and job restructuring. The research is based on structured interviews with a random sample of 63 married women with children under 12 years old and living in four residential neighborhoods with mid-range personal income and educational levels. The sample mothers worked mostly in office jobs and in paid and unpaid home and school-based jobs; their husbands worked mostly in upper blue-collar and lower white-collar jobs.

The convenience of their jobs—limited hours, a short commute, the ability to take off time for their children and a convenient regular schedule—was especially important to these mothers. Hence, they were often forced to make tradeoffs between convenience and

quality in choosing jobs. For child care they usually relied on an accessible private child care system, comprised of mothers giving care to their neighbors in combination with preschools, elementary schools, fathers' care and older children being left on their own with a neighbor on call. Some mothers valued care offering substitute mothering; others valued supplements to mothering. Their standards generally depended upon child care availability.

The sample mothers preferred a balanced work pattern, combining mothering and other household work with gradually increasing amounts of public work as their children grew older, believing they gave their children something no one else could provide, and also wanting the experience of mothering for themselves. Housework and their husbands' preferences did not exert a comparable pull. In fact, most mothers indicated they needed public work for themselves, to meet needs unsatisfied by household work. The quality of child care did not influence their desire for public work. A great majority supported the idea of making more part-time jobs and good child care available to ensure children were well cared for and to remove some of the burden of raising children from mothers' shoulders.

How Competitive Are Urban Housing Markets?

John D. Landis

1983

This dissertation reports on recent research into the workings of urban housing markets. The research focuses on the interrelationships between broad demand side trends, the structure of the supply side (the size distribution, ownership form, and market penetration of major homebuilding firms), the role of local constraints on development, and housing market performance. Three case study markets are analyzed: San Jose, Sacramento, and Fresno, California. The research offers the following series of arguments: (a) The major demand side dynamic characterizing California housing markets during the late 1970s was the so called "up-market" trend—a widespread but uneven shift from moderately-priced starter homes to larger, more luxurious "up-market" homes. The forces behind this trend were largely speculative in nature, reflecting the belief that housing was a household's best protection against continuing inflation; (b) Attracted to the rising number of upper-income homebuyers, large-scale (predominantly corporate) homebuilders entered fast-growing markets building homes which ten years earlier were the exclusive domain of custom homebuilders. Less interested in building starter homes, these "new builders" paid cash for immediately developable land, purchasing parcels ripe for immediate development; (c) The extent to which an entire local industry moved up-market depended on the existence of local barriers to entry. Where incumbents were not protected from competition, new home prices and size increases during the 1970s were

more moderate. The primary barrier affecting entry was access to land; and (d) As the homebuilding industry moved up-market, and collectively undertook to insulate itself from cyclical risk, its ability to exploit construction, purchasing, and management economies of scale was compromised. At the same time, incentives for pursuing innovation were weakened. The result was a decline in productivity in the homebuilding industry.

Foreign Manufacturing Investment in the United States: Investment Strategy and International Location

Erica J. Schoenberger
1984

Most multinational investment in manufacturing continues to occur among advanced capitalist countries, rather than from developed to low-cost developing countries. This dissertation explains the growing phenomenon of European manufacturing investment in the United States. Evidence of international and interregional location tendencies is drawn from an analysis of published and unpublished Commerce Department data and from a set of extensive interviews with executives of foreign manufacturing subsidiaries in the United States. The research finds that foreign firms are concentrated in the same oligopolistic sectors as United States multinational firms investing in Europe, and that new products and technologies are often an important component of their investment strategies in the United States. Linkages between the marketing, product development and production functions of firms in sectors characterized by continuing technological change constitute a major reason that foreign firms seeking to establish a significant presence in the United States market will prefer a direct investment strategy to either exports or licensing. These linkages, combined with the need to respond swiftly to changes in demand and the importance of access to market information and specialized technical personnel, are more important explanatory factors than labor, tariff and transportation costs in the decision to locate production in the United States.

Scientific Boosterism: The Real Estate Industry and the Origins of Local Government and Land-Use Regulation in the U.S.

Marc A. Weiss
1984

This dissertation examines the institutional foundations of local government urban planning agencies prior to the 1930s. The major innovation in public planning during this period was the regulating of private land use through zoning and subdivision laws. Such regulations were strongly promoted by important elements of the real estate industry. Reasons for their support included a desire to stimulate new investment and sales, stabilize existing values, restrict competition, and rationalize development costs. Other

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segments of the real estate business community vigorously opposed the idea and implementation of land-use regulation. Engendering the conflicting positions within real estate were secular changes in development practices as well as cyclical changes in business conditions. These political-economic forces and conflicts combined to exert significant influence in shaping planning initiatives and outcomes.

NOTE

The abstracts above are not a complete set of the work done by graduating students in the Department. The criterion for appearance or omission above has been accessibility. Graduating students are urged to submit an abstract of their professional reports, theses, or dissertations to the Abstracts Editor to ensure inclusion in this feature. The abstract should not exceed one type-written page, double-spaced. It should include the degree and date; if Master's, it should specify whether it was a professional report or a thesis.