

**M. Jasper Rubin**  
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### **EDUCATION**

2003 University of Maryland - College Park, Ph.D. Urban Geography  
1995 University of Maryland - College Park, MA Urban Geography  
1988 University of Wisconsin - Madison, BA Geography

### **ACADEMIC EXPERIENCE**

8/07 to Pres. **Assistant Professor**, Department Urban Studies and Planning, San Francisco State University

**Courses:**

Urbs 400 - Dynamics of the American City (core course)  
Urbs 492 - Research Methods (core course)  
Urbs 680 - Senior Seminar (core course)  
Urbs 685 - Land Use Planning (core course)  
Urbs 686 - Urban Action Journal (advising)

Academic Faculty Advisor for SFSU Urban Studies Majors  
Chair, Graduate Program Committee, Department of Urban Studies and Planning  
Member, Methods and Technology Committee of the College of Behavioral and Social Sciences  
Member, GIScience Advisory Committee of the SFSU Institute for Geographic Information Science

Member, Master's Committee for Alexander Hardy, History Department, "Scaling 'Battle Mountain': Construction of the Church Street Municipal Railway Line"

1/96 to 5/97 **Instructor**, Dept. of Geography, University of Maryland - College Park

**Course:**

Geog 312 - Required Lab in Human Geography for Undergraduate Majors

8/94 to 1/96 **Teaching Assistant**, Dept. of Geography, University of Maryland - College Park

**Courses:**

Geog 202 - Cultural Geography  
Geog 350 - Statistics for Geography Majors  
Geog 170 - Maps and Map Use.

### **PLANNING EXPERIENCE**

3/99 to 8/07 **Planner**, Citywide Policy and Analysis, San Francisco Planning Department

- **Senior Policy Analyst and Co-Manager** for the Eastern Neighborhoods planning effort, a large-scale, complex zoning and community planning project. Responsibilities included: coordinating work of staff in areas such as urban design, open space, and transportation; coordinating with the public and city agencies and officials; coordinating consultant-led environmental impact analysis and directing consultants in the development of critical land use supply and demand analysis.
- **Plan Manager** for the Central Waterfront Neighborhood Plan, a community-based planning effort that began as part of the Planning Department's Better Neighborhoods program. Responsibilities included: managing a large team of consultants including economic/real estate, transportation, architecture/urban design, and environmental consultants and Department staff; participation in various aspects of land use and socio-economic data

collection and analysis; information organization, map preparation and report writing; working with a team to develop land use controls, implementation mechanisms, development tools, and other essential elements of the plan; engaging in active community outreach, including holding workshops for and making presentations to neighborhood associations, community advocacy groups, governmental agencies, and city commissions; acting as a liaison to the public; and co-ordinating with numerous city, regional, and state agencies, citizen advisory groups and task forces.

- **Census Co-ordinator.** The Planning Department is an official Census affiliate agency and repository of Census data and publications. Responsibilities: work with regional, state, and federal agencies to implement Census-related programs; respond to data requests from city agencies and the public; maintain and organize Census data and reports, especially pertaining to San Francisco.
- **Co-Manager** of the Data Analysis Group. Reviewed content and coordinated staff in the production of the Department's primary reports and data sets; hired consultants and work with fellow agencies to produce a new, automated land use allocation tool. Re-organized Citywide Policy and Analysis section's computer directory and file structure and developed protocols pertaining thereto, including guidelines for creating and maintaining meta-data and data-dictionaries.
- Other miscellaneous activities: evaluate or co-author grant proposals; maintain and update the General Plan; respond to requests for General Plan referrals. General Plan referrals are administrative requests made by fellow agencies to evaluate the conformity of their projects with policies of the General Plan.

8/97 to 3/99      **Planner**, EIP Associates, San Francisco, California

- Responsibilities included writing, research, analysis, and city staff/client co-ordination necessary for the preparation of Environmental Impact Reports pursuant to CEQA (California Environmental Quality Act) for complex development projects in San Francisco. Sections authored include: land use; plans and policies; cultural, historical, and architectural resources.

3/92 to 6/93      **Planner**, Office of Environmental Review and Transportation Section, San Francisco Planning Department

- Prepared General Rule Exclusions and Negative Declarations pursuant to the California Environmental Quality Act (CEQA). Maintained OER case database.
- Lead Analyst for the Citywide Travel Behavior Survey (CTBS). Working with consultants and team members, developed 35-question survey (6500 returns), organized database of responses, analyzed results, and prepared comprehensive reports pertaining to the travel patterns and mode choices of commuters to San Francisco.
- Assisted in reviews of a variety of projects for compliance with both the Planning Code and the objectives and policies of the General Plan as they pertained to transportation. Assisted with the update and monitoring of the Transportation Demand Management (TDM) program, which requires certain downtown buildings to encourage employees to use alternative methods of transportation. Performed traffic counts and traffic volume/level of service and mode-split calculations.

4/90 to 3/92

**Planning Intern**, Long Range Planning Division, San Francisco Planning Department

- Produced a downtown parking survey, a field survey of all off-street parking available in the greater downtown area, and subsequent report to the City Planning Commission. Assisted with data compilation and analysis for the Commerce and Industry Inventory. Assisted in collection and preparation of Census data for several reports issued by the Office of Analysis and Information Systems (OASIS). Participated in the Residential Rezoning project. Tasks involved determining rear-yard characteristics for all residential areas of the city, particularly building depths, and the development of new code pertaining to residential demolitions.

## **PUBLICATIONS AND ACTIVITIES**

### ■ **Publications**

#### Books

Rubin, M. Jasper. In Preparation. *A Negotiated Landscape: The Transformation of San Francisco's Waterfront Since 1950*. Chicago: Center for American Places, in association with the University of Chicago Press.

#### Non-Refereed:

Rubin, M. Jasper. 2007. "San Francisco: 13 Years of Change" *Association of American Geographers Newsletter*, Vol. 42, No. 3, March 2007.

Rubin, M. Jasper. 2006. "San Francisco: A City of Neighborhoods" *Association of American Geographers Newsletter*, Vol. 41, No. 3, July/August 2006.

Rubin, M. Jasper. 1999. "The Decline of the Port" *San Francisco Planning and Urban Research Newsletter*, November 1999.

#### Maps:

Rubin, M. J. and G. L. Buckley. 1998. "George Washington's World." In: *George Washington and the Virginia Backcountry*, ed. Warren R. Hofstra. Madison: Madison House Publishers, Inc.

Buckley, G. L. and M. J. Rubin. 1998. "Northwestern Virginia in Late Colonial Era." In: *George Washington and the Virginia Backcountry*, ed. Warren R. Hofstra. Madison: Madison House Publishers, Inc.

#### Selected Plans and Professional Reports:

San Francisco Planning Department 2007. *Eastern Neighborhoods Draft Plans*

San Francisco Planning Department 2003. *Draft Central Waterfront Neighborhood Plan*

San Francisco Planning Department. 2003. *Land Use Element of the General Plan*

San Francisco Planning Department 2002. *Industrial Land in San Francisco: Understanding Production, Distribution, and Repair*

San Francisco Planning Department 2000. *Commerce and Industry Report*

San Francisco Planning Department 1999. *Zoning For Industrial Land: Industrial Protection Zones and Mixed-Use Areas*

San Francisco Planning Department 1993. *Commuter Travel Behavior Study*

San Francisco Planning Department 1991. *San Francisco Atlas*

San Francisco Planning Department 1991. *Downtown Parking Inventory and Report*

San Francisco Planning Department 1990. *Commerce and Industry Report*

Environmental Impact Reports:

EIP Associates 1999. *Mission Bay Supplemental EIR*

EIP Associates 1999. *Pacific Exchange EIR*

EIP Associates 1999 *Yerba Buena Redevelopment Area Expansion/Emporium Site Redevelopment EIR*

EIP Associates 1999. *City College of San Francisco - Chinatown/North Beach Campus EIR*

■ **Professional Activities:**

Invited Speaker, "Stemming the Tide: San Francisco's Waterfront in the Age of Neoliberalism" Meeting of the International Network of Urban Waterfront Research (Hamburg, Germany 2008)

Member, Local Arrangements Committee for the Annual Meeting of the Association of American Geographers (San Francisco 2007).

Panel Organizer, Chair, Presenter, "Revanchist San Francisco?" Annual Meeting of the Association of American Geographers (San Francisco 2007)

Tour Organizer and Leader, "A Walk Along San Francisco's Urban Waterfront." Annual Meeting of the Association of American Geographers (San Francisco 2007)

Invited Speaker, "Early Struggles Over Waterfront Development in San Francisco." California Studies Association, Dinner Lecture Series (Berkeley 2007)

Panelist, "Careers in the Community: Bringing Research Skills to Social Change Organizations" Annual Meeting of the Association of American Geographers (Chicago 2006)

Panelist, "Careers for Geographers Outside of Academia" Annual Meeting of the Association of American Geographers (Denver 2005)

Mobile Workshop Leader, "Does Industry Have a Future in San Francisco?" Annual Meeting of the American Planning Association (San Francisco 2005)

Presenter, "A Consciousness of the Water: The Struggle Over Waterfront Development in San Francisco" Annual Meeting of the Association of American Geographers (Philadelphia 2004)

Mobile Workshop Leader, "Embarcadero Waterfront Development and Third Street Light Rail Transit." Rail~volution Annual Conference (San Francisco 2001)

Presenter, "Redefining San Francisco: Planning, Politics, and Place." Annual Meeting of the Association of American Geographers (New York 2001)

Presenter, "A Local Landscape: A Case Study of the Effect of Public Policy in Shaping San Francisco's Waterfront." Annual Meeting of the Association of American Geographers (Honolulu 1999)

■ **Miscellaneous Activities While at the San Francisco Planning Department**

Guest lecturer, presenter, student project evaluator, or "client" for courses in planning and urban geography at University of California-Berkeley, San Francisco State University, and California Polytechnic State University.

Presenter or tour guide to visiting planners, scholars, and teachers from Europe, Asia, and Australia.

Trained in California redevelopment issues and practices at the University of California Extension.

Member, Master's Committee for Michael Profant, MCRP, California Polytechnic - San Luis Obispo. Degree granted 2006.

■ **Affiliations**

Member, Association of American Geographers

Member, Association of Pacific Coast Geographers

Member, American Planning Association

Member, California Studies Association

Member, San Francisco Planning and Urban Research Association