

M. Jasper Rubin

Assistant Professor of Urban Studies and Planning

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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

San Francisco State University

8/07 to Pres. **Assistant Professor**, Department of Urban Studies and Planning

Courses:

USP 400 - Dynamics of the American City (core course)
USP 401 - Seminar in Urban Studies and Planning (core course, GVAR)
USP 492 - Research Methods (core course)
USP 658 - Land Use Planning (core course)
USP 680 - Senior Seminar (core course)
USP 686 - Urban Action Journal (advising)

Service to Campus

Academic Faculty Advisor for SFSU Urban Studies Majors
Academic Advisor to *Urban Action*, the DUSP student journal
Member, GIScience Advisory Committee of the SFSU Institute for Geographic Information Science
Member, College of Health and Human Services Task Force on Reorganization

Past Service to Campus

Member, Public Research Institute Advisory Board
Member, Methods and Technology Committee of the College of Behavioral and Social Sciences
Chair, Graduate Program Committee, Department of Urban Studies and Planning

Service to Community

Member, Central Waterfront Advisory Committee for the Port of San Francisco

University of Maryland - College Park

1/96 to 5/97 **Instructor**, Dept. of Geography

Course:

Geog 312 - Required Lab in Human Geography for Undergraduate Majors

8/94 to 1/96 **Teaching Assistant**, Dept. of Geography

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.** 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. Responsibilities included: managing a large team of 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; engaging in active community outreach; and co-ordinating with numerous city, regional, and state agencies, citizen advisory groups and task forces.
- **Census Co-ordinator.** Responsibilities: worked 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.

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), analyzed results, and prepared comprehensive reports pertaining to the travel patterns and mode choices of commuters to San Francisco.

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 and Book Chapters

Rubin, Jasper. In progress. "Planning and American Urbanization Since 1950" in *North American Odyssey: Historical Geographies for the Twenty-First Century*, eds. G. Buckley, C. Colten. Lanham: Rowman and Littlefield.

Leriché F. and Rubin J. 2012. "Économie culturelle et urbanisation : San Francisco, produit culturel," in *San Francisco A L'Ouest D'Eden*, eds. H. Christol, S. Mathé, R. Phelan et S. Vallas. University of Aix-en-Provence Press: Aix-en-Provence.

Rubin, Jasper. 2011. *A Negotiated Landscape: The Transformation of San Francisco's Waterfront Since 1950*. Chicago: Center for American Places at Columbia College Chicago, in association with the University of Chicago Press.

Rubin, Jasper. 2011. "San Francisco's Waterfront in the Age of Neoliberal Urbanism," in *The Fixity and Flow of Waterfront Change*, eds. G. Desfor, J. Laidley, and Q. Stevens. New York: Routledge.

Leriché F. and Rubin J. 2011. "Contre-culture et territoire: de North Beach à Haight-Ashbury," in *Révoltes et utopies: la contre-culture américaine des années soixante*, ed. Frédéric Robert. Paris: Ellipses.

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:

With the San Francisco Planning Department:

Eastern Neighborhoods Draft Plans (2007)

Draft Central Waterfront Neighborhood Plan (2003)

Draft Land Use Element of the General Plan (2003)

Industrial Land in San Francisco: Understanding Production, Distribution, and Repair (2002)

Commerce and Industry Report (2002)
Zoning For Industrial Land: Industrial Protection Zones and Mixed-Use Areas (1999)
Commuter Travel Behavior Study (1993)
San Francisco Atlas (1991)
Downtown Parking Inventory and Report (1991)
Commerce and Industry Report (1990)

Environmental Impact Reports:

With EIP Associates

Mission Bay Supplemental EIR (1999)
Pacific Exchange EIR (1999)
Yerba Buena Redevelopment Area Expansion/Emporium Site Redevelopment EIR (1999)
City College of San Francisco - Chinatown/North Beach Campus EIR (1999)

■ **Professional Activities:**

Invited Speaker, "A Negotiated Landscape," a book talk for the SFSU Department of Geography and Human Environmental Studies *Forum* speaker series (San Francisco 2012)

Presenter, "Nature, Planning, and Place: Protecting San Francisco's Urban Environment, 1950-1975." Annual Meeting of the Association of American Geographers (NYC, 2012)

Presenter, "Saving the San Francisco Waterfront: Planners, Environmentalists, and the Hill-Dwelling elite in the 1960s." 14th National Conference Society for City and Regional Planning History (Baltimore, MD., 2011)

Tour organizer and leader, " "Moments of Resistance: Public Space in the Transformation of San Francisco's Waterfront." Annual meeting of the Association of Pacific Coast Geographers (San Francisco 2011)

Invited Speaker and Moderator, California Historical Society, special panel on *Port City* book release, published by San Francisco Architectural Heritage. Paper entitled "Urban Development and the Port, 1950-1965: Two Cases." (San Francisco 2011)

Interview Panel Member for Port of San Francisco, developer team selection for Pier 70 Waterfront Site (2011)

Presenter, "Planning in Support of Urban Life: Open Space Policy and Programs in San Francisco Since 1970." Annual Meeting of the Association of American Geographers (Washington, D.C. 2010)

Panelist, "Beyond the Bachelor's: Promoting and Preparing Undergraduates for Graduate School." Annual Meeting of the Association of American Geographers (Washington, D.C. 2010)

Invited Speaker, "Creative economy and urbanization: San Francisco as a cultural product" with Frederick Leriche. *Regards croisés sur San Francisco: Multidisciplinary Perspectives of the City By the Bay*, for the Colloque International, LERMA, University de Provence, Aix-en-Provence (Aix-en-Provence, France 2009)

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.

- **Affiliations**

Member, Association of American Geographers

Member, Association of Pacific Coast Geographers

Member, Society for American City and Regional Planning History

Member, California Studies Association

Member, San Francisco Planning and Urban Research Association

Member, Central Waterfront Advisory Committee for the Port of San Francisco

- **Prizes and Awards**

2012 Biennial Book Prize from the International Planning History Society, for *A Negotiated Landscape*

SFSU Vice President's Assigned Time Award, Fall 2008