

**M. Jasper Rubin**

*Associate Professor of Urban Studies and Planning*

San Francisco State University  
1600 Holloway Avenue, HSS 210  
San Francisco, California 94132-4155, USA

Tel: 415/405-3495  
Fax: 415/338-2391  
Email: mjrubin@sfsu.edu

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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**

8/13 to 8/16 **Program Director**, Urban Studies and Planning  
8/13 to 8/14 **Interim Director**, School of Public Affairs and Civic Engagement  
6/13 to Present **Associate Professor**, School of Public Affairs and Civic Engagement, Urban Studies and Planning Program.  
8/07 to 6/13 **Assistant Professor**, Department of Urban Studies and Planning

**Courses:**

USP 400 - Dynamics of the American City  
USP 401 - Seminar in Urban Studies and Planning (core course, GVAR)  
USP 402 - Introduction to Planning History and Theory (new elective course)  
USP 492 - Research Methods (core course)  
USP 603 - Internship Course (core course)  
USP 658 - Land Use Planning (core course)  
USP 680 - Senior Seminar (core course)  
USP 686 - Urban Action Journal (advising)

**Service to Campus**

Program Director, Urban Studies and Planning  
Interim Director, School of Public Affairs and Civic Engagement  
Academic Faculty Advisor for SFSU Urban Studies Majors  
Academic Advisor to *Urban Action*, the DUSP student journal  
Member, Faculty Senate (Starting 2017) and Chair of the Faculty Affairs subcommittee (starting 2018)  
Member, PACE RTP committee  
Member, PACE faculty search committee  
Member, election committee for Pace Director  
Member, search committee for Environmental Studies faculty line, 2016  
Member, selection committee for PACE director 2017

**Past Service to Campus**

Member, College of Health and Human Services Task Force on Reorganization  
Member, GIScience Advisory Committee of the SFSU Institute for Geographic Information Science  
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, Waterfront Land Use Plan Update Advisory Group for the Port of San Francisco

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

Pro-bono consultant work with Goodwill Industries, San Francisco

## 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. 2016. *A Negotiated Landscape: The Transformation of San Francisco's Waterfront Since 1950*. Second Edition. Pittsburgh: University of Pittsburgh Press.

Rubin, Jasper. 2016. Paris: "Les ports aux Etats-Unis : mutations des activités et des espaces portuaires," in *Les Etats-Unis: Géographie d'une grande puissance*, Ed. Frédéric Leriche. Paris: Armand Colin.

Rubin, Jasper. 2014. "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.

Leriche 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.

Leriche 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.

#### 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)

- **Recent Professional Activities:**

Member, Local Arrangements Committee for the Annual Meeting of the Association of American Geographers (San Francisco 2016)

Presenter, "Planning, Policy, and the Environment: Supporting Urban Life in San Francisco, 1960 to the Present." Second World Congress on Environmental History (Guimaraes, Portugal, 2014)

Panelist, "Writing Environment and History in the San Francisco Bay Area." Annual conference of the American Society for Environmental History (San Francisco, 2014)

Invited Speaker. "Gentrification and the Waterfront: the Case of San Francisco" for Simon Fraser University as part of their "Gentrification and the City" lecture series (Vancouver, BC 2013)

Invited Speaker, "Modernist Misses and Public Success: The Transformation of San Francisco's Waterfront Since 1950" for the Port of San Francisco as part of their 150<sup>th</sup> anniversary celebrations (San Francisco, 2013)

- **Interviews and commentating for local and international media, including KTVU, KPFA, Dutch Television and German public radio.**

- **Affiliations**

Member, Association of American Geographers

Member, Association of Pacific Coast Geographers

Member, Society for American City and Regional Planning History

Member, San Francisco Planning and Urban Research Association

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

Member, Waterfront Land Use Update 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