



American Planning Association

Making Great Communities Happen

## APA DIVISIONS COUNCIL

### FY2015 ANNUAL DIVISION PERFORMANCE REPORT

DUE NOVEMBER 15, 2015

#### Division: Sustainable Communities

Chair (or primary author if not Chair): Scott Turner

#### 1. Workplans and Budgets

- Appendix A: FY 2015 Work Plan with Approved Budget
- Appendix B: FY 2016 Work Plan with Proposed Budget

#### 2. Communications

*So much of our time is communicating with members. How do you do it? Please identify how often each tool was used to communicate with Division members (include weblinks for any posted material and dates if available):*

- Newsletter (including hard copies, electronic versions, or other) – We publish a newsletter twice a year. The newsletter features original content; division announcements, updates and special initiatives; and volunteer and executive committee profiles.
  - i. The summer 2015 newsletter is posted here: <https://www.planning.org/divisions/sustainable/newsletter/> and a winter newsletter is being developed now.
- Website updates – We maintain an APA website which includes information about the Division, elections, and our annual awards program, and hosts our newsletter. We also have a blog website that we use for announcements and e-bulletins.
  - i. APA Website: <https://www.planning.org/divisions/sustainable/>
  - ii. Blog Website: <https://apascd.wordpress.com/> (can also be accessed at [www.sustainableplanning.net](http://www.sustainableplanning.net))
- e-blasts
  - i. e-Bulletin – We produce a bi-weekly email bulletin which includes five standard sections: Division News; New from APA’s Sustaining Places Blog; Sustainability Tools, News, and Resources; Feeds; Upcoming events. The e-bulletin, which is currently sent out to over 1500 recipients, received a Divisions Council award at the 2015 APA conference Seattle.
    - a. E-Bulletin example: <http://us1.campaign-archive2.com/?u=0a196b8525f96edf44a4b3f53&id=8fd8e7cffe>

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- ii. We also send out periodic updates and information (e.g., regarding elections and calls for volunteers) to a members-only email list.
- Social media – SCD has an active social media presence with (as of late October 2015) 767 likes on Facebook, 4838 LinkedIn members, and 1,437 Twitter followers.
- Membership surveys – We conduct a survey every year or every other year to help us set the direction for member activities and improve our communications and other programming. These surveys inform the Work Plan.
  - i. Results from the 2015 membership survey can be found here: <https://apascd.wordpress.com/2015/09/04/results-of-the-2015-scd-member-survey/>
- Specific outreach for volunteer opportunities – Our outreach is primarily conducted through the e-bulletin and is occasionally cross posted on social media, through the newsletter, or through a direct email.

### 3. **Annual National Planning Conference Activities**

- General sessions, facilitated discussion, mobile workshops, or other
  - i. SCD General Session – The Updated APA Sustainability Policy Guide (4/20, 9:00 am – 10:15 am). Interactive session during which speakers shared information about the policy guide and then gathered input on the key elements of the policy guide, by having participants review elements and leave comments at stations around the room.
  - ii. SCD Facilitated Discussion – Sustainable Neighborhoods Program (4/20, 7:30 am – 8:45 am). Representatives from the Cities of Lakewood and Denver, Colorado, presented strategies for participation and for addressing implementation challenges related to sustainability programs.
  - iii. SCD Reception & Sustainability Awards (4/19, 6:00 pm – 8:00 pm). Announced the winners of the 2nd Annual SCD Awards for Excellence in Sustainability and provided a networking opportunity for members for the Sustainable Communities, Urban Design and Preservation, and International Divisions in Pike Place Market. Event was organized with the Urban Design and Preservation and International Divisions.
  - iv. Smart Cities & Sustainability Task Force Session - ABCs of Smart Cities (4/20, 4:15 – 5:30 pm). SCD volunteer Matt Bucchin spoke with a representative from the Technology Division to give “IT tips for resilient communities.”
  - v. Participated in the Delegate Assembly Work Session for the Sustainability Policy Guide (4/19, 3:00 pm – 5:00 pm).
- Annual Business Meeting
  - i. Sunday 4/19, 7:00 am – 8:00 am
  - ii. See notes and attendance list in Appendix C
- Staffing of the Divisions Council booth at the direction of the Divisions Council
  - i. Scott Turner (Division Chair) and Mark Teschauer (Past Secretary-Treasurer for SCD) staffed the booth from 3:30 pm - 5:00 pm on Monday, 4/20.

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- Rob Kerns (Past Chair) and Matt Bucchin (Division Volunteer) provided an update at the APA Board about the Smart and Sustainable Cities Task Force.
- The APA Sustainable Communities Division accepted two awards during the APA and AICP Annual Meeting and Leadership Honors Ceremony. The E-Bulletin won a Divisions Council Achievement Award which recognized our efforts to share relevant and interesting information to our members. The APA Branding Excellence Award recognized our efforts to communicate through one brand, telling the planning story with a strong and unified voice.

#### 4. **All Other Events/Programs**

*What did you work on before and after the NPC? Please identify any events/programs sponsored by your Division (other than those at the National Planning Conference), including the number of participants, revenue generated (if applicable), and CM credits offered (if applicable):*

- Education programs (including webinars, events at local APA conferences, events co-sponsored with other organizations, etc.)
  - i. Webinars
    - a. March 26, 2015 - “Collaborating for Sustainability Planning”.
      - i. Presenters: Joanna Nadeau – Director of Community Programs, Audubon International; Sheila Rose – Director, Department of Sustainable Development, Coconut Creek, FL; Linda Whitman – Senior Planner, Coconut Creek, FL; Sal Celona – Chair, Sustainability Community Alliance, Rio Verde, AZ.
      - ii. Presentation slides (<https://apascd.files.wordpress.com/2015/03/ap-a-scd-webinar-1-2015-0326-web.pdf>). Webinar recording (<https://www.youtube.com/watch?v=AgDStqvs7Tc>).
      - iii. 1.0 CM.
      - iv. 80 participants
      - v. No revenue generated (free event)
    - b. May 20, 2015 - “Smart Growth and Resilience in Coastal Communities”.
      - i. Presenters: Susan Fox – Project Manager and Training Specialist, Baldwin Group at NOAA; Gavin Smith – Associate Research Professor, University of North Carolina at Chapel Hill, Department of City and Regional Planning; Executive Director, UNC Center for the Study of Natural Hazards and Disasters; Executive Director, U.S. Department of Homeland Security’s Coastal Hazards Center of Excellence; Wendy Goodfriend – Senior Planner, San Francisco Bay Conservation and Development Commission

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- ii. Presentation slides (<https://apascd.files.wordpress.com/2015/03/ap-a-scd-webinar-2-2015-0520-web.pdf>), Webinar recording (<https://www.youtube.com/watch?v=Lv9DgvDCojU>)
- iii. 1.5 CM
- iv. 256 participants
- v. No revenue generated (free event)
- c. August 21, 2015 - “Best Practices and Lessons Learned for Sustainable Comprehensive Planning”
  - i. Presenters: David Rouse, APA Managing Director of Research and Advisory Services; Patrice Carroll, Senior Planner, City of Seattle; Matthew Dugan, Development Services Process Coordinator, City of Austin
  - ii. Presentation slides (<https://apascd.files.wordpress.com/2015/03/ap-a-scd-webinar-2-2015-0520-web.pdf>), Webinar recording (<https://www.youtube.com/watch?v=Lv9DgvDCojU>)
  - iii. 1.5 CM
  - iv. 371 participants
  - v. No revenue generated (free event)
- d. October 23, 2015 – “Smart Cities and Decision-Making: The Art of Building a Better Haystack with Data”
  - i. Presenters: Rob Kerns, AICP – Development Division Chief, City of Alexandria (and Past Chair of SCD); Nick Bowden – Chief Engagement Officer, mySidewalk by MindMixer; Fred Merrill, FAICP – Principal, Sasaki; Ken Goulding – Principal, Sasaki
  - ii. Presentation slides ([http://www.ohioplanning.org/aws/APAOH/asset\\_manager/get\\_file/113138?ver=15](http://www.ohioplanning.org/aws/APAOH/asset_manager/get_file/113138?ver=15)), Webinar recording (<https://www.youtube.com/watch?v=TZBUJXmvlh8>)
  - iii. 1.5 CM
  - iv. 228 participants
  - v. No revenue generated (free event)
- ii. Networking/social events (events at local APA conferences, events co-sponsored with other organizations, etc.)
  - a. Joanna Nadeau –Sustainability Champion from New York - put together a table for the Division at the APA Region I Conference, held on June 25-26. The table included a scrolling presentation regarding the Division and the Division’s initiatives. It also included handouts, including the most recent newsletter. The table was staffed by Joanna Nadeau

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and Scott Turner. Approximately 500 people attended the conference. A number of attendees expressed interest in becoming part of the Division or playing a more active role in Division activities.

- Recognition events/programs
  - i. Scholarships:
    - a. The Division offered three \$500 scholarships to the Sustainability Champions participants, for people who wanted to attend the National Conference. We asked each participant to answer the following questions:
      1. Why do you want to attend the conference? What do you hope to get out of it?
      2. If you receive a scholarship, will you, your employer, or other funders be able to provide the matching funds necessary to attend? Please estimate the total amount that it would cost for you to attend the conference, including registration, lodging, and travel. Please note that early-bird registration ends on February 19<sup>th</sup>, after which rates will increase. [Note: Links for registration and lodging were included.]
    - b. Because we only received 1 scholarship application, the Executive Committee chose to offer scholarships to Division volunteers – specifically, those who were involved with the Division initiatives that won APA awards this year, including the Branding and Communications awards.
  - i. Awards you give out (student papers, diversity, etc.)
    - i. 2nd Annual Awards for Excellence in Sustainability:
      - a. Though the Awards culminated in an event at the National Planning Conference, the SCD's Education & Practice Committee worked behind the scenes for months to prepare the second round of awards.
      - b. Awards were given in seven categories: Sustainable Development Project; Sustainable Building Project; Sustainable Parks, Recreation + Open Space Project; Green Infrastructure Project; Sustainable Law, Policy or Plan Award; Emerging Leaders' Sustainable Plan Award; Leadership in Sustainability Award; and Sustainable Urban Design or Preservation Plan or Project Award. The final category was added this year, as a nod to the two divisions that were partnering for our National Conference reception.
      - c. The award criteria for projects included (1) Originality + Innovation, (2) Compatibility, (3) Effectiveness + Results, (4) Engagement, & (5) Transferability. For Leadership in Sustainability, criteria were (1) Quality, (2) Influence, (3) Innovation + Inspiration, (4) Outreach and Engagement. The

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award nominations were open to both members and non-members. Nominees were evaluated by a jury of experienced planners.

- d. More info about the awards here:  
<https://www.planning.org/divisions/sustainable/awards/>

- Any Division management meetings/conference calls
  - i. Executive Committee: Monthly (in the months leading up to the conference) and bi-Monthly (in the months immediately after the conference) conference calls with the Executive Committee, including the Chair, Past Chair, Secretary-Treasurer, and Committee Leads (for Communications, Leadership & Policy, and Education & Practice)
  - ii. Calls and in-person meetings as needed between the members of the Executive Committee.
  - iii. Coordination calls for the Pilot Sustainability Champions Program.

### 5. Membership

- Members at start of FY 2015: 482
- Members at the end of FY 2015: 557

<b>Member Type</b>	<b>Start FY2015 (as of 9/16/2014)</b>	<b>End of FY2015 (as of 9/30/2015)</b>
LIFE	12	12
MEM	332	341
FCLTS	5	4
RET	3	5
NP	43	100
STU	83	86
STF	0	2
FCLTI	1	1
XSTU	0	2
NOM	0	1
FSTU	2	2
XMEM	0	1
XNP	1	0
<b>TOTAL</b>	<b>482</b>	<b>557</b>

- Committees/task forces/etc: The SCD’s Executive Committee comprises the Chair, Past Chair, Secretary-Treasurer, and the Chair of each of three committees:
  - Communications Committee
    - The Communication Committee manages all of the Division communications, including social media, email bulletins, newsletters, and a website. The committee works on “getting the word out” about Division activities, as well as facilitating sustainable community planning discussions that are relevant and meaningful to our members.
    - Members
      - Beth Otto – Committee Chair

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- Lisa Nisenson – Social Media Manager
- Andrew Aurbach – Social Media Assistant
- Stephanie Weigel – E-bulletin Editor
- Andrew Parish – Newsletter Editor and E-bulletin Graphics
- Kevin Cook – LinkedIn Manager
- Peter Lowitt – Newsletter Contributor
- Mark Teschauer – Student Essay Contest Coordinator
- Webmaster – currently seeking (Andrew Parish, acting webmaster)
- Education & Practice Committee:
  - Provides webinars and other learning opportunities for members. Also coordinates the Awards for Excellence in Sustainability.
  - Members
    - Becky Bradley – Committee Chair. Executed the Awards, including a call for nominations, coordination of review processes (with volunteer reviewers), media outreach, and an awards program for the conference reception in Seattle
    - Jennifer Koch – Organized four webinars between March and October 2015. See section 4(a)i
- Leadership & Policy Committee
  - Sustainability Champions Pilot Program: The Division’s Leadership & Policy Committee led the development of the Sustainability Champions Program through the pilot year of the initiative in FY2015. Thirteen Sustainability Champions in 12 states across the country made up this initial leadership group. These Champions form the core group of what is envisioned as a national Sustainability Champions Network. These Champions have been busy with outreach and education efforts to promote sustainability planning. They have also provided outreach for SCD initiatives at the local level. Examples of activities include workshops at state conferences (KY, IL, CO, NV), outreach and networking events (MA, NY), and a work session to review the sustainability policy guide update (CO). The Champions developed a workplan for their activities and communicate as a network with bi-monthly conference calls and electronic communication. A SCD facilitated discussion at the 2016 APA conference in Phoenix will provide a forum to reflect on the successes and lessons learned of this pilot initiative and explore strategies for enhancing and expanding the program.

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<b>Current Sustainability Champions</b>		
1	Scott Edmondson	California
2	Marco Velotta	Nevada
3	Waverly Klaw	Colorado
4	John Hoal	Missouri
5	Andrew Meindl	Illinois
6	Malika Hainer	Illinois
7	Scott Southall	Kentucky
8	John Zeanah	Tennessee
9	Joanna Nadeau	New York
10	Kevin Coyle	Delaware
11	Rebecca Keefer	Georgia
12	Lester King	Texas
13	Angela Vincent	Massachusetts

- APA Policy Guide Update: The Leadership & Policy Committee was also involved in updating the policy guide for planning for sustainable communities in coordination with APA’s Legislative & Policy Committee. This effort shifted approach to a sustainability framework for all APA policy guides. This new document is underdevelopment and expected to be adopted by the APA board in 2016.
- Members
  - Anne Miller – Committee Chair
  - Aaron Tuley
  - Matt Bucchin

### 6. **Division Assistance Programs**

*Are your Division members supporting the planning community? Tell us all about it. Please identify any assistance provided by your Division:*

- Sustainability Policy Guide Taskforce: SCD worked with APA’s Legislative and Policy Committee to lead the review and update of APA’s Planning for Sustainability Policy Guide. Four members of the Division served on the Taskforce.
- Smart Cities & Sustainability Taskforce: The Smart Cities and Sustainability Taskforce (<https://www.planning.org/sustainingplaces/smartcities/>) was formed by APA’s President in December 2013. The Taskforce, which is a collaborative initiative between the Sustainable Communities, Technology, and Transportation Planning Divisions of



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APA, seeks to identify and promote recent advances in technology and innovation to cultivate cities which are smarter, more resilient, and sustainable. The Taskforce presented their work at the 2015 National Conference and highlighted their final report and recommendations to the APA Board during their April meeting. Three SCD members served on the Taskforce, which has now become a Divisions Council initiative.

- In response to external requests (provide date, topic, and division member(s) who participated).
  - i. n/a
- If any member was quoted or cited in a publication? (We recommend you highlight it to your whole Division too.)
  - i. Cards Against Urbanity, which was co-founded by Division volunteer Lisa Nisenson, has been covered extensively in blogs and other online media. (e.g., <http://www.citylab.com/cityfixer/2015/10/these-urban-planners-want-to-demystify-the-process-with-cheeky-card-games/411877/>)
  - ii. Jennifer Koch, Division Secretary-Treasurer, was profiled by NextCity (<https://nextcity.org/daily/entry/jenny-koch>)

### 7. **Research and Publications**

*Are you conducting technical work or publishing? If so, please identify any Division-sponsored research activities, and/or publications (provide a weblink for all publications)*

- The APA Smart Cities and Sustainability Task Force was accepted as a Division Council initiative at the national conference in Seattle. A White Paper was published in April 2015 summarizing the work that has been performed as part of this important initiative, which is being developed collaboratively with the Technology and Transportation Divisions. Following is a link to the white paper: <https://www.planning.org/sustainingplaces/smartcities/>

### 8. **Elections**

*If your Division held an election this Fiscal Year, please tell us the names of your Nominating Committee members, names of candidates by position, and final vote totals by position. (Note: This information will be provided to you by APA National in October).*

- Names of Nominating Committee Members: Ben Herman & Andrew Aurbach
- Names of candidates by position: Scott Turner, Chair
- Final vote totals by position: Turner for Chair, 120 (100%)

### 9. **Financial Report**

*As an appendix, please provide a final Financial Report for FY 2015 (make sure to use the Financial Report template). In text, let us know if your Division met its FY 2015 financial plan in terms of revenues and expenses. If your end of year balance is less than your start of year balance, please explain why (especially if this was planned). Please highlight any new revenue generating programs initiated this year.*

- Appendix D: Financial Report
- More sponsorships than expected, combined with less spending than anticipated, led to a surplus for the year.

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- No new revenue-generating programs were initiated, though there was a charge for the conference reception which led to a small, non-anticipated revenue stream. We also enhanced our sponsorship program, which existed previously, by ending out a sponsorship package (via email) to describe the Division's activities and the benefits of sponsorship.

### 10. **Bylaws**

- SCD did not make any changes to our bylaws this year. We have included in our new work program an action to make changes regarding elections, to ensure that our bylaws match up with APA's consolidated elections initiative.

### 11. **Divisions Council Meetings**

- Robert Kerns, who was the Division Chair (now Past Chair) represented the Division at the Divisions Council meeting at the Fall Leadership meetings.
- Robert Kerns and Scott Turner, the current Chair, represented the Division at the Divisions Council meeting at National Planning Conference in Seattle.

### 12. **APA Development Plan**

*Please identify any specific efforts your Division undertook to support the APA Development Plan and/or Divisions Council Initiatives.*

- The Division has been extremely active in developing APA's Sustainability Policy Guide. A draft of the Guide was sent to APA's Legislative and Policy Committee in mid-March prior to the national conference in Seattle. A work-session was held with APA's delegate assembly at the conference in Seattle and was also the topic of the Divisions facilitated discussion. Based on the comments received from these two meetings, work on the Guide, which has been changed to a framework, will be finalized prior to the conference in Phoenix.
- The APA Smart Cities and Sustainability Task Force was accepted as a Division Council initiative at the national conference in Seattle. A White paper was published in April 2015 summarizing the work that has been performed as part of this important initiative, which is being developed collaboratively with the Technology and Transportation Divisions.

### 13. **Division Challenges**

*Has your Division had any challenges this year? Don't be shy, we've all been there. Tell us what happened and let's see how the Divisions Council or other Divisions can help. Historically, Divisions have struggled with membership, finding active volunteers, and limited funding. Tell us if your Division dealt with any of these, any other emerging issues, and how you addressed them.*

- Our Division had few - if any - issues this year. Many of our programs improved or grew along with our overall membership. We have great volunteers, and we will likely need more to accomplish all of our programming goals moving forward.

### 14. **Shout it from the Mountains**

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*You've told us so much already, we want to make sure we really hear the highlights. Even if you've mentioned it above, please tell us about your Division's efforts from this year that you're most proud of, so we can tell everyone about (the answer to this question could be the start of your application for a Divisions Council award!). Also, include any new initiatives you're exploring that you're excited to try and especially anything focused on growing your membership. We provide this information to the APA Board – the more you tell us, the more you shine!*

The Division had a great year. Here are some highlights of our accomplishments:

- SCD membership grew by 75 members, or approximately 16%.
- We currently have eleven sponsors including Clarion, Dewberry, Farr Associates, ICLEI, Lehigh Valley Planning Commission, mySidewalk by MindMixer, Nitsch Engineering, Teska, the United States Green Building Council, VHB, and WRT.
- Our bi-monthly e-bulletin won an APA Divisions Council Achievement Award at the National Conference in Seattle.
- The Division also received the APA Branding Excellence Award for a Division.
- We published two newsletters
- SCD held four webinars (with AICP CM credit) to 900+ participants.
- Our Sustainability Champions program continues to grow and thrive.
- The Division had a strong presence at the National Planning Conference in Seattle: including multiple sessions, a well-attended business meeting, and a fun reception and awards reception at Pike Place in Seattle.
- The APA Smart Cities and Sustainability Task Force (co-lead by SCD with the Technology and Transportation Divisions) completed its work, presented a strong report to the APA Board, and will continue this work as a new Divisions Council Initiative.
- SCD provided leadership during the APA Delegate Assembly at the National Conference in Seattle to review the update APA Sustainability Policy Guide.
- We conducted a survey of the membership to understand what they need and want from the Division.
- Our Division successfully transferred leadership in electing a new Chair

Everything is good with Sustainable Communities.

### **Appendices:**

- Appendix A: FY 2015 Work Plan with Approved Budget
- Appendix B: FY 2016 Work Plan with Proposed Budget
- Appendix C: Annual Business Meeting Notes and Attendance List
- Appendix D: FY 2015 Financial Report