

APA Ohio

Strategic Plan Update



American Planning Association
Ohio Chapter

Making Great Communities Happen

The First Statewide Association of Citizens & Planners

Approved October 20, 2011

APA Ohio Strategic Plan Update *Approved October 20, 2011*

Mission Statement

APA Ohio is dedicated to advancing the art, science and profession of good planning — physical, economic and social — to create vibrant communities that offer better choices for where and how people work and live in order to maintain and improve the quality of life for all Ohioans.

Goals

To advance this mission, the APA Ohio Board has established the following goals as the foundation of APA Ohio operations:

1. Lead Ohio in addressing planning issues through innovation and creativity.
2. Lead Ohio communities towards a sustainable future.
3. Cultivate and inspire the next generation of planning leaders.
4. Enhance excitement and enthusiasm for planning.
5. Inform people and organizations about the need for comprehensive planning and orderly development.
6. Encourage active participation of our members in the organization and provide meaningful services.
7. Promote logical and sound legislation – at the state, regional and local levels – that incorporate the principles of this Strategic Plan, specifically in the areas of:
 - a.) Orderly development, renewal and sustainability of communities;
 - b.) The development of adequate housing for all;
 - c.) The conservation and improvement of natural, environmental, cultural and human resources;
 - d.) Appropriate use and judicious regulation of land; and
 - e.) Proper construction of transportation systems and other public improvements.

Objectives

In summary, our objectives are to **Inform**, **Promote**, **Advocate**, and **Serve**.

As APA Ohio formulates its Action Plan to carry out these objectives, it first must understand: a.) the basic constituencies that need to be reached and how; and b.) the message to which APA Ohio, more or less, uniformly subscribes.

Our Basic Constituents constitute three (3) separate groups to which separate action steps and approaches are required:

1. For **our members, students and others engaged in the profession** – we will regularly keep abreast of trends, needs, and best practices.
2. To our **legislators, public officials and the general public** – we will convey our hopes and aspirations for Ohio broadly, aggressively, and effectively and, as appropriate, advocate updated legislation at state, county and local levels.

3. To our equally important **private development partners** – we will listen and understand their needs and concerns since their partnership is essential in achieving our shared public vision for Ohio.

APA Ohio embraces what have become generally known as “Smart Growth Principles” which become the basis for framing, understanding, and continuing to refine our shared hopes and aspirations for Ohio. Smart growth generally embraces three (3) fundamental precepts of: preserving natural resources, preserving the built environment (both buildings and promoting infrastructure), and prioritizing the efficient use of our public and private finances. Recognizing that these may change and be refined from time to time, APA Ohio embraces specific policies and principles that:

- Revitalize older developed areas;
- Favor infill development;
- Preserve open space and natural resources;
- Promote, in selected locations a mix of land uses;
- Use existing infrastructure efficiently and wisely;
- Offer housing choices;
- Promote compact, higher-density development; and
- Provide efficient transportation options.

APA Ohio strives to advance these principles in a manner that respects the unique natural, historic, and economic characteristics of our State and urges that these principles be incorporated into governmental and private decisions.

Strategies and Action Plan

Inform

Encourage widespread dissemination of planning information to and education of public officials, professional citizen planners, the general public and media.

Strategies

- a. Inform legislative and judicial decision makers and local public officials in Ohio on the importance and benefits of the adherence to the Smart Growth Principles herein.
- b. Provide continuing education for professional planners
- c. Provide education/training for citizen planners
- d. Provide education to the general public and the media

Action Plan

- a. Organize and conduct annual professional development workshops to include distance learning/webinars
- b. Expand Section workshops to a larger geographic area than the workshops currently serve
- c. Conduct community leadership briefings on planning issues

- d. Establish partnerships with other related professional organizations and universities and developer organizations to provide educational opportunities
- e. Continue to provide quality planning and zoning workshops at the Section level
- f. Expand the website to post a wide range of planning information for the general public
- g. Promote members attendance at developer organization meetings and workshops
- h. Foster developer participation at APA Ohio seminars and workshops
- i. Update the *Guide To Planning In Ohio* planning manual

Promote

Increase public awareness and support of the planning process and planning profession among the public and members of related professions. Tell the planning story.

Strategies

- a. Provide planning education programs for students of all ages
- b. Provide recognition programs
- c. Use and maintain information technologies to publicize planning process and profession
- d. Target key markets for planning awareness activities
- e. Establish ongoing media contacts for expert commentary
- f. Interact with other organizations to promote better planning
- g. Inspire and excite planners, elected leaders and the general public on the need for and benefits of planning to our regions and state

Action Plan

- a. Develop a public relations/communications plan
- b. Update and enhance the web site for APA Ohio
- c. Make APA Ohio more visible to the Ohio planning community and the general public – so APA Ohio becomes the first contact for planning questions
- d. Establish liaisons with other related professional associations
- e. Evaluate the distribution of the newsletter to a broader audience
- f. Establish a mentor program for planning students
- g. Conduct an awards program both statewide and at the section level
- h. Update the APA Ohio statewide library in a manner that is responsive to current technology and trends
- i. Partner with other planning advocacy groups both within Ohio and on a regional/national level
- j. Produce an electronic newsletter in order to reach a broader audience than just members
- k. Produce a media kit for distribution at various conferences and workshops
- l. Create relationships with Colleges and Universities in Ohio to help promote the Chapter, attract future members, and to provide an ongoing dialogue of current trends and data available
- m. Maintain a database of speakers and newsletter contributors from our sponsored events and newsletter
- n. Develop a white paper that explains the important elements of APA Ohio's Smart Growth message that are uniquely related to Ohio's traditions, character, and history
- o. Write op-ed articles from time to time on key issues facing Ohio

Advocate

Serve in an advocacy role in legislative and policy issues.

Strategies

- a. Utilize National APA Policy Guides for developing Ohio planning policy
- b. Monitor related legislation at national, state and local levels
- c. Initiate a long-range program to review and modify Ohio planning laws
- d. Provide support to sections and members at the local level

Action Plan

- a. Conduct leadership briefings on planning issues
- b. Strengthen the legislative committee
- c. Maintain a system for tracking and analyzing state legislation using existing resources
- d. Integrate legislative advocacy into the newsletter
- e. Establish relationships with local officials, legislators, and their staff
- f. Promote the planning story
- g. Inform up and coming legislative/state leaders
- h. Establish position statements on various issues and topics
- i. Create connections, both formal and informal, with Greater Ohio Policy Center, County Planning Directors Association of Ohio and other policy centered organizations

Serve

Provide value-added services to both existing and new members

Strategies

- a. Expand and improve package of services to chapter members
- b. Expand membership base and raise the participation rate
- c. Explore opportunities for relationships with affiliated associations
- d. Expand and improve service, support and links to the Sections
- e. Maximize use of technology to provide services to members

Action Plan

- a. Enhance and improve the newsletter and website
- b. Utilize new technologies to expand our services (e.g., social media, social networking, videos on website, and webinars)
- c. Improve communication of information between the Chapter and APA National
- d. Conduct an objective critique of existing services
- e. Conduct a periodic dues evaluation
- f. Conduct a periodic membership survey
- g. Conduct targeted membership drives
- h. Establish programs to target allied professionals and citizen planners
- i. Promote membership to elected officials and planning board members

- j. Identify young planning leaders from Ohio that can help facilitate this strategic plan and potentially serve as future board members
- k. Work to incorporate more diversity into the APA Ohio board
- l. Establish a commitment letter to be signed by all incoming Board Members
- m. Create Board Member orientation packet for all incoming Board Members