



2014 APA Ohio Board Retreat

Summary of Ideas

BIG IDEA

Pursue a definition of *Comprehensive Plan* in the Ohio Revised Code via 5-6 year campaign.

1. Identify champions of the cause:
 - a. Metropolitan planning organizations
 - b. Developers and real estate professionals
 - c. Law firms specializing in real estate and land use law
 - d. Political connections such as legislators, lobbyists, and other non profit policy organizations
2. Create marketing package to present to our champions:
 - a. Package of planning stories, both good and bad, via membership survey and roundtable at OKI Conference
 - b. Working definition of Comprehensive Plan via membership survey and roundtable at OKI Conference
 - c. White paper summarizing the problem and why it is important to define Comprehensive Plan in the Ohio Revised Code (Kinskey)
3. Research why the definition does not already exist in the Ohio Revised Code (Reger)
4. Promote the cause over social media outlets, newsletter articles, and local/state/regional conferences

ACROSS ALL OBJECTIVES

1. Create connections with allied organizations:
 - a. Create list of potential organizations
 - b. Determine potential relationship goals per organization
 - c. Contact organizations to establish specific relationship goals
 - d. Open house or welcome? Either in Columbus or at State Conference. Perhaps a roundtable at State Conference to welcome and discuss relationships generally? Open to all registrants?
2. Launch #becauseweplan campaign
3. Launch the "Big Idea" campaign
4. Promote membership and benefits for both professional and citizen planners

ADVOCATE OBJECTIVES

(ASIDE FROM “BIG IDEA”)

1. Coordinate a quarterly call or email with Eppig @ Greater Ohio and the Legislative Committee to get a briefing on current policy issues
2. Identify partnerships with law firms (such as Squire Sanders) and policy centers (such as Greater Ohio) to either write opinion papers on our behalf or allow us to reprint articles to membership via the OPN
3. Consider establishing a board seat for a land use law attorney
4. Create and post to website a list of links in order to track legislation at the federal, state, and local levels
5. Establish a column in the OPN dedicated to a legislative update (see #1 and #2 for follow through)
6. Add annual review/discussion of APA Legislative priorities as an Annual Board Meeting agenda item

INFORM OBJECTIVES

1. Link the APA Ohio URL to other partner/allied sites to promote membership and traffic to the site
2. Create a Planetizen-like posting system in the eNEWS that links to various topics or partner sites with up to date planning information (via Google alerts)
3. Better publicize the Planning Webcast Series and increase a call for session topics and presenters to membership
4. Set up a call to discuss committee structure between the Education, PDO, and Scholarship/AICP/Students/Young Professional committees
5. Consider various publication series to primarily build into planning and zoning workshops:
 - a. BZA handbook as a more narrow focus than an in person training
 - b. Citizen planner training (in person)
 - i. Consider special topics that each Section are responsible for compiling - ethics, freedom of information, Sunshine Law, Attorney General Training, and etc.
 - ii. Market towards the citizen planner as an underutilized, underserved population in planning
 - c. Personalize subject lines of eNEWS to better capture audience
 - d. Use eNEWS as a forum for advertising the #becauseweplan campaign

PROMOTE OBJECTIVES

1. Research bringing back a traditional listserv
2. Brand APA Ohio under "#becauseweplan" tagline and increase frequency of postings
 - a. Facebook (also #TBT)
 - b. Twitter
 - c. Website
 - d. Marketing material such as "PLAN" euro bumper sticker (cross reference with Serve)
3. Promote #becauseweplan with sign/photo initiative. Consider its relationship with the Great Places Ohio Initiative and how they could overlap and support one another
4. Establish membership coupons, discounts, or punch cards to draw attention to the benefit of membership
5. Analyze planning and zoning workshop attendance and send certificates to long standing attendance records; the same should be done for members with longstanding memberships
6. Continue working on detailing the Great Places Ohio initiative
7. Create a better relationship with universities primarily at the section level
 - a. Sections should share experience and relationships with other sections at meetings for ideas and support
 - b. Register for email lists and Facebook feeds and consider a student board member at the section level to serve as a liason
8. Update the membership brochure, establishing both digital and card copy
9. Schedule more joint events with partner organizations
 - a. Sections should share experience and relationships with other sections at meetings for ideas
 - b. See list of "Allied Organizations"
10. APA Ohio should consider speaking at allied events to help promote the planning story - either as the "Big Idea" or "Great Places Ohio" initiative
11. Establish a Planner Q&A in the OPN to highlight membership and APA Ohio's interest in promoting them

SERVE OBJECTIVES

1. Strengthen relationship between sections and state level
 - a. Identify what the state expects of sections and vice-versa
 - b. Increase communication with quarterly calls between ED and section directors and ED/Treasurer and section treasurers
2. Strengthen perception of state level membership vs national - negative national reputation currently hinders state level memberships
3. Encourage non traditional planners - allied professions such as transportation, biking, environment, and etc. to join and find benefit to membership
4. Begin a membership campaign
 - a. Update marketing tri fold brochure
 - b. Have Dersi as “face” of APA at section planning and zoning workshops to give introductions and plug for membership value and any news items such as #becausewe plan, Great Places in Ohio, or the "Big Idea"
 - c. Cross reference with Promote objectives, etc.
 - d. Promote the tangible benefits of membership (cross reference with Value of Membership)
 - e. Review and update Bylaws regarding the merging of Ohio only membership categories
5. Questions to consider:
 - a. Is it time to increase Ohio Only membership rate (currently \$45)?
 - b. Should access to a new listserv be restricted to members only?
 - c. Should we charge for RFP/RFQ and job postings to non members?
 - d. Should we include swag with new memberships (bumper sticker, etc)?
6. Create emails targeted to non members attending section planning and zoning workshops to encourage a membership
7. Consider “VIP” events at local workshops that give benefit only to members. Also consider events that are free to members only
8. Continue sending letters to new members thanking them for joining

9. Launch a certificate program recognizing members with longstanding membership (cross reference with Promote)
10. Consider membership coupons, etc. to promote membership benefits (cross reference with Promote)

TANGIBLE MEMBERSHIP BENEFITS

- Quarterly newsletter
- Reduced registration fees
- Webcast series that include CM credit
- Weekly eNEWS
- Invitation to networking and educational events
- Jobs and RFP/RFQ postings
- Student and professional scholarships
- Membership directory
- Section level support and initiatives

BIKE RACK IDEAS

- Agenda 21?
- Speakers bureau
- Put students to work!
- Student Q&A in newsletter
- Career speed dating/job fairs at the local level
- Citizen planner as advocate of planning
- Membership profiles to include areas of expertise so they can be called on when questions from other members arise
- Advertise the Smart Growth position statement (already established but needs to be highlighted and refined)
- Future publications such as a GTPO update and step by step guide to a plan

BUMPER STICKER MESSAGES

- Planners ... shaping places we love
- We're in this together; team of experts
- Be the difference – no plans, no future
- Networking, relationships
- The placemaker
- Planet Ohio; making the world a better place
- This place is a good place
- Planning for Ohio's future
- Plan. Live. Ohio.
- We're not the folks from Chicago
- Informed and educated
- Reboot Ohio
- Plan on it – making places better
- Good planning matters
- Save the planet, plan it!
- APA OH against the world
- What does the future hold?
- Good planning makes great places
- Making our future now
- Planning – Dream. Decide. Do.
- Find the future
- Professional support and collegiality
- Because we plan
- "heart" your planner
- Protecting community character

POTENTIAL ALLIED ORGANIZATIONS

- American Institute of Architects (AIA)
- Association of Realtors
- Attorneys – Squires/Sanders and Frost/Todd
- Building Industry Association (BIA)
- Countryside Conservancy
- County Commissioners Association of Ohio (CCAO)
- County Planning Directors Association of Ohio
- Greater Ohio
- Ohio Association of Regional Councils (OARC)
- Ohio Conference of Community Development (OCCD)
- Ohio Engineers Association
- Ohio Farm Bureau
- Ohio Municipal League
- Ohio Rural Community Assistance Program (ORCAP)
- Ohio Sign Association
- Ohio Township Association
- Universities in Ohio
- Urban Land Institute (ULI)