

# American Planning Association and American Institute of Certified Planners

William Anderson, FAICP, APA Board of Directors

Lance Schulte, AICP, AICP Commission

Making Great Communities Happen



American Planning Association  
**California Chapter**  
**San Diego**

# APA

- Educational Organization
- Membership Organization
- AICP professional institute
- Private Not-for-Profit Business
- 40,000+ APA members in 85+ countries
- 15,000+ AICP members

# Role of planning over 150 years

- **1840-1915:** Birth of U.S. planning rooted in congestion, public health, social reform (housing and sanitation) and civic beauty.
- **1915-1930:** Technical age. Zoning and state-enabling legislation, zoning and subdivision ordinances
- **1930-1970:** New Deal, 701 planning grants, FHA, Interstate Highway System, urban renewal, suburbanization, fair housing act.
- **1970-1980:** Advocacy planning, public participation, environmental planning, social equity and historic preservation.
- **1980-1995:** Economic development, outcome-oriented, city revitalization, urban design and architectural/design review.
- **1995- present:** Environmental/social justice, new urbanism, anti-sprawl, smart growth and sustainability (Environment, Economy and Equity). Smart and intelligent cities.



# APA

## Mission:

*The American Planning Association provides leadership in the development of vital communities by advocating excellence in community planning, promoting education and citizen empowerment, and providing the tools and support necessary to meet the challenges of growth and change.*

## Slogan:

“Making Great Communities Happen”

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# APA Values

## The Planning Movement

- Goal 1: Emphasize the relevance and value of planning through effective advocacy and by means of a coordinated communications and marketing strategy
- Goal 2: Pursue social, economic, and racial equity by advocating those planning activities that effectively move America's communities toward a more just future
- Goal 3: Advance and promote the planning movement by cultivating the next generation of planning leaders through a systematic leadership development program

# APA Values

## Our Members

- Goal 4: Offer APA members products, programs, and activities that are useful and interesting, and that encourage a greater proportion of our members to be involved in all association activities.
- Goal 5: Continue to provide our members with access to the best training, continuing education, materials, and programs.

# APA Values

## Our Organization

- Goal 6: Deliver useful products and services, and build our membership, in ways that will ensure APA's political, financial, and operational effectiveness.

## 2012-13 APA Development Plan

- Goal 1. Lead nation and collaborate globally to address planning issues through innovation, creativity and problem solving. Emphasize planning and planner's value by effective advocacy.
- Goal 2. Lead America's communities toward a more just and sustainable future.
- Goal 3. Cultivate and inspire planning's next generation of leaders to ensure continuing growth of planning knowledge.
- Goal 4. Enhance excitement and enthusiasm for planning by developing new strategies to attract a broader audience.
- Goal 5. One APA: We are one organization with one mission. We succeed by working together to plan and advance the goals and strategies of the Association.



# APA Organization

- Board of Directors
  - 6 regions, 4 at-large, AICP President, APA President, APA Past-President
- Chapters (47) and Sections
  - Chapter Presidents Council
- Divisions
  - Divisions Council
- AICP
  - AICP College of Fellows
- Student Representatives Council
- Planning Foundation
- Planning Accreditation Board

## APA Divisions

- City Planning & Management
- County Planning
- Economic Development
- Environment, Natural Resources, and Energy
- Federal Planning
- Gays and Lesbians in Planning
- Housing and Community Development
- Indigenous Planning
- International
- Latinos and Planning
- New Urbanism
- Planning and the Black Community
- Planning and Law
- Planning and Women
- Private Practice
- Regional and Intergovernmental Planning
- Small Town and Rural Planning
- Technology
- Transportation Planning
- Urban Design and Preservation

# AI CP Organization

## Professional institute of Planners and APA

- Commission
  - elected by regions, at-large President and President pre/post-term
- Commission Committees
  - Membership, Ethics, Exam/Standards, Fellows, as needed

# APA Major Initiatives

- Sustaining Places
- Diversity task force and Ambassadors program
- Great Places, Great Streets, Great Public Spaces in America
- Amicus Curiae
- Federal advocacy
- Delta Urbanism
- L'Enfant Lecture
- Big City Planning Directors Institute
- AICP Symposium
- Community Assistance program
- APA Green Team

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## APA Member Communication

- APA Interact
- Audio/web virtual conferences and webinars
- On-line CM
- Planning Training Service workshops
- National and Chapter conferences
- Division blogs
- Social media
- Planning magazine
- JAPA
- Jobs On-line
- Tuesdays at APA
- Institutes for Managers, New Directors, Commissioners

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# AICP Major Initiatives

Professional advancement, educational quality and member service

- Website and communication improvements
  - **APA Interact E-Newsletter** [marketing@planning.org](mailto:marketing@planning.org)
- Improved coordination with Chapter and Section PDOs by APA staff
  - PDO Task Force
- Community Planning Assistance Program

# AICP Major Initiatives

## Certification Maintenance improvements

- Improving quality of CM qualified education
  - 400 providers offering 3,000 CM opportunities
- 32 CM credits freely available on AICP website
  - <http://www.planning.org/cm/free/index.htm>

## Advanced Specialty Certification – high standards [ASC webpage](#)

- Transportation
- Environmental

## Federal & International Activities

- Federal policy – APA Advocate E Newsletter
- Federal planning contracts and international work for Federal government
- Global Planners Network  
<http://www.globalplannersnetwork.org>
- UN World Habitat Day



# Dialog

- APA: <http://www.planning.org/>
- AICP: <http://www.planning.org/aicp/index.htm>
- News: <http://www.planning.org/news/index.htm>
- Member info: <http://www.planning.org/members/index.htm>
- Education: <http://www.planning.org/educationcenter/>
- Advocacy: <http://www.planning.org/outreach/>
- Resource information: <http://www.planning.org/resources/>
- Career info: <http://www.planning.org/jobsandpractice/>
- Member service: <http://www.planning.org/customerservice/>