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Strategic Plan



Washington Chapter of the
American Planning Association
2025-2029



Introduction



This Washington State Chapter of the American Planning Association (APA Washington) formed a subcommittee of elected officers representing APA Washington and its Sections to update this Strategic Plan.

Chapter Vice President, Judith Perez, led this effort starting in August 2024, culminating in a review by the APA Washington Board of Directors at their October 2024 meeting.

Adopted: October 2024

Previous Versions: 2001, 2005, 2007, 2008, 2012, 2016



Elected Officers Subcommittee



**Nicholas
Matz**
Treasurer



Judith Perez
Vice President



Chad Eiken
President



Melissa Johnston
Southwest
Section
President



**Heather
Wright**
Secretary



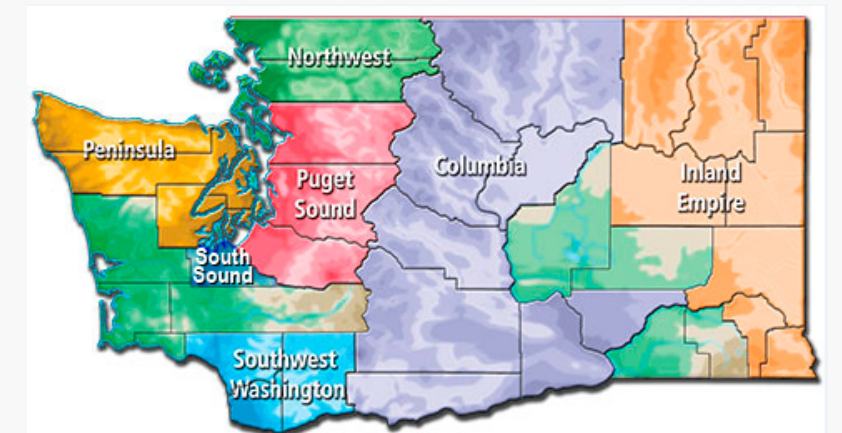
Welcome to *APA Washington*



APA Washington provides leadership in the development of great communities for all by promoting education and empowerment, advocating excellence in community planning, and providing the tools and support necessary to meet the challenges of growth and change. Our members include professional planners working for local governments, state agencies, consulting firms, and others, planning commissioners, and anyone else with an interest in planning.

APA Washington is comprised of seven Sections led by regionally elected and appointed officers.

The Sections receive support and funding from APA Washington to organize training opportunities that often highlight planning topics of regional significance and offer networking opportunities to help engage planners across the state. The Sections are Columbia, Inland Empire, Northwest, Peninsula, Puget Sound, Southwest and South Sound. Section presidents also serve on the APA Washington Board of Directors.



Mission and Vision



Mission

APA Washington provides leadership in the development of vital communities, advocates excellence in planning, empowers communities, and provides opportunities for planners' education and professional development.

Vision

APA Washington is a professional network of engaged and diverse planners who foster understanding, participation and leadership in promoting livable, sustainable communities for everyone.



APA Washington Strategic Goals



Financial

Attain financial sustainability

Connections

Establish strong Chapter and Section connections

Membership

Expand and diversify APA Washington membership to meaningfully represent the communities we serve

Communicate

Share planning priorities and successes with a wide audience beyond Chapter membership

Educate

Provide education and tools to enable members to create livable communities that work for everyone



Attain Financial Stability

Objective

Stabilize APA Washington's financial health through fiscal discipline and reliable revenue streams

Strategy

- Perform a financial health assessment/audit of chapter resources.

Establish Strong Chapter and Section Connections

Objective

Engage our members and communities through the Sections.

Strategy

- Offer on-boarding and training for new Section board members.
- Include Section presidents in executive and board meetings. Provide memos or other written communications on important topics for section presidents to share with their executive team and section members.
- Regularly share events and activities offered by each Section in the Washington Planner monthly publication.

Establish Strong Chapter and Section Connections

Objective

Enhance and communicate the value of membership to current and prospective members.

Identify and develop statewide programs and initiatives to enhance shared learning and sense of statewide Chapter/Sections unity.

Strategy

- Seek out best practices regarding membership benefits and implement them.

- Develop a mentoring program

Expand and diversity membership to meaningfully represent the communities we serve

Objective

Engage new and diverse members, retain current members and increase participation in APA Washington activities.

Develop and implement a diversity, equity, and inclusion (DEI) initiative.

Strategy

- Provide meaningful activities for all planners.
- Create an involvement plan to increase participation and volunteerism.

- Develop leaders within the Chapter/Sections and advance equity as a priority.
- Continue to increase engagement with our indigenous members.

Share planning priorities and successes with an audience beyond chapter membership

Objective

Improve relevance, clarity and effectiveness of existing legislative policy efforts and communications.

Strategy

- Tell our story: how we are implementing legislative changes and how it affects our communities.
- Distribute our story more broadly beyond APA Washington membership.

Share planning priorities and successes with an audience beyond chapter membership (continued)

Objective

Craft communication products selectively targeting all planners, elected and appointed officials, and decision-makers to explain community planning challenges and planners' role in resolving them.

Strategy

- Design and implement outreach campaign.

Share planning priorities and successes with an audience beyond chapter membership (continued)

Objective

Inform and educate allied and aligned professions that support/further the planning profession (i.e. engineers, natural resources)

Celebrate planning successes and lessons learned using all APA Washington communication tools.

Strategy

- Partner with these organizations to provide additional opportunities for members to access relevant information, tools, and training.
- Use all appropriate social media platforms.

Provide education and tools to enable members to create livable communities that work for everyone

Objective

Provide high-quality, convenient and affordable training and networking opportunities for planners throughout Washington.

Strategy

- Establish and share quarterly webinar series, led by Sections.
- Expand and diversify opportunities for the development of skills and professional growth for planners at all levels.
- Establish partnerships with our neighboring planning chapters (Idaho, Oregon, Canada).
- Support the Short Course in Local Planning led by the Department of Commerce

Provide education and tools to enable members to create livable communities that work for everyone (continued)

Objective

Provide support and resources to help planners attain and maintain AICP accreditation.

Strategy

- Develop and deliver an AICP preparation course.
- Serve as a hub for Certification Maintenance (CM) activities, develop a calendar of activities to connect certified planner with continuing education opportunities.