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SEARCH

# THE WASHINGTON PLANNER

A Publication of the American Planning Association Washington Chapter

**May 2013**    **Volume XXVI, Issue 5**

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## **May President's Report**

Jill focuses on perspectives and communication, prompted by her reflections upon the events at the Chicago national conference.

**Continues »**

## **Legislative Update**

The current legislative session may leave the issue of transportation budgeting unresolved.

**Continues »**

## **Planners' Alpine Club**

Join your friends and colleagues for the next hike on Saturday, May 18th to Umtanum Creek Falls.

**Continues »**

## **Keeping in Touch with the World of Planning**

You may be interested to check out these web-based sources for news about planning. *[We have not included reference to APA National's website, assuming that most readers are already familiar with it. – ed.]*

**Continues »**

## **Mayoral Candidate Forum**

Curious about the candidates' positions on our built environment? Join this APA Washington-sponsored event.

**Continues »**

## **Elsewhere Online**

Elsewhere online for May of 2013

**Continues »**

## **GreenTools Government Confluence**

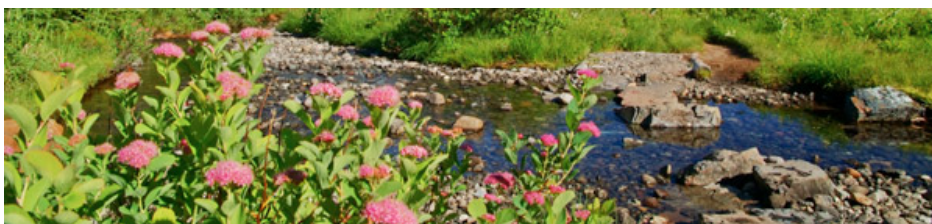
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## May President's Report

By Jill Sterrett, FAICP



Jill Sterrett—President, APA Washington

As I write this, it is my first morning back in Washington after the national conference in Chicago. On my last afternoon there, I took time to walk through Chicago's grand Millennium Park to the beautiful Chicago Art Institute, where they had a special exhibition of Picasso's work. Looking at his famed fractured portraits (you know, the ones that show a face by juxtaposing both front and profile views), the notes tell us that he is showing different perspectives to capture the complexity of the subject's personality.

One of the great things about a national conference is that it gives us a chance to see from different perspectives, and to hear different solutions for the problems we face in our jobs, our towns and cities, and our state. Here's a sampling of the conference activities that I attended, and the 'lessons learned' I would like to share.

### STUDENT CASE COMPETITION

I served as a judge for this program (new this year). Planning students were given 3 hours to review a scenario, research the issues, and develop a position paper for the scenario's mayor to use in an upcoming speech. It was interesting to read through my assigned group of student papers. Some chose to present smart growth development plans for the two potential development sites. Others chose to focus on the mayor's audience of health professionals and speak to their issues in terms of creating a healthy city. In the discussion among the judges, we also realized that there is another perspective here to be considered. The mayor's speech is likely to be quoted by the press. Few, if any of the students, considered both his immediate audience and the wider audience of the general public he serves.

### ETHICS CASE OF THE YEAR

National APA has started a new program for ethics training this year. The Ethics Case of the Year presents a scenario with a series of steps and outcomes, each one offering a situation open to interpretation from an ethics standpoint. I think the approach is great and this year's case offers a framework for a rich discussion. I hope to bring it to our fall conference. I was interested, and a bit frustrated, by the number of audience members who added their own interpretation (and bias) to the 'facts' presented in this hypothetical case. While the case was a sketch that needed to be embellished for discussion, I wonder how many of these commenters were aware of their own underlying assumptions.

### LEADERSHIP TRAINING ON COMMUNICATION

At each of our twice-yearly leadership meetings, the chapter presidents and division leaders are offered training on skills or information sessions on issues. At this conference, leadership training focused on dealing with the press and how to write effective news releases with 'proof points'. Essentially, this means describing the specific tangible outcomes of the work we do as measurable results. As one example:

*Our planning department was integral to the restoration of NYC's High Line in 2005. The combination of the rezoning and the park has led to \$2 billion in private investment, 12,000 jobs, and 2,500 residential units. This community truly has lasting value.*

The proof points interpret the project's success in terms of dwelling units produced, job growth, and

investment dollars to the community; all topics that the audience cares about.

All this leads me to a few points I recently shared with the students in my class. I imagine most of you seasoned professionals know these (and may have other great points to add!), but I would like to get the conversation started. The question is: How can we work effectively with a variety of views by elected officials and the public in reviewing our plans and projects?

1. Seek to understand the basis for their point of view—why do they feel that way? (Maybe asking the question will also cause them to clarify or re-evaluate their views)
2. Acknowledge their point of view—so they know they've been heard (many disputes in a public setting are based on people feeling they were not listened to. Accordingly, they continue to repeat their point, often becoming more entrenched in that view)
3. Look for underlying values (e.g. "all this stuff about climate change distracts from our efforts to build a better economy in our city"—the underlying value is economic development)
4. Frame your argument in terms of shared values (e.g. "I agree that we need a better economy. Let's talk about why addressing climate change might help our economy")
5. Tell a story—talk about what other cities are doing, and what benefits they've seen from their actions
6. Be specific—show results in terms of specific numbers or examples related to the issues they care about.

My message this month focuses on perspectives and communication—prompted by various events at the conference and reflecting my own experience. You can get much more information on this topic in the Communications Bootcamp series that National APA developed about 18 months ago. If you missed that, or would like a refresher course, check it out on your APA website at:

<https://www.planning.org/search/results.htm?Keyword=communications+bootcamp>

As a final thought, I recently moderated a panel at UW for student planners, organized by John Owen of MAKERS. In the presentation, City Councilperson Sally Clark made the observation that "people aren't afraid of change, they're afraid of loss". That's the issue we need to deal with in the public dialog about our plans and projects. Check out Knute Berger's comments in his Crosscut article at:

<http://crosscut.com/2013/04/16/mossback/113877/mossback-better-seattle/>

I'll be back for one more President's message in June, before the gavel is handed over to Ivan Miller on July 1.

Best wishes to all of you as you continue to fight the good fight in making Great Communities Happen!



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## Legislative Update

By Michael Shaw



The 2013 Legislative Session was coming to a close at the time this article was written. The week of April 8th was the final week for fiscal committees, and the Legislature was focused on final floor action and budget negotiations. The Session's official end date is April 28th, but few think that will be the case. The state operations budgets from the House and Senate are so dissimilar regarding K-12 education funding that the chance of getting out on time looks bleak. (The Senate proposal uses existing funding; the House version brings-in additional revenue.)

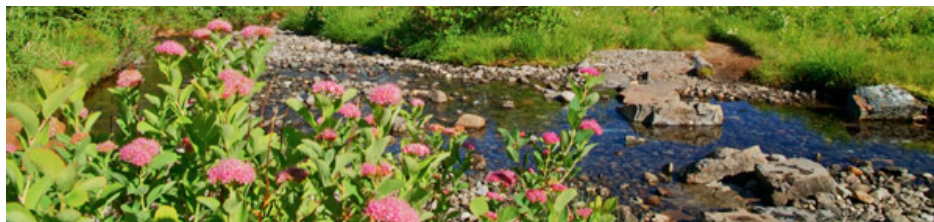
Both budget proposals focus on funding basic education. the Senate at \$1.5 billion and the House at \$1.4 billion. Both budgets proposals take money from the Public Works Assistance Account and the local toxics account; however, the Senate budget makes the diversion permanent while the House diversion is limited to the current budget biennium. Neither diversion is good news for those seeking infrastructure funding. The Senate budget proposal also swept away funds from the Department of Commerce meant for Growth Management updates and technical grants. The House budget proposal did not delete those funds.

Whether there will be a transportation revenue discussion or not remains to be seen. Both the House and Senate have released their transportation budgets, and both are current-law 'bare bones' proposals. House Transportation Committee Chair Judy Clibborn (D – 41st District) has released the framework of her latest proposal, but it still resides in the shadow of the operating budget discussion. Representative Clibborn's approach relies on a ten cent per gallon gas tax increase, and a vehicle weight fee increase. The proposal contains local option funding measures similar to those set forth in HB 1898, HB 1953 and HB 1959. These bills are transit specific, although HB 1959 also increases the vehicle license fee (from \$20 to \$40) for Transportation Benefit Districts. The TBD-related increase is a priority for many cities. While heavily road-oriented, Rep. Clibborn's proposal allots \$10 million per year for 12 years to transit operations. It also allocates about \$100 million (spread over 12 years) for the Complete Streets program.

At the time that this article was written, the Senate was still in the process of passing its transportation budget proposal out of committee; a move made more challenging due to objections concerning the Columbia River Crossing project. United States Secretary of Transportation Ray LaHood was in Olympia during the week of April 8th pushing for the Legislature to contribute to the project. However, there is significant opposition, particularly in the Senate. Whether the Senate is able to offer a transportation revenue proposal is in question. If it does happen, it is not likely to do so until the very end of this session.

*Michael Shaw is the APA Washington lobbyist*





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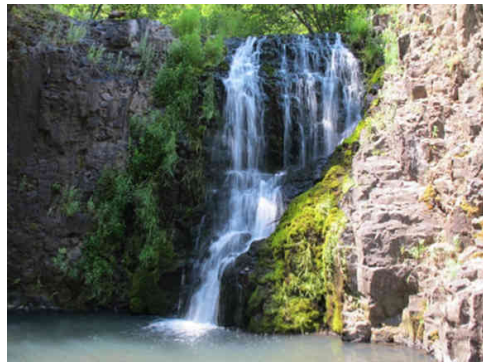
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## Planners' Alpine Club

By Bob Bengford, AICP



As the weather is slowly warming up, it's time to dust off the hiking boots and head out on the trail again! We established the 'club' seven years ago, thinking that it would be fun to get a bunch of planners and others together on a few hikes each year. Last year, we led two great hikes, including Yakima's Skyline Ridge, and Mineral Creek near Salmon La Sac and Cle Elum. While we wait for the snow to melt out in the highlands, we typically look for desert or beach hikes this time of year.

The May 18th hike to Umtanum Creek Falls, south of Ellensburg, is relatively short and easy (about 3 miles round trip and 700 feet of elevation change), but there

are plenty of exploring opportunities. In addition to the waterfall, highlights include meadows and wildflowers, plenty of birds and other wildlife, and mountain views.

Here's a description of the trail from the *Mountaineers' Desert Hikes* guidebook:

*A diversity of landscape and ecosystems are found along this canyon trek. Starting high and hiking downhill, the route begins in open, Douglas fir forest and ends in sagebrush and scrub grass desert canyons.*

Elk roam the upper woods, and bighorn sheep prowl the steep canyon walls around the pounding waterfall. Visit in early spring to enjoy the best wildlife viewing (beasts of all sizes stick to this canyon while the snows still fill the high country). Spring also means the waterfall is running full with snowmelt water.

Want to learn more? Here is a link to Washington Trails Association's website with a trail description and some trip reports: [http://www.wta.org/go-hiking/hikes/umtanum-creek-falls?b\\_start:int=5](http://www.wta.org/go-hiking/hikes/umtanum-creek-falls?b_start:int=5). We will seek out a convenient park-and-ride meeting spot – depending on where the hikers are coming from. Please email me at [BobB@makersarch.com](mailto:BobB@makersarch.com) if you are interested in joining us for this trek, or other hikes in the future.



*Images from last year's hikes: Yakima Skyline Ridge (left) and Mineral Creek (right).*

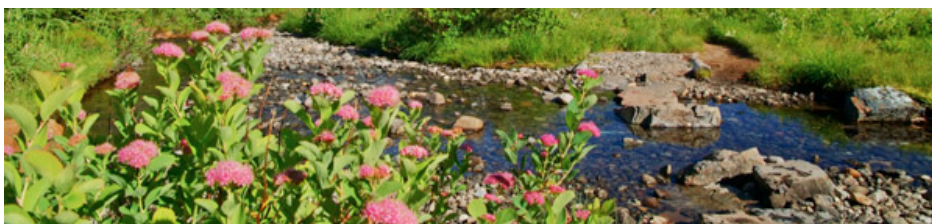


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## Keeping in Touch with the World of Planning

By Jill Sterrett, FAICP

[PLANETIZEN](#) / [HTTP://WWW.PLANETIZEN.COM/](http://www.planetizen.com/) / [@PLANETIZEN](#)


[Planetizen](#) has continued to develop as a source for urban planning news, commentary, interviews, event coverage, book reviews, [announcements](#), jobs, [a variety of 'top' lists](#), consultant listings, [online training and courses](#), and much more.

[SUSTAINABLE CITIES COLLECTIVE](#) / [HTTP://SUSTAINABLECITIESCOLLECTIVE.COM/](http://sustainablecitiescollective.com/) / [@SUSTAINCITIES](#)


This source is an editorially independent, and moderated community, providing unique and aggregated content related to urban planning, sustainable development, and urban economics, among other issues. They cover the fields of building and design, planning, [resources](#), populace, economy, and [transportation](#).

[UN-HABITAT](#) / [HTTP://WWW.UNHABITAT.ORG/](http://www.unhabitat.org/) / [@UNHABITAT](#)


The UN-HABITAT organization and website [promote socially and environmentally sustainable human settlements, and adequate shelter for all](#). Their themes include environment and climate change, information and monitoring, land and housing, risk and disaster management, social inclusion, and water and sanitation infrastructure, among other topics.

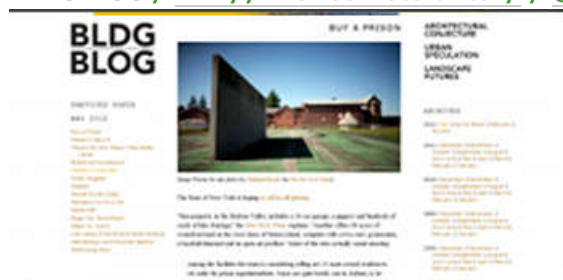
[PROJECT FOR PUBLIC SPACES](#) / [HTTP://WWW.PPS.ORG/](http://www.pps.org/) / [@PPS\\_PLACEMAKING](#)

Project for Public Spaces, is a nonprofit organization dedicated to helping people create [vital community places](#) that build local value and [serve community needs](#). They offer information about placemaking on <http://www.pps.org/blog/>, [training programs](#), and a variety of [services](#) for city-wide strategic plans, capacity building and cultural change, transportation and more.



**URBAN LAND INSTITUTE /****[HTTP://ULI.ORG/](http://uli.org/) // [@URBANLANDINST](#)**

ULI is a nonprofit research and educational organization. The institute's initiatives are focused on emerging land use trends and issues. Their work encompasses a variety of sectors within the industry, including resort and residential, retail and destination development, office and industrial development, [transportation](#) and parking, and [real estate finance & capital markets](#).

**BLDGBLOG / [HTTP://BLDGBLOG.BLOGSPOT.COM/](http://BLDGBLOG.BLOGSPOT.COM/) // [@BLDGBLOG](#)**

The discussion focuses on the intersection of architectural conjecture, urban speculation, and landscape futures. All three of these ideas are expressed throughout this frequently updated blog.

**THIS BIG CITY / [HTTP://THISBIGCITY.NET/](http://thisbigcity.net/) // [@THISBIGCITY](#)**

[This Big City](#) encourages discussion of [sustainable cities](#). Their urban trends, ideas, and analysis are shared in both English and Chinese websites. The blog covers areas of architecture, planning, culture, transport, bicycle, and tech + design.

**CYBURBIA / [HTTP://WWW.CYBURBIA.ORG/](http://WWW.CYBURBIA.ORG/) // [@CYBURBIA\\_FORUMS](#)**

[Cyurbia](#) is the oldest online source for those interested or involved in shaping the built environment. Cyurbia is a [participant-driven community](#) which relies heavily on its active [message board](#). Along with urbanism-related [featured articles](#), images, [member blogs](#), and aggregated content.

**NEXT AMERICAN CITY / [HTTP://AMERICANCITY.ORG/](http://AMERICANCITY.ORG/) // [@NEXTAMCITY](#)**

[Next American City](#) is aimed at connecting cities and informing people who work to

improve them.





**FINALLY, HERE ARE A FEW MORE PLANNING-CONTENT WEBSITES TO VISIT:**

- [The City Fix](#)
- [Streets Blog Network](#)
- [DIY City](#)
- [Planning Resource](#)
- [Human Transit](#)
- [The Canadian Institute of Planners](#)
- [Living Streets](#)
- [Arcosanti](#)
- [Congress for the New Urbanism](#)
- [Rebuilding Place in the Urban Space](#)

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## Mayoral Candidate Forum



Want to show our future mayor the interest and engagement of Seattle's design and planning community? The candidate that inhabits our Mayor's Office for the next four years, be it the incumbent or a challenger, will have a major impact on the development of our city.

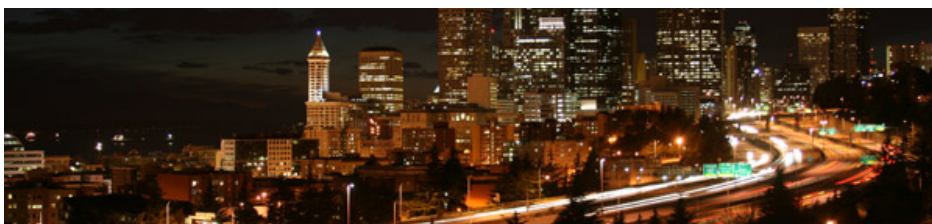
Join us for a candidate forum with all our Seattle mayoral candidates on Tuesday, May 28th from 8:00AM to 9:30AM at the Seattle Public Library Auditorium, located at 1000 Fourth Avenue. Confirmed candidates expected to attend the forum are incumbent Mayor Mike McGinn, Peter

Steinbrueck, Tim Burgess, Kate Martin, Bruce Harrell and Ed Murray.

Seattle's design and planning community is pleased to host this opportunity to hear from the candidates on issues that matter to our members. The Seattle Channel's Brian Callanan will moderate a Q&A format to ask: What are our city's most pressing built environment concerns, and how would you approach them as mayor?

This event is Free but registration is required : <https://www.aiaseattle.org/mayoral-candidate-forum>. Register by May 15th and you will be invited to submit suggested questions for our candidates.

Partners hosting the Mayoral Candidate Forum are: AIA Seattle, ULI Northwest, Cascadia Region Green Building Council, Seattle Architecture Foundation, American Planning Association Washington Chapter.



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## Elsewhere Online

### GREENTOOLS GOVERNMENT CONFLUENCE



The greatest sustainability "meeting of the minds" for government staff and officials in the Cascadia Bioregion gets under way on Wednesday, May 15th with the [GreenTools Government Confluence](#) at Seattle's Historic Town Hall.

Government staff and elected officials will share success stories and address persistent

challenges to advancing a sustainability agenda. The Confluence is co-hosted by the Cascadia Green Building Council and is produced in conjunction with the Living Future unConference. Education sessions will focus on a new generation of policy, partnerships and infrastructure.

[Registration](#) for this day-long event is \$50 per person. Breakfast and lunch will be provided.

### HOUSING CONFERENCE SCHOLARSHIPS



Housing Washington is now accepting scholarship applications for its 2013 conference, October 7th through 9th, at the Spokane Convention Center. Conference presenters are pleased to offer these scholarships to qualifying members of nonprofit organizations and others who cannot afford to attend the event without financial aid.

This link, [ScholarshipApplication.HW2013.pdf](#), contains all the instructions and qualifications for potential applicants. Direct questions to Joanie Pop at Event Dynamics, Inc. at 360-357-8044.

Conference program information will soon be available at [www.wshfc.org/conf](http://www.wshfc.org/conf).

### INFUSE VANCOUVER 2013 CONFERENCE

The Canadian Institute of Planners and the Planning Institute of British Columbia are pleased to invite you to join us in beautiful Vancouver, British Columbia for the CIP-PIBC Annual Conference - INFUSE Vancouver 2013 which starts on Saturday, July 6, 2013.

Visit the conference website to download the conference Preliminary Program and check for program updates: <http://www.infuse2013.ca/>.

Online registration is NOW OPEN. **Early Registration Deadline: Friday May 3rd.**



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