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THE WASHINGTON PLANNER

A Publication of the American Planning Association Washington Chapter

October 2013 Volume XXVI, Issue 10

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October President's Message

By Ivan Miller, AICP

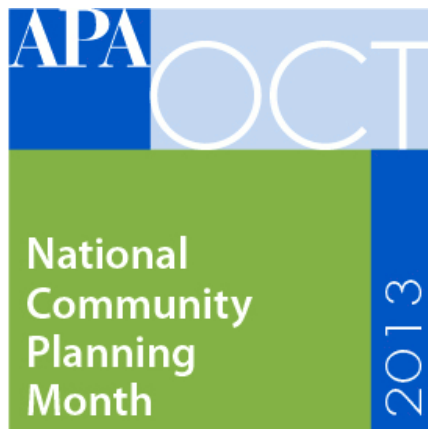


Ivan Miller, AICP—President, APA Washington

By the time you read this article, the chapter's annual statewide conference will have just wrapped up, and National Community Planning Month will be in full swing.

2013 CONFERENCE

There will be more extensive reports on the conference next month, but for now, I hope you were able to attend. The conference committee worked hard to bring you great sessions, keynote speakers, and presentations from allied professions. They were also uniquely successful in engaging youth around the issue of climate change. Please take the time to fill out a conference evaluation form. Let us know what worked well, what could be improved, and what you would like to see in Spokane in 2014 and Seattle in 2015. Better yet, tell us how you can help with these next two conferences.



NATIONAL COMMUNITY PLANNING MONTH

The planners' version of the World Cup or Super Bowl is National Community Planning Month. APA Washington celebrates by gathering at our statewide conference, which always includes presentation of awards that honor great projects and plans. We also acknowledge the great planners in our midst through the chapter's President Award.

Locally, counties and cities can recognize the importance of planning, planning staff (i.e., you), and citizen planners in a variety of ways. If you are wondering how to join this celebration, here are some ideas from APA National.

[PEOPLE AND PLACES]

Ten Ways to Celebrate National Community Planning Month

1. Request your city council, county commissioners, or similar public board to issue a proclamation designating October as National Community Planning Month.
2. Host a planning department open house. Highlight your work and how planning benefits the community.
3. Organize a neighborhood walking or bicycling tour that emphasizes the planning work in your

community.

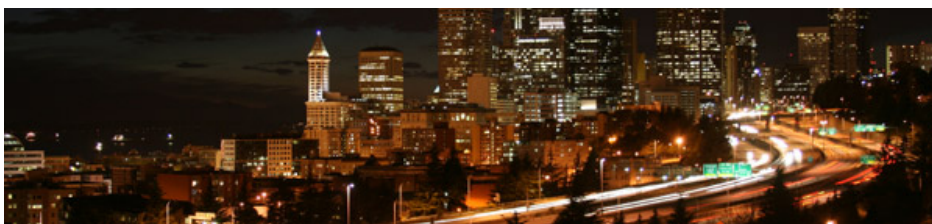
4. Create a library display about planning that includes a recommended reading list.
5. Honor your planning commissioners during a city council meeting.
6. Check out the [Youth and Students](#) page on planning.org for ideas on engaging youth in planning.
7. Sponsor a community photo contest. Ask residents to photograph their favorite places within the community.
8. Screen a planning-focused film.
9. Develop a forum or lecture about your community's history.
10. Promote National Community Planning Month through your website, Facebook page, or other social media outlet.

For more ideas, check out APA's national website: <http://www.planning.org/ncpm/>.

Last year, over 35 jurisdictions issued an NCPM proclamation, and a number of these boards designated their elected leader(s) to formally present the proclamation to the chair of the planning commission. This approach provides a good way to celebrate planning successes in your community, recognize the contributions of your citizen planning commission, and call the public's attention to the opportunity to engage in your community's planning process.

YOUTH – PERHAPS NOT WASTED ON THE YOUNG

I recently had the pleasure of reviewing our chapter membership roll, which currently exceeds 1,300 entries. What surprised me most was the number of names that I recognized; almost all of these folks have been members for a very long time. The good news is that a lot of people have joined the chapter since I did in 2002. The bad news is that I don't see enough young, smart professionals engaged in chapter leadership...yet. In previous Washington Planner columns, I asked for volunteers, and a few young professionals contacted me. Now that's what I'm talking about! Keep the calls coming (206-464-7549).



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Big Ideas for Washington's Future

By Jill Sterrett, FAICP



Jill Sterrett, FAICP—Immediate Past-president, APA Washington

I have been reporting to you periodically about the various steps in the Game Changing Initiative that have occurred since October 2011. In the August edition of The Washington Planner, I reported on the Daniel Burnham Big Ideas Forum that was held in Portland on May 29th. The Vision & Goals statement presented at that workshop is posted on the Chapter website [here](#).

We concluded that bold new initiatives are needed to address these issues, and to create the social, governmental, and institutional structures needed for the 21st century. Given the lack of action on these matters by decision-makers, it is both appropriate and necessary that the professionals who plan and design our communities take action to lead the way.

We are seeking to develop a plan defining Big Ideas for Washington's Future that will be distributed to the legislature, local government officials, and the press. Four Task Force Groups will continue meeting over the next few months to discuss the Forum results, and define

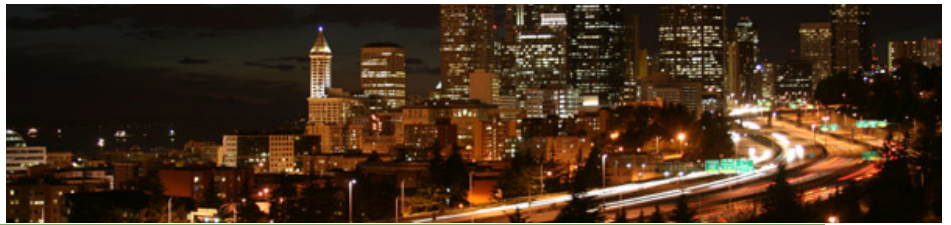
potential Big Ideas. They will also identify specific tasks that planners and allied professions may take to make change happen. The Task Force Groups and their leaders are:

1. Governance/Regional Cooperation/Leadership learning/Citizenship — Dave Anderson <dave.andersen@commerce.wa.gov> ,
2. Climate/Systems Issues/Green Infrastructure/Sustainable Ag — Laura Hudson, <llh2747@yahoo.com>
3. Social Equity/Affordable Living/Housing Diversity — Rachel Miller, <RachelM@makersarch.com>
4. Economy/Cities and Towns — Mark Hinshaw, <mhinshaw@lmnarchitects.com>

By the time you read this article, participants at the APA Washington annual conference will have voted to determine the strongest ideas to fit into the Big Ideas for Washington's Future plan, and to create action groups that will carry these ideas forward. Chapter members are invited to participate further by responding to this Survey Monkey poll ([click here](#)). You are also encouraged to join one of the action groups forming to support those Big Ideas.

Thanks for your interest in this effort. This is an exciting time in which we are translating ideas into action. I hope you will join us! Please contact me by email if you have questions or comments about the Big Ideas Plan: <jill.sterrett@gmail.com>.

Jill Sterrett, FAICP is the immediate Past President of APA Washington Chapter



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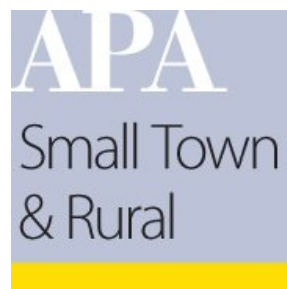
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Nominations Now Open for Outstanding Small Town or Rural Projects

By Dale Richard Powers, AICP



The Small Town and Rural (STaR) Planning Division invites nominations for its Planning Awards, which recognize outstanding individuals and projects for their contributions to planning excellence in small town and rural communities. The due date for submissions is **Thursday, November 21, 2013**.

The program is open to any individual, organization, or consulting firm involved in planning for small towns and rural areas. Members of the Awards Committee (and their organizations) are not eligible for an award. Nominated plans, projects, programs and studies must have been completed within two years of the nomination submittal date. For

Comprehensive Plans and Special Project Plans prepared by consultants, the award recipient shall be the client for whom the planning activity was conducted.

AWARD CATEGORIES

Carol Thomas Award for an Outstanding Small Town and Rural Planner

Given to an individual in public service, academia or the private sector who has made an outstanding contribution to planning in his or her community.

Vernon Deines Memorial Award for an Outstanding Comprehensive Plan or Special Project Plan

Given to an outstanding comprehensive plan or special project plan that addressed the development of a neighborhood, community, county or region.

John Keller Award for an Outstanding Planning Initiative

Given to an outstanding initiative or program in public education, workshops, ordinances or enforcement that promotes planning in small towns and rural areas.

James Segedy Award for an Outstanding Student Project

Given to an outstanding project by a graduate or undergraduate class or individual that addresses a planning issue facing small towns or rural areas.

Award recipients will receive a plaque and a one-year membership in the STaR Division. The awards will be given out during the STaR Annual Business Meeting in conjunction with the 2014 APA National Conference in Atlanta. Support staff and consultants may order additional copies of the award at a nominal cost.

SELECTION CRITERIA

The Awards Committee will use the following criteria in its consideration of award nominees:

- Innovation

- Quality
- Measurable results and implementation
- Role of elected officials
- Transferability
- Collaboration/public involvement
- Long-Term sustainability and/or use of smart growth principles

Anyone may place before the Awards Committee a nomination for any of the award categories.

A complete nomination package must be submitted no later than Thursday, November 21, 2013. For further information, contact Shailaja J. Roos, AICP at 817-368-2901, or by email at sroos12@hotmail.com.

Dale Richard Powers, AICP is Vice Chair of Communications for APA's Small Town and Rural Planning Division



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COMING SOON: APA Washington Speakers Bureau



The idea for a Speakers Bureau was one of many Game Changing Initiatives and Actions that came out of the October 2011 APA symposium event. Washington and Oregon planners discussed the political and economic crisis we face as a nation, and outlined ways to move communities forward on policy and political change for a better future. This event was followed by the Daniel Burnham Big Ideas Forum last May. The Forum inspired APA Washington leaders to begin formulating a plan entitled Big Ideas for Washington's Future. One of the foundational elements of the plan is to better communicate the value of planning to decision makers and the public. (See Jill Sterrett's update article on the Big Ideas plan elsewhere in this letter).

The Speakers Bureau is an exciting new resource for planners to educate and inform decision makers and the public about important planning topics. We are gearing up to launch the Speakers Bureau on **February 1, 2014**. It is intended to:

- Increase understanding of the importance of planning to improve a community's economy, environment, and quality of life;
- Inform non-planners about the benefits of planning to address global and local issues;
- Provide presentations on a number of game-changing topics, including climate change;
- Create a repository of material for use by others with an "advisor" available on the topic;
- Provide qualified planners and other professionals to present material on pertinent topics.
- Provide information tailored to a specific audience, with the goal of shaping the length, content and depth of material for that audience's needs.

WHAT TOPICS WILL BE COVERED?

Right now we are working on two presentations: Climate Change and the Value of Planning. These presentations will be available by the February launch date.

VOLUNTEERS ARE NEEDED

We will also need help to develop persuasive presentations on other game changing topics such as Demographic Trends, The Future of Energy, Sustainability, Economic Development, Historic Preservation, Affordable Living, Complete Streets, Healthy cities, and Food Security.

SHARE YOUR WORK

Many of you have prepared quality presentations on planning topics for conferences and other events. The Speakers Bureau could be a repository that allows your work to reach new audiences, if you're willing to share it. You might present your work, serve as an advisor to other planners, or simply make your presentation available for others to use.

BECOME A SPEAKER

The Speakers Bureau won't work without people willing to speak! Please let Ryan Windish know if you are interested in being a presenter. Consider volunteering your time to spread the word on planning topics of your own choosing, or on other important planning matters that Chapter leaders identify.

To learn more, contact Ryan Windish, AICP, Public Officials Development Officer at 253-299-5524, or by email at ryanw@ci.sumner.wa.us. He will provide you with an application.

American Planning Association **Washington Chapter**

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