



January 2014 VOLUME XXVIII1 ISSUE 1

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Learn how your city can achieve a more ecologically friendly future to prepare your community for water sustainability with this in-depth workshop in late January.

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Learn about public participation and community building at the Pomegranate Center Intensive

Register by January 15 for a comprehensive training course that aims to empower planners to improve their leadership skills.

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AICP CM Course Two-for-One: Law and Ethics for Planners

Learn about ethics and law in a seminar hosted by LMN Architects.

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2014 WASLA/WRPA Joint Conference Sneak Peek

Join hundreds of professionals and enhance your knowledge in the first joint conference and tradeshow between these two organizations, held at Magnuson Park.

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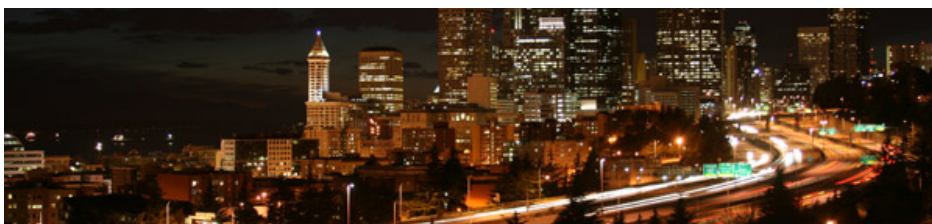
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January President's Message

By Ivan Miller, AICP



Ivan Miller, AICP—President, APA Washington

I write this month's article while still in recovery mode from last night's Puget Sound Section Holiday Party. While it was my ethical responsibility to thank APA members by accepting their libations, I'm looking forward to a long weekend. I enjoyed talking to all of you veteran planners and was happy to meet a number of new planners as well. If this event was any indication, the Puget Sound Section is healthy and active!

ANOTHER PRODUCTIVE BOARD MEETING AND ADOPTION OF 2014 CHAPTER BUDGET

For board members who attended the party, part of the celebration was the adoption of the 2014 chapter budget and Board action on a couple of items. First, we welcomed a number of new board members, including Kell McAboy on the Scholarship Committee, Eric Howard on the Young Planners Group, the Planning Officials Development Officer Ryan Windish, and our new Department of Commerce Representative

Jeffrey Wilson. What a terrific group of new volunteers! We also bid farewell to Columbia Section President Gary Mabely. I want to thank Gary for his service and for his offer to stay involved.

THE BUDGET

The Board adopted the 2014 budget in record time at its December 12 meeting. This quick action reflected the hours (and hours) of upfront work. Thanks to Treasurer Bill Mandeville, Vice President Laura Hudson, Past President Jill Sterrett, and Office Administrator Ann McFarlane for the time they devoted to this important task.

And thanks to the Board as a whole for developing Section and Committee Workplans and for reviewing and commenting on the budget prior to the meeting. Nothing is more satisfying than a dull meeting where all the hard issues have been resolved ahead of time. Below are some highlights of this year's budget:

Additional funding to sections: This item has been a priority for the chapter officers because sections are where direct contact with members happens. When the sections are strong, the chapter is strong. Most sections spend all of the money allocated to them and do additional fundraising activities as well. This budget created a clearer formula for sections based on membership to help ensure that when sections retain and recruit members, they share the benefits. The chapter also established two small discretionary funds for sections: one for projects that sections want to undertake collaboratively and one for establishing local Young Planners Groups.

Increased funding to office for core services and membership services: The office staff do a great job, and we've called on them repeatedly to do more. The increase in funding includes additional outreach to new members to make them aware of activities, resources and opportunities to get involved. It also includes better outreach to planners who are not yet members of APA Washington. Finally, it includes refinements to a number of programs to ensure that membership

carries distinct benefits such as reduced prices at events and priority for chapter services.

Sufficient funding for upfront costs related to the 2015 National Conference in

Seattle: We are meeting with APA National staff in January to clarify the budget, schedule, expectations and responsibilities related to the national conference and have retained sufficient capacity in reserves to organize a great conference.

Increased funding for student scholarships:

The chapter returned this funding to pre-Great Recession levels. We will now offer two \$3,000 scholarships: one for Eastern Washington University and one for the University of Washington.

Increased funding for continuing education activities focused on state agencies:

The chapter will do additional work related to engaging with state agencies. This activity creates value for members by ensuring that we identify state resources such as grants, technical assistance, or opportunities to participate in state-level tasks forces earlier and share them with our members.

Related to this work, the chapter has been engaged with Planning Association of Washington and the Washington State Department of Commerce on developing a digital version of the short course for availability in mid-2014. Because engaging with citizen planners, planning commissioners, and elected officials involved in the land use process is core to our mission, APA Washington will provide funding and sponsorship to help create this new tool. Other key partners include the Association of Washington Cities and their Risk Management Service Agency, the Washington Cities Insurance Authority, and potentially the Washington State Association of Counties.

These programs are possible because of strong conferences, some grant funding from APA National, a slight uptick in membership, and great volunteer work.

OTHER BOARD ACTIONS

In addition to approving the budget, the Board took a number of other actions:

Endorsed the Game Changing Initiative's 10 Big Ideas for Washington's Future:

This effort is the product of a lot of work by Jill Sterrett, John Owen, Joe Tovar, Kamuron Gurol, and others. This action allows us to promote the Big Ideas to our members, produce articles for publication about the role of planning to address these major issues, and create working groups to initiate actions in support of each Big Idea. We will continue to share this information with members at the Fall 2014 state conference in Spokane and to national planners at the 2015 National Planning Conference in Seattle. See [Jill's article](#) for more information.

Formed the 2014 Nominations Committee for the President-Elect Position:

Following our customary practice, this committee comprises chapter Secretary Chris Comeau (chair) and Past President Jill Sterrett. Stay tuned for future articles on this important election.

Formed a task force to review and update the chapter website:

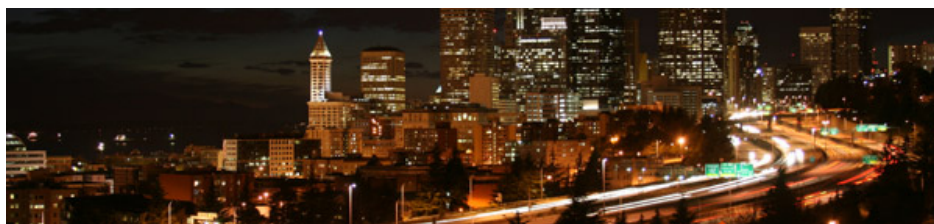
I would really like to get input from the membership in this area. The website is the chapter's public face and a primary way that members interact with the chapter. It is how people find jobs, post RFPs, and advertise their services. Our site is pretty good compared to other APA chapter websites; however, there are many opportunities for improvement. If you have thoughts on design, content or structure, [please let me know](#).

Reduced the Chapter-Only Membership Rate to \$50:

Although the Board continues to espouse the value of being a full member, we also recognize that the cost can be prohibitive for some planners. We hope the new \$50 rate will allow some planners to join who might not have chosen to join before. After some time with us, we hope that every chapter-only member is inspired to become a full member and participate and take advantage of APA National. I'm particularly hopeful this will be the case in Eastern and Central Washington in relation to our annual state conference in Spokane in October 2014.

(Note: the new rate takes effect on July 1)

These budget decisions and actions position the chapter to deliver strong content and services in 2014. We have strengthened our programs, recruited new volunteers (although we still need more) and created new opportunities. Thanks to the Board for their leadership and investments in the chapter's future.



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Ten Big Ideas for Washington's Future

By Jill Sterrett, AICP

The Game Changing Initiative has been active this quarter. In early October, we presented the results of five Task Force groups who worked over the summer to identify Big Ideas for Washington's Future. The Task Force groups addressed:

- Cities and the Economy
- Health and Urban Planning
- Climate Change, Natural Resources, and Sustainable Agriculture
- Governance and Social Capital
- Social Equity

At the State conference in October and in an online survey of members, we presented the draft Big Ideas and sets of related actions, asking members to choose the ones they felt were the most important. Thanks to a great response from the membership, we received 140 votes at the conference and 123 votes in the online survey.

We also asked for volunteers to participate in implementing the proposed actions. We are excited to have about 60 people from the conference and 36 people from the online survey who have volunteered to be involved.

Our leadership group and task force leaders met on November 1 to review the results of the voting. We refined the Ten Big Ideas to incorporate the many helpful comments from the members and our discussion. The final set of Ten Big Ideas is:

1. **Address Climate Change** — Step up to address climate change mitigation and adaptation at State, regional and local levels
2. **Enhance Regional Decision-making** — Strengthen regional decision-making to address regional problems
3. **Restore and Protect Eco-Systems** — Restore and protect healthy natural systems and incorporate the value of ecosystem services in decision-making.
4. **Link Health & Urban Planning** — Plan communities to combat the growing epidemic of obesity
5. **Increase Local Government Capacity** — Provide local governments the capacity to do the job and educate the public on local fiscal constraints
6. **Support Economic Development** — Empower sustainable economic development and incentivize local business growth
7. **Foster Social Equity** — Incorporate issues of mental health, displacement, and affordable housing in planning for local communities
8. **Support Sustainable Agriculture** — Address sustainable agriculture and healthy food systems in both rural and urban areas

9. **Build Social Capital** — Build social capital by increasing civic engagement, supporting a culture of education, and fostering leadership and entrepreneurship

10. **Rebuild Infrastructure** — Plan and fund updates to infrastructure (water, roads, transport, energy, stormwater, communications) to create sustainable, smart, and energy-efficient systems

The leadership group also developed a narrative discussion of the issues surrounding each of these Big Ideas and the potential actions that APA or other organizations may take to support change. The full narrative for your review can be found at: <http://www.washington-apa.org/documents/10BigIdeasNarrativeDecember2013.pdf>

At the December Chapter Board meeting, the Board reviewed and discussed the results of this effort and the *Ten Big Ideas for Washington's Future*. The Board supported our planned next steps:

- Promote the Big Ideas to our members
- Produce articles for publication informing the public and promoting the role of planning to address these major issues
- Create Working Groups with the member volunteers and others to initiate actions in support of each Big Idea
- Report to the membership at the fall 2014 conference in Spokane and to national planners at the 2015 national conference in Seattle.

We are in the process of confirming the leaders and advisors for each of the Working Groups. In January, we will contact those who have volunteered to ask them to join a group and begin work.

If you haven't signed up, but would like to help, please check back on the chapter website by mid-January to find the name and contact information of the Working Group leaders. If you have questions in the meantime, contact me at: jill.sterrett@gmail.com

Thanks to the Board for their endorsement and to our many members for your participation!



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APA National Provides Legislative Tips

By Esther Larsen and Josh Peters



One of the benefits of being a full APA member is getting to take advantage of resources like APA National's Quarterly Legislative Briefing last month.

National staff discussed the federal budget, the farm bill, tax reform (one of the Chapter president's favorite topics), and emerging issues such as changes to flood insurance, Community Development Block Grant funding, MAP-21 transportation funding strategies, and more. If members want more details, the briefing and presentation materials are available on the [Leadership Development and Training](#) resources page.

As we move towards the 2014 legislative session, here are some tips on how to get ready:

10 THINGS TO DO BEFORE THE GAVEL FALLS

1. Review the results of the last session. What's past is prologue.
2. See what's on the agenda. Review pre-filed bills, special reports, advocacy and leadership agendas. Know the rules.
3. Meet with friends. Talk with allies, industry leaders, local officials, and issue influencers.
4. Talk with the Administration. Find out what's important to the Governor and key agencies and think about possible opportunities.
5. Focus on key committees. Identify target committees. Analyze leaders and members. Meet with staff.
6. Map your membership. Determine legislative districts of members. Screen for key committees and leadership. Look for "grass tops" contacts. Make a plan for activating members.

7. Draft your agenda. After reviewing the climate, list priorities. What's your ask? What's a win? Who's in charge?
8. Figure out where and what you can contribute. What is feasible? What will make an impact? Where's your leverage or competitive advantage? Build influence for the long haul.
9. Offense or Defense? Inside or Outside? These questions will help define your advocacy campaign tactics.
10. Write a plan. Outreach. Grassroots. Positions. Tracking. Timing. Tactics. If it isn't written down, it doesn't exist.

National noted that for APA chapters, legislative issues are about more than just what bills get signed. Participating in the legislative process creates opportunities for planners and the planning profession to become more engaged in decision-making. Participation brings additional benefits, such as:

- Visibility for the profession
- Demonstrating our technical credibility
- Relationship building
- Access to decision makers
- Sharing information about the planning profession

Please contact our Legislative Committee co-chairs if you want to get engaged in this year's legislative session.

Esther Larsen: esther.larsen@comcast.net

Josh Peters: jdylanp@gmail.com



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Have You Been Boasting About Your Inefficiency?

By Kristina Cerise, AICP

Have you ever boasted about your inefficiency on your résumé or bragged to your boss that you only work 5.9 of the 8 hours you are getting paid for? Probably not intentionally. But if you include "excellent multitasker" or a similar phrase on your résumé or pride yourself on your ability to do two things at once, you have essentially done just that. Saying you are good at multitasking is the same as saying that you excel at the least efficient way to get things done.

The human brain cannot multitask. Brains work like spotlights, focusing on one thing at a time. We are biologically incapable of processing multiple attention-rich inputs simultaneously. Our brains can "background task" with tasks that don't require our conscious attention (e.g. walking, breathing, chewing), but most of us aren't bragging about our ability to walk and talk at the same time.

What we call "multitasking" is actually switch-tasking. We interrupt our focus on a speaker to read an email or stop proofreading a document to take a phone call. Each of those switches comes with a cost. The cost is the time it takes for the spotlight of our attention to shift to a new subject and the time it takes to go back to what we were doing and answer, "Where was I?" The more complicated the interrupted task, the greater the cost.

The average employee gets interrupted every 11 minutes. Sometimes, we are interrupted by co-workers stopping by with a question or clients calling for an update. Sometimes we interrupt ourselves by checking Facebook or getting up for a cup of coffee. The average switching costs add up to 2.1 hours per day, per person. In addition to the time lost to the actual switching, research shows that switch-tasking results in 50 percent more mistakes.

Here are some ideas for eliminating interruptions and reclaiming an extra two hours a day:

- Minimize the self-inflicted interruptions. Limit or eliminate "quick checks" of non-work related websites. Save your coffee breaks for transition times between projects.
- Silence the "ding" on your cell phone that alerts you to new emails.
- Turn off the visual email teaser that shows up on your computer screen.
- If you need an extended period of time without interruption, manage the expectations of co-workers and clients with a temporary out-of-office message on your voicemail and email that says you are unavailable but will return calls and emails at a specified time.
- If you are a person to gets a lot of "quick questions" from co-workers, consider establishing drop in office hours. Ask co-workers to save up their questions for the time you've set aside unless it is truly a question that requires an immediate answer.
- If there are certain people you need to talk to regularly, establish a set time for such check-ins (daily or weekly as appropriate). By doing so, you eliminate interruptions and switching costs for all involved and maximize everyone's productivity.

Remember, what we call multitasking is usually switch-tasking, and claiming to be great at it is claiming to waste 25 percent of the work day, take longer to get things done, and make lots of mistakes. Instead,

Have You Been Boasting About Your Inefficiency? — APA Washington

celebrate your ability to carve out opportunities for time where you can focus your attention exclusively on a single project.

Start 2014 off right with an extra two hours a day to accomplish all your resolutions.

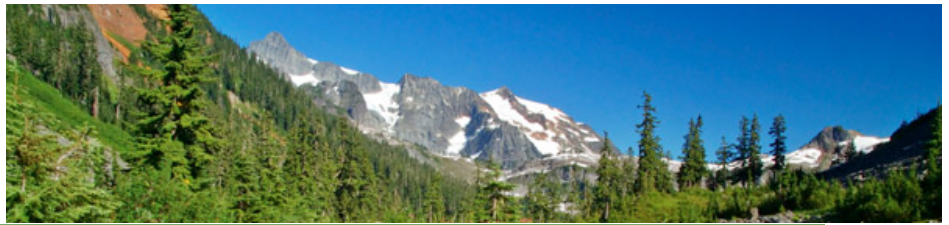
Kristina Cerise is a land use planner in the Seattle office of Van Ness Feldman.

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Tacoma-Pierce County Health Department launches new tools for healthy community planning

By Amy Pow, MCIP

Tacoma-Pierce County Health Department has launched a Built Environment Program with a mission to help policy makers, planners, and local communities build healthy communities. Founded on the premise of PSRC's Vision 2040, [healthy communities](#) are defined as healthy and sustainable places built on a balanced foundation of people, prosperity, and planet. To create viable and livable communities for all walks of life, we need "health in all planning decision-making and in all policies."

Still, simply inserting a few good "model" policies into the comprehensive plan would not be sufficient to create and sustain healthy communities. According to [World Health Organization](#), there is a social gradient of health that runs from the top to the bottom of the socioeconomic spectrum. Instead, the solution lies in the way we develop our long-range plans, and the manner we engage the often-neglected diverse communities in the planning process. To ensure happiness, quality of life, and community health for all, we should institute the best practice of rallying policies into the plan that can achieve the aspirations of the community and are supported by all population segments. The right mix of diverse champions will own those policies and see them implemented over time.

That's why the Built Environment Program has developed a Healthy Community Planning Toolbox (www.cdc.gov/healthyplaces/media.htm#tools or www.tpchd.org/HealthyCommunityPlanningToolbox) with a two-pronged focus for use by local planners in the county. First, it helps restore the best practice of community planning by encouraging planners to wear a health and sustainability lens in each step of the long-range planning process. Second, it provides a wide range of policy and implementation tools for customized use in response to local, unique sets of circumstances.

The toolbox contains two sections:

PROCESS TOOLS-HEALTH IN ALL PLANNING DECISION-MAKING

In this section, you will find tools to integrate health in each step of the [comprehensive planning process](#) — in short, a health lens for making decisions along the planning process. Process tools can help identify geographically underserved areas, involve underrepresented populations, bring health issues to the forefront in the community assessment process, and prioritize policy decisions supporting the balanced "people-prosperity-planet" framework.

Policy Intervention Tools-Health in All Policies

This section of the toolbox contains more than 50 tools for policy intervention. [Research evidence](#) has shown that making changes to built environments can ultimately improve healthy community outcomes. These tools identify six policy for intervention: physical activity, healthy food, safety, placemaking, access to opportunity, and the natural environment.

Each of these policy areas has a corresponding set of logic models. Logic models are powerful tools to help you present the cause and effect relationships of the recommended policies to policy makers. They also visually lead you to the right set of policy language or implementation tools to address the unique health

priorities of your community. The [introductory logic model](#) depicts the causal effect of built environment interventions on quality of life, evidenced by healthy community outcomes. Six detailed sets of logic models are placed under the six "Built Environment Outcomes" in the center column of the introductory logic model. Tools relevant to various Growth Management Act (GMA) elements are introduced under each detailed logic model. Here's a quick way to access tools by policy intervention area and GMA element:

Logic Models for Six Policy Areas	GMA Elements
Physical Activity	<ul style="list-style-type: none"> • Land-use • Housing • Transportation • Parks and Recreation
Healthy Food	<ul style="list-style-type: none"> • Land-use • Economic Development
Safety and Injury	<ul style="list-style-type: none"> • Land-use • Transportation • Parks and Recreation
Placemaking	<ul style="list-style-type: none"> • Land-use • Capital Facilities • Parks and Recreation
Access to Opportunity	<ul style="list-style-type: none"> • Land-use • Housing • Transportation • Capital Facilities
Natural Environment	<ul style="list-style-type: none"> • Land-use • Natural Environment
ADDITIONAL RESOURCES: <ul style="list-style-type: none"> • Policy Intervention Tool Summary • Sample Comprehensive Plan Summary • Additional Resources for Rural Communities • Glossary of Terms • List of Useful Websites 	

WHAT ARE SOME WAYS I CAN USE THESE TOOLBOXES?

- Use the [Self-assessment Tool to Integrate Health into Comprehensive Plan Update](#) to conduct an appraisal of your current comprehensive plan to identify gaps and opportunities. This tool will help you wear the health lens without having to conduct a full Health Impact Assessment. (The City of Auburn has retained Julia Walton of 3MW Studio, the co-architect of this toolbox, to use this resource in their HIA.)
- Find out your local demographics to inform your public participation program, and tailor strategies to your diverse communities. [Engage underserved populations/communities](#) in a dialogue on community aspirations and health issues, and invite them to [form a diverse advisory or steering committee](#) to inform policy development.
- Add a "health conversation" with the public during the scoping and visioning process. Use this set of [community health assessment questions](#) with the public to help assess the current and desired state of community health. (City of Puyallup has adapted the use of this tool in an online survey to help with visioning.)
- Identify [Built Environment Outcome Measures](#) at the time of developing planning goals and

objectives. This tool can be used to drive effective policies to yield a set of intended measurable outcomes.

Your local health department is ready to partner with you to infuse health into your local comprehensive plan update. Ask for their assistance in outreaching the underserved; your jurisdiction's health statistics and data, such as the disease prevalence rate from the Centers for Disease Control and Prevention's Behavioral Risk Factor Surveillance System; and leading causes of mortality from the Washington State Department of Health's Community Health Assessment Tool, to help inform community health priorities.

It takes a game-changing strategy to work across silos in order to create healthy and sustainable communities!

Amy Pow is a Built Environment Liaison at the Tacoma-Pierce County Health Department.



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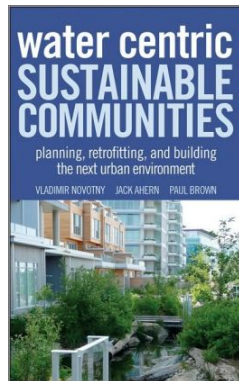
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Sustainable Water-Centric Communities workshop comes to Seattle



Interested in learning more about how your city can adopt more sustainable development practices that minimize its environmental footprint, especially related to water and energy use? With support from King County and Seattle Public Utilities, the University of Wisconsin-Milwaukee's School of Continuing Education is holding a two-and-a-half day workshop focused on achieving sustainability in both future and retrofit projects.

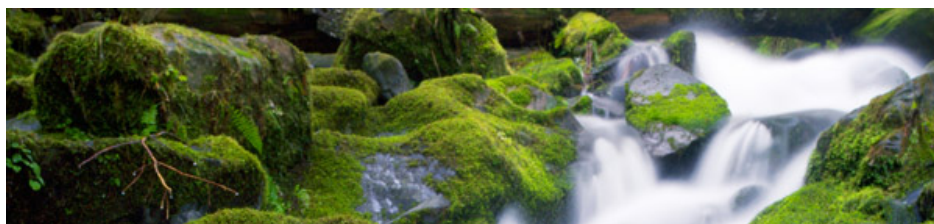
The workshop, called Sustainable Water-Centric Communities, will take place from 8 a.m. to 4:30 p.m. on January 29 and 30, and from 8 a.m. to 3 p.m. on January 30 at the Brightwater Environmental Education and Community Center in Woodinville.

Individuals from Washington and elsewhere will present about a dozen topics, including:

- The Fifth Paradigm of the Cities of the Future (urban water sustainability)
- Resource Recovery and Green Stormwater Infrastructure: Two Tools for a Water Centric City
- Water/Energy Nexus — Achieving Net Zero Carbon Footprint

Registration costs \$695, and this workshop qualifies for 18 AICP CM credits. The workshop chair instructor is Vladimir Novotny, co-author of *Water Centric Sustainable Communities*, a book valued at \$135 that is included in the price of registration. Other instructors include Steve Moddemeyer of Seattle architecture firm Collins-Woerman; Karen L. Sands, Manager of Sustainability for the Milwaukee Metropolitan Sewerage District; and Cathy Tuttle, executive director of Seattle Neighborhood Greenways

For more information, contact Muarli Vedula at 414-227-3121 or mvedula@uwm.edu, or Marcia Gabriel at 414-227-3378 or gabrielm@uwm.edu. More information is available at <http://www4.uwm.edu/sce/course.cfm?id=24046>.



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THE

WASHINGTON PLANNER

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Learn about public participation and community building at the Pomegranate Center Intensive

If you want to learn how to better collaborate and interact with the community, Pomegranate Center in Issaquah will be hosting an intensive course to help planners develop those crucial skills. Attendees will learn how to encourage public participation, foster a sense of community, and react professionally to difficult individuals.

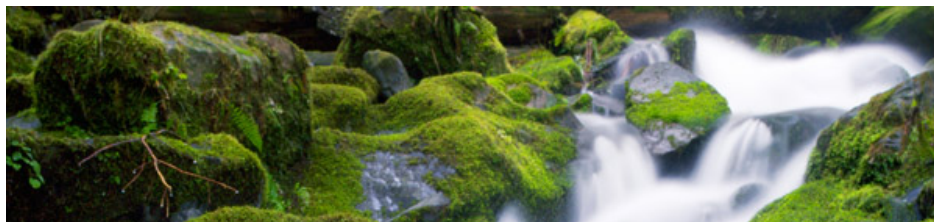
Course topics include:

- Community Building: Philosophy and Principles
- Facilitation
- Principles of Leadership
- Turning Ideas into Actions
- Wiring for Success: Community Project Planning

The Pomegranate Center Intensive will take place from 9 a.m. to 3 p.m. at the 2100 Building in Seattle at 2100 24th Ave. S. on February 7 and 8, February 28, March 1, March 21 and 22, and April 25 and 26, all Fridays and Saturdays.

Registration ends Wednesday, January 15. Tuition is \$795 for corporate attendees, \$695 for non-profit/government attendees, and \$645 for students. Group discounts and scholarships are available.

For more information, contact Program Coordinator Jayne Jaderholm at jayne@pomegranate.org or visit the organization's website at <http://www.pomegranatecenter.org/>.



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AICP CM Course Two-for-One: Law and Ethics for Planners

Friday, February 7, 2014

12:00 to 4:00 pm

LMN Architects

801 2nd Ave., Suite 501

Seattle 98104

[Register](#)

Attend this half-day seminar to secure those hard-to-acquire mandatory credits in law and ethics for AICP, hosted by LMN Architects. Joe Tovar will lead a 90-minute session on ethics, which will include case studies and a group discussion. Richard Weinman and Rich Hill will share a 90-minute session on recent legislation and case law affecting planning practice.

Lunch is included in the registration fee (\$40 for members, \$60 for non-members). Space is limited to 40 attendees, so [register early!](#) For more information, email office@washington-apa.org.

Approval for credits has been requested. Members are kindly requested not to contact the APA office to inquire about the status. As soon as approval is received, the information will be posted on the website.



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2014 WASLA/WRPA Joint Conference Sneak Peek

The Washington Chapter of the American Society of Landscape Architects (WASLA) and the Washington Recreation and Park Association (WRPA) will be holding a joint conference on April 8-11, 2014 at Magnuson Park on the banks of Lake Washington in Seattle. The joint conference and tradeshow is projected to bring together 600-700 like-minded professionals in the first collaborative endeavor between WASLA and WRPA.

Registration for the 2014 WASLA/WRPA Joint Conference is now live on the WASLA website! To register, visit the WASLA website at <https://www.wasla.org/conference/%20registration-2014/>. Super Early Bird Registration is still available through the end of the month, so register now and receive the best deal on the conference.

Thank you to the Conference Education Committee (CEC) for reviewing and selecting sessions for the conference. Visit the Educational Sessions tab of the WASLA conference website at <http://www.wasla.org/conference/educational-sessions-2014/> to peruse the "sneak peek" program and be sure to check back as there are additional sessions that are being developed, finessed, and scheduled that are currently not listed. The preliminary program is scheduled to be released in January with the final program available in March.