



American Planning Association
Washington Chapter

Making Great Communities Happen

Strategic Plan

Using the findings of a membership survey, the APA Washington Board of Directors formulated a vision through facilitated discussions for the next 10 years, short term strategic directions for the next 3 years, and immediately implementable objectives for the coming year.

Vision

Ten years from now APA Washington will have increased its influence and credibility throughout the state of Washington. Through effective legislative influence and policy development, the Chapter will see that sustainable planning is in effect statewide. Accessible, affordable, and effective AICP certification maintenance training will be available to planners through a comprehensive system of seminars, webinars, and conferences. Membership will have doubled and represent the diversity of our state and our planning backgrounds. Sections will be providing more resources to members and Section Boards will be better connected to the State Chapter Board. A complete administrative and executive staff will be in place to better support all of the Chapter and Section activities.

Goals and Objectives

Strengthen the chapter, sections, and increase connections

- Audit the Sections to find the needs
- Initiate a Professional Development program
- Increase exposure of the GMA 2015 event
- Add remaining counties to Sections – either redefining or forming
- Transition scholarship fund into internship fund
- Train the membership about the chapter
- Better platform for information sharing
- Develop feasibility plan for executive director

Expand planning and APA influence on local, regional, & statewide issues

- Collaborate with the Department of Commerce to implement the 10 Big Ideas
- Create state Great Places award
- Engage student planners in 2015 Planning Month (October)

Increase the membership and its diversity

- Diversity initiative
- Outreach to universities & employers

Expand advocacy

- Update legislative platform agenda
- Introduce packet of GMA reforms

Build partnerships

- Provide training across professions
- Expand PAW Liaison to Allied professions & local governments
- Outreach to other professions