

Performance Reporting Resources

The overall Divisions Performance Criteria is available on the [APA Website](#) and [APA Engage](#).

The overall Divisions Performance Reporting Template for Finances is available on the [APA Website](#) and [APA Engage](#).

DCEC Liaisons

David Fields, Chair (planman72@yahoo.com)

City Planning and Management Division

Hazard Mitigation and Disaster Recovery Division

Planning and the Black Community Division

Regional and Intergovernmental Division

Transportation Planning Division

Dave Gattis, Past Chair (drgattis@charter.net)

Economic Development Division

Environment, Natural Resources and Energy Division

LGBTQ Division

Private Practice Division

Chad Nabity, Vice Chair (ChadN@grand-island.com)

County Planning Division

Housing and Community Development Division

Small Town and Rural Planning Division

Women and Planning Division

Jennie Nolon Blanchard, Secretary-Treasurer (jnolon2@law.pace.edu)

New Urbanism Division

Planning and Law Division

Sustainable Communities Division

Urban Design and Preservation Division

Edna Ledesma, Ex officio member (ednaledesma@gmail.com)

Federal Planning Division

Food Systems Division

International Division

Latinos and Planning Division

Technology Division

Performance Committee

Chad Nabity, Committee Chair

Jessica Garrow, Small Town and Rural Planning Division

Sharon Rooney, Regional and Intergovernmental Planning Division

Michael Ionna, New Urbanism Division

Rebecca Leonard, Economic Development Division

Chris O'Keefe, County Planning Division

Additional contacts

Jennie Nolon Blanchard, jnolon2@law.pace.edu (DCEC Secretary-Treasurer)

Jennie may assist with specific questions about your budget, or financial reporting.

Maggie Kraus, mkraus@planning.org (APA National Divisions Leadership Associate)

Workplans, Financial Report and Budgets

We're planners, so tell us what you planned to do this past year ending September 30th, 2020 and what you're planning for next year (to September 30th, 2021). We understand the challenges that COVID-19 has presented, so feel free to elaborate on how your Division adapted. You need to upload your past and present work plans, as well as the standard combined financial report and budget form on the next pages. Please highlight any comments you'd like us to specifically note in the next form field.

Workplan

Please highlight any comments you'd like us to specifically note in the form field below.

In 2020 FPD made significant progress in accomplishing the workplan without being impacted by COVID. The executive committee held a virtual retreat conducting a SWOT analysis. The DC assisted with the help of David Fields who facilitated the retreat. The outcome was we were able to refocus our division's activities and provide value to our membership. Some specific activities the division accomplished include restarting its newsletter with a special series acknowledging awardees and the work on conference, rolling out a monthly websites utilizing material that was planned for the conference, and hosting a virtual business meeting with the membership on the state of the division. These led to more touch points with our membership.

For 2021 we plan to continue the momentum and provide additional activities for our members. The workplan calls for continued focus on communicating with members through website updates, newsletters, social media, and consistent email blasts. Also, this year we will focus on finding opportunities to engage with APA by having a committee on the EC dedicated to APA engagement with goal to find way our division can connect and contribute the APA, chapters, and other divisions.

Attachments:

[Appendix A. FPD Work Plan for FY20](#)

[Appendix B. FPD Work Plan for FY21](#)

Attach your Divisions' Work Plan for FY19/FY20 and FY20/FY21

Budget

Show us the money! Using the standard Divisions Financial Report and Budget Form found on APA Engage, please upload your FY2019/20 report and FY2020/21 budget here. Note that if you have revenues (other than dues, received last year or projected for this coming year) or expenses (other than communications, business meeting, or travel incurred last year or projected for this coming year), please insert extra rows as needed onto the spreadsheet and note with some detail in the form field below. Also, explain how any anticipated deficit will be addressed to close any budget gap and how the Division is working toward balancing the subsequent budget.

Attach your FY2019/FY20 Financial Report and FY20/FY21 budget

FY20 ended with a slight increase of \$5,740.65 in revenue over expenses. The cash balance on Oct 1st, 2019 was \$75,359 and a year later the division ended with \$81,100. This was due in part of the elimination of planned expenses for the conference and revenues obtained from a regional workshop. FPD was fortunate that COVID impact to workshop expenses were minimal.

FPD is presenting a conservative FY21 Budget without the expenses of the workshop. It is planned that ~\$8K in additional revenue will occur over next year.

Attachments:

[Appendix C. FY19/FY20 Financial Report and FY20/FY21 budget](#)

Communications

So much of our time is spent communicating with members. How do you do it? Please identify how often each tool was used to communicate with Division members (include web links for any posted material and dates if available).

In 2020 FPD created a communication plan with 3 goals: provide consistent connection, become the “go to” federal planning source, and promote awareness and benefits of FPD. The team strengthened its communication team by adding a communications director, social media director, and a publications director to provide the support to keep information relevant. The team focuses on the five platforms to communicate with members (frequency): FPD website (monthly), Email blasts (bi-weekly), newsletter (bi-annual), social media (weekly), and a brochure (annual).

Does your Division offer a newsletter (including hard copies, electronic versions, or other)? How often? Do you have any insight around how many members are opening and/or viewing your newsletter?

Yes, FPD restarted its newsletter to members this year electronically. Two newsletters were provided electronically. The focus of these were on the conference and to celebrate the annual awardees.

Upload an example of your Division newsletter here.

Attachments:

Appendix D. Spring Newsletter 2020

Website updates

Has your Division webpage or website been updated recently? If not, does your Division have a projected schedule to do so (please describe below)? If yes, what updates were made and when? If you've opted to update to the new APA format, at what stage is your Division in contemporizing your webpage/website?

Website content remains an area that needs increased attention. Although it's perennially used during lead-up to annual workshops and we're currently updating it with upcoming regional workshop information, frequent updates are lacking. That said, there is considerable information on the website, and we are routinely contacted by those viewing the website. This is an area of renewed focus for 2021 with the new APA platform coming on-line and having a dedicated team focused on keeping it up to date.

Onboarding

Did your Division have a chance through your membership communications to onboard students and young professionals with a welcome message or introduction to the APA organization and/or your Division? How about letting them know about and promoting the annual Student Design Competition each autumn that Divisions sponsor and organize with the SRC annually? There is an SRC publication called the "Student Scoop" with a call for materials at the end of each month for you to promote student-specific activities and involvement (volunteerism) in your Division that goes out to the universities, and component leaders at the start of each month. Has your Division considered (or used) this vehicle in your outreach?

New for this year, the Division now sends out a welcome letter monthly to any new members added to its roster. The promotion of the Student Design Competition has not been undertaken, nor has the coordination with the SRC and the "Student Scoop". Given the membership's majority student makeup, it is a reasonable step to take in the upcoming year to ensure improving communication with the membership.

e-Blasts

Does your Division use a service such as MailChimp, Constant Contact, or other? If so, include any relevant strategies, metrics and/or feedback (positive or negative). If not, just respond with "N/A".

FPD manages our email through Mailchimp.com, an online email marketing service. Through the service, we manage two lists: the dues-paying members and our "friends of FPD," which includes prospective members as well as other interested people. This list remains at over 1,000 persons. We are especially active in sending emails to our membership as this is our primary means for communicating information to our members. Topics included volunteer calls, reminders about events, links to articles, data about the division, announcements, and highlights from conferences and award programs. We've also begun using Twitter in 2019 and we use Doodle Poll regularly.

Social Media

Does your Division use platforms such as Twitter, Facebook, Facebook Live, or Instagram? If so, include any relevant strategies, metrics and/or feedback (positive or negative). If not, just respond with "N/A".

FPD has a presence on Twitter, Facebook, and LinkedIn. Regular updates are sent out via Twitter. We are working on using our Facebook and LinkedIn presence as an engaging platform for FPD members to get updates on relevant Federal planning career opportunities. We have a non-profit page at Federal Planning Division APA (<https://www.facebook.com/federalplanning/>) with over 390 followers and a public group at (<https://www.facebook.com/groups/191774510270/>) with over 130 members. We continue to maintain both sides due to the different capabilities of a page vs. a public group. Our LinkedIn site, Federal Planning Division of the American Planning Association (<https://www.linkedin.com/groups/7066439/>), has 233 members and is being used several times this year by the FPD community to post career opportunities. We also started a Twitter profile @APA_FPD (https://twitter.com/APA_FPD) that has 68 followers. Both social media sites remain growth opportunities for FPD.

Membership Surveys

Please describe the survey planning, any outreach, total responses/response rate, and results of what you found. Include a copy of the survey as an attachment on the following page. If your Division did not conduct a survey this year, please indicate "N/A", but confirm the biennial schedule on which the Division is meeting its survey requirements of Division membership.

During the past few years, FPD has conducted an annual survey directly after the training workshop to solicit feedback about the workshop and FPD in general. After the annual training workshop was canceled due to the COVID-19 pandemic, the Executive Committee decided to distribute a shorter survey that would help inform how we could meet member needs in absence of the workshop. We were specifically looking for assessments of our current initiatives and ideas for how to improve FPD in advance of the Executive Committee virtual retreat.

We were pleasantly surprised to receive our highest response rate ever, with over 100 people offering thoughtful responses to questions about why they joined FPD, what FPD currently does well and could do better to serve its members, and the types of trainings that FPD should offer in the future. The majority of respondents reported working for consulting firms (52%), with 25% working for a federal agencies. There was a fairly even split in the lengths of careers of respondents and how long they had been members of FPD. Respondents overwhelmingly indicated that they joined FPD primarily because they worked on federal projects and for its unique networking opportunities (92 and 72 responses, respectively). Learning about federal projects and taking advantage of FPD's training priorities were less frequently cited responses (44 and 48 responses, respectively).

When asked about the value of current FPD offerings, there was notable enthusiasm for the annual training workshop, the regional training workshop, and free webinars offered in partnership with the APA Ohio chapter. Many respondents stated they appreciated how well FPD communicated with members and lauded the revamping of the FPD newsletter. Some also suggested helpful ways to improve the awards program and do a better job of making members feel welcome.

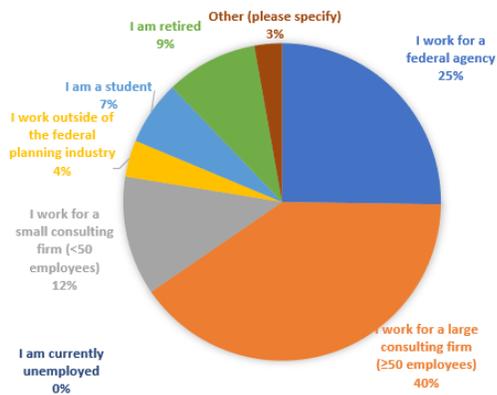
All of these responses and suggestions were considered by the Executive Committee during our retreat held in May, thus directly informing our plans for the upcoming year. Some key questions we discussed included:

What should FPD's mission be?

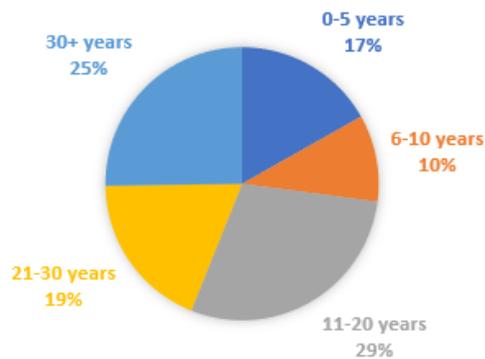
- How are we currently meeting the needs of FPD members, and how can we do that better?
- How can we better communicate the value of being an FPD member and retain members in the long term?
- Where does the Executive Committee need additional volunteers to be able to execute its vision?

The results of the retreat included a SWOT assessment, an updated work plan and calendar, and the identification of "tiger teams" that could hone in on issues that needed more discussion. These teams formed around membership goals, membership value, student engagement, awards program refinement, virtual business meeting planning, and revising the FPD mission statement. Members heard about some of those initiatives during our business meeting and will continue to learn more about them as we roll out future initiatives.

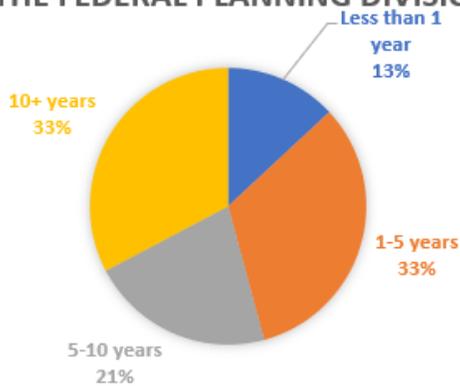
WHICH OF THE FOLLOWING REFLECTS YOUR EMPLOYMENT STATUS?



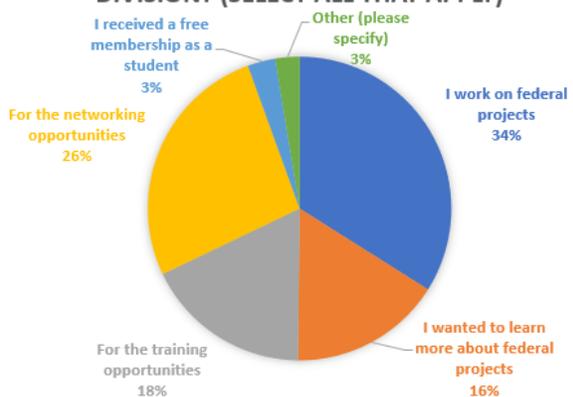
HOW LONG HAVE YOU BEEN EMPLOYED AS A PLANNER?



HOW LONG HAVE YOU BEEN A MEMBER OF THE FEDERAL PLANNING DIVISION?



WHY DID YOU JOIN THE FEDERAL PLANNING DIVISION? (SELECT ALL THAT APPLY)



The remaining questions focused on benefits, communications, and concerns. Overall the members find FPD's annual training workshop, the awards program, newsletter, and webinars. Members would like to continue to see more communications. Biggest concerns were participation by government entities, value of membership, and perception of federal planning.

Attachments:

[Appendix E. 2020 FPD Membership Survey](#)

Specific Outreach for Volunteers

How do you recruit and communicate with Division volunteers throughout the year?

FPD exists because of the volunteers and there are many. Initial connection is either via personal contacts or email blasts for specific efforts, but a call for volunteers is also included during our annual Workshop. Besides the Executive Committee and various support committees, the annual workshop requires the greatest number of volunteers. The Workshop Chair establishes a number of supporting committees, each with a committee chair who is responsible for coordinating as needed with their committee members. Stunningly, we've never been short on volunteers--our membership steps up as needed with the "many, each doing a little" approach.

Other

Please share any additional comments about member communications. Do you use doodle polling to schedule meetings? Meet by conference call? Use Adobe Connect or Zoom calls? Please identify what works best for you (or doesn't), as it may be important to share within our Divisions family!

COVID 19 provided us with new opportunities and challenges. How did your Division plan and organize events in a virtual environment? Please identify your Division sponsored virtual activities both independent of, or jointly with other Divisions, Chapters, or the SRC. Don't forget the Divisions Virtual Happy Hour during NPC20@Home.

General sessions, facilitated discussions, social events, mobile workshops, Planners Day of Service sponsorship/involvement, SRC Competition support, or other.

Annual Business Meeting (please provide date and time here), and upload your meeting minutes and sign-in sheets on the following two pages, if possible. Please indicate if your Division e-televised (in real time or recorded) your meeting so that others not present at the conference could access it online.

FPD uses cisco webex for its EC meetings, business meetings, and webinars with members. The results have been satisfactory. In 2021 we are planning to host virtual workshops in the Fall and Spring. The Fall's focus will be centered on planning in a virtual environment while the Spring's workshop will be similar in scope to the in-person events we host adjacent to the NPC conference.

FPD held its annual business meeting on 2 Sep 2020 virtually with over 60 participants. The format was live using webex. A copy of the minutes are kept on the FPD website.

Upload minutes from your Annual Business Meeting.

Upload sign-in sheets/ rosters from your Annual Business Meeting.

Attachments:

Appendix F. 2020 Annual Business Meeting Slides

Appendix G. 2020 Annual Business Minutes and sign-in sheets

Staffing of the Divisions Council booth at the direction of the Divisions Council Executive Committee (provide date, time and name of Division members who staffed booth).

All other events / programs

What did you work on before and after NPC? Please identify any events or programs sponsored/endorsed/created by your Division (other than those at the National Planning Conference), including the number of participants, revenue generated (if applicable), and CM credits offered (if applicable).

FPD held its first retreat virtually. This offered a great opportunity for the EC getting to know one another and discuss what issues we need to focus on.

Education programs (including webinars, events at local APA conferences, events co-sponsored with other organizations, etc.).

FPD began running a monthly webinar series under the professional development committee using material for the canceled workshop. These meetings have been well attended and provided over 200 CM credits to attendees.

Additionally, FPD purchases access to the Ohio APA Chapter's Planning Webcast Series and provides it at no cost to FPD members. This provided FPD members the opportunity to earn over 50 CM credits in 2020 through live webcast APA sessions. Sessions usually take place live on Fridays from 1:00 pm to 2:30 pm Eastern Time and are accessed from the following web link:
<http://www.ohioplanning.org/aws/APAOH/pt/sp/planning-webcast-series>.

Lastly, FPD's student outreach committee led a federal planning career discussion that was attended by over 40 upcoming students. The session was led by the committee chair and three professionals that provided a live session about being a federal planner and how to apply for jobs.

Networking/social events (events at local APA conferences, events co-sponsored with other organizations, etc.).

NA

Awards you give out (student papers, scholarships, diversity, etc.)

FPD's Annual Awards Program remains a flagship evolution with considerable interest from FPD members. Recipients were recognized through e-blasts and newsletter. The program has been essential in helping the winners achieve recognition among their peers. The awards committee received 60 submissions resulting in 18 final awards

Award Tier	Project #/Name	Location	Sponsor	Contractor/Consultants
Category 1 – Outstanding Federal Planning Program				
Honor	Defense Logistics Agency (DLA) Worldwide Area Development Plans (ADPs) Program	Worldwide	DLA Disposition Services, U.S. Army Corps of Engineers, Mobile District	HDR Inc., Prosser
Merit	Wheeler Army Airfield, Flightline District Area Development Plan	U.S. Army Garrison, Hawai'i (USAG – HI)	USAG Hawai'i and U.S. Army Corps of Engineers - Fort Worth and Honolulu Districts, Huntsville Center	Woolpert, John Gallup & Associates, Pond & Company, The Schreifer Group, Crawford Consulting
Citation	Facilities and Technical Support, U.S. Army Materiel Command	11 Installations	U.S. Army Materiel Command and U.S. Army Corps of Engineers (Fort Worth District and Huntsville Center)	Pond & Company, under contract to Shearer & Associates
Category 2 – Outstanding Federal Planning Project				
Honor	National Institute of Standards & Technology (NIST) Gaithersburg Campus Master Plan	NIST Gaithersburg Campus, Gaithersburg, MD	National Institute of Standards and Technology, United States Department of Commerce	Metropolitan Architects; Planners, Inc., Subconsultants: Affiliated Engineers, ERG, Gorove/Slade, RC Goodwin & Associates, Rhodeside & Harwell, RMF Engineering
Merit	Naval Support Activity Monterey, Installation Development Plan	NSA Monterey, Monterey CA	NAVFAC Southwest	The Urban Collaborative, under contract to The Onyx-Urban Collaborative Joint Venture
Citation	Tyndall Air Force Base Recovery Plan	Tyndall AFB, Panama City, FL	325th Civil Engineer Squadron, Tyndall AFB + Air Force Civil Engineer Center	AECOM

Award Tier	Project #/Name	Location	Sponsor	Contractor/Consultants
Category 3 – Outstanding Area / Site Development Project				
Honor	West Point Clinton District Area Development Plan	United States Military Academy, West Point, New York	Headquarters, U.S. Army Installation Management Command	Michael Baker International, Cardno, HB&A, and The Schreiber Group
Merit	Joint Task Force Guantanamo, Project Definition Report	Naval Station Guantanamo Bay, Cuba	U.S. Army Corps of Engineers (Mobile and Savannah Districts)	The Urban Collaborative (subconsultant to Gulf South Research Corp.)
Citation	621st Contingency Response Wing, Campus Development Plan	Joint Base McGuire-Dix-Lakehurst, New Jersey	621st Contingency Response Wing/ 787th Civil Engineer Squadron	The BTA/Onyx Group JV
Category 4 – Outstanding Technical Plan or Study				
Honor	Zion National Park Management Scenario Tool	Zion National Park, Utah	Zion National Park, Utah	HDR, L2 Data Collection, Inc.
Merit	UFC 2-000-05N C5ISR Operations & RDAT&E Facility Planning Criteria Study	Global	Naval Facilities Engineering Command, Atlantic	AECOM
Citation	iNSIPP GIS Tool Dook for Navy Planners	Navy Planning Enterprise-Worldwide	Naval Facilities Engineering Command, Atlantic	AECOM
Category 5 – Outstanding Environmental Planning Project				
Honor	Customs and Border Protection, Advanced Training Center, Sustainability Component Plan	Customs & Border Protection Advanced Training Center, Harpers Ferry, WV	U.S. Army Corps of Engineers (Fort Worth District + ERDC Construction Engineering & Research Lab)	Michael Baker International
Merit	Rogue River Regional Master Plan and Integrated Environmental Assessment	Rogue River Watershed Basin, Oregon	U.S. Army Corps of Engineers (Portland District)	The Urban Collaborative with support from Tetra Tech, Integrated Water Solutions, SWCA, and GEO Consultants Corporation
Citation	National Science Foundation, Arecibo Observatory, Environmental Impact Statement	Arecibo, Puerto Rico	National Science Foundation	Jacobs, Inc.
Category 6 – Outstanding Collaborative Planning Project				
Honor	Mid-Columbia River Regional Master Plan and Integrated Environmental Assessment	Mid-Columbia River Basin, Oregon and Washington	U.S. Army Corps of Engineers (Portland District)	The Urban Collaborative with support from Tetra Tech, Integrated Water Solutions, SWCA, and GEO Consultants Corporation
Merit	Fort Drum Joint Land Use Study	Fort Drum, New York	DoD Office of Economic Adjustment + Development Authority of the North Country, New York	Matrix Design Group, Inc.
Citation	Selfridge Air National Guard Base - Eisenhower Center's Veteran Care Transition Center Section 106 Report	Selfridge Air National Guard Base, Michigan	U.S. Army Corps of Engineers (Louisville District)	The Urban Collaborative, sub to UC + GEO Joint Venture

Any Division management meetings / conference calls.

The FPD Executive Committee conducts a scheduled, monthly conference call and ad hoc calls as needed. We also conduct business and hold votes via email, phone calls, and email polling. Recurring monthly meetings were held on the following dates during FY20:

October 25, 2019
November 20, 2019
December 18, 2019
January 15, 2020

February 20, 2020
 March 19, 2020
 Apr 16, 2020
 May 21, 2020
 June 18, 2020
 July 16, 2020
 August 20, 2020
 September 17, 2020

Membership

Who are your members and how many do you have? Please identify the number of Division members at the start of FY2020 (October 1st, 2019), and the end of FY2020 (September 30th, 2020). Note that this information will be provided to you by APA National in October. Please list this here. Also attach by “member type” on the following page: FCLT, LIFE, MEM, NOM, RET, STF, STU by sorting your membership roster on the “member type” column.

Member Type	Roster Total 9/30/2019	FY18 % of Membership	FY18-FY19 Membership Change	Roster Total 9/30/2020	FY19 % of Membership	FY19-FY20 Membership Change
LIFE - life members	16	1%	13%	17	2%	6%
MEM - regular members	793	63%	52%	654	65%	-21%
NOM - division-only members	12	1%	-20%	11	1%	-9%
RET - retired	4	<1%	50%	6	1%	33%
STF - staff	1	<1%	50%	2	<1%	50%
STU - students	423	34%	-26%	323	32%	-31%
XMEM	1	<1%	67%	1	<1%	0%
TOTAL	1,250	100%	25%	1,014	100%	-19%

Appendix H. 30 Sept 2020 Division Roster

Students and young professionals make up a significant portion of membership for many Divisions. How many students/young professionals are members? How many did you gain, retain, or lose compared to the previous year?

FPD roster show 323 students at the end of FY20 versus 423 at the end of FY19 a 30% decrease. This is a significant drop however looking at past year's data it appears the last month of the FY always has significant changes. For example, in July 2020 there were 531 students vs 323 in September.

Also, does your Division have any committees, task forces, or other groups? If so, tell us the name of the group, who's on it, and what they're working on.

- 2021 FPD Workshop Committee: Joe Hart, (Chair), Chad Hartley, Jordan Niedzwiecki, Leslie Uptegraff, Madeline Finchman, Katie Lamoureux, Chad Adkins, Katie Merry, Holly Workman, Blake Norton, John Douglass, James Rodriguez, Karin Olsen, Robert Morrow, Paula Loomis, Rachael Richter, Heather Mendenall, Linda Pressler, Celeste Boccieri, Alison Evan, Erin Tabakin, Bryan Sullivan, Daniel Wheat, Aliya de Grazia
- 2021 Awards Committee: Abbey Ness (Chair), Steven Bevan, Britta Ayers, Beth Rohman
- Communications Committee – Rena Schlachter, David Leonard, Ras Tafari, Katie Benzel, Heather Mendenall
- Student Engagement Committee – Alison Evans, Wilson Calvert, Charles You, Neil Janes, and Max VanAllen
- Web cast series task force – Josh Schiffer, Jill Schriefer, James McMurray

Division Assistance Programs

What are your Division members doing for the community? Tell us all about it.

None identified

Did your Division provide support to other APA Divisions, Chapters, students, staff, CPAT's, or general membership? Please provide date, topic, and Division member(s) who participated.

None identified

Did your Division provide support in response to external requests? Please provide date, topic, and Division member(s) who participated.

None identified

Were any of your members quoted or cited in a publication? (We recommend you highlight it to your whole Division too.)

None identified

Research and Publications - Are you conducting technical work or publishing? If so, please identify any Division-sponsored research activities, and/or publications (provide a web link for all publications).

None identified

Elections - Who's going to write next year's Performance Report for year ending September 30th, 2021?

HINT: It is those who got elected this past summer for your Division! If your Division held elections this summer, please tell us the names of not only the winners (new incoming officers or those re-elected),

but also the candidate names, and who made up your Division's Nominating Committee (or your nominating officer). The election results were made public to you by APA National in August. All names, names, names and positions here please.

Brett James, FPD Past Chair, served as FPD's nominating officer in FY20. Following are the FY20 election results to include nominees:

- Vice Chair: Elizabeth Perales (elected), Britta Ayers
- Treasurer: Gather Mendenall (elected), Gregory Lipscomb
- Secretary: Celeste Werner (elected), Paula Loomis

Bylaws - Did you make any changes to how you operate? Let us know. If your Division updated its bylaws this Fiscal Year, please tell us the names of the review committee members, summarize the key changes you adopted, and attach your updated bylaws below. Also, tell us if you updated your bylaws based on the 2014 Model Divisions Bylaws.

Last update to the FPD bylaws was in August 2016.

Attachments:

[Appendix I. FPD Bylaws](#)

Attach your Division's updated bylaws here.

Who represented your Division at the Divisions Council meetings at the National Planning Conference and Fall Leadership virtual meetings? If your Division was not represented at one of these meetings, please explain why and how this will be corrected in the future.

Andrew Wright, FPD Chair

APA Development Plan - Let's show how much Divisions contribute to the overall American Planning Association organization. Please identify any specific efforts your Division undertook to specifically support the APA Development Plan, ongoing Divisions Council initiatives, and/or the APA-focused primary initiative ("Planning Home").

FPD contributes greatly to APA by expanding the "big tent" atmosphere of APA to provide value to the thousands of planners working for or supporting the federal government, and helping those planners access their colleagues and APA resources. The following lists each of the strategies contained within the 2015-2035 APA Development Plan and how FPD contributes to that strategy through its activities and initiatives. Notes on where FPD can do better are also included.

[APA will LEAD the planning movement.](#)

- *S-1 Be relevant, nimble, and out in front of issues and trends.* FPD's hosting of an annual workshop and the occasional regional workshop brings leaders in the field together to showcase the latest techniques and to debate and discuss the approaches. FPD's embracing of social media and web casts results in a live venue to further debate on the latest federal planning issues and trends.

- *S-2 Advance sustainable planning and other best practices.* FPD's Awards Program specifically includes sustainability as a criteria and rewards innovation and replicable best practices.
- *S-3 Build capacity for planning at the local level, in the U.S. and around the world.* Primarily accomplished through FPD's Annual Training Workshop and regional workshops.
- *S-4 Nurture innovation and creativity in the profession.* Similar to S-1, FPD provides venues for innovation and creativity through its hosting of the annual workshop and the occasional regional workshop, which bring this sector together to showcase the latest techniques of innovation and creativity in the profession. FPD's social media engagement results in a live venue to for further explore innovation and creativity in the profession.
- *S-5 Articulate what planners should be doing and achieving and, through AICP, set the standard for planners and the planning profession.* FPD supports AICP for its eligible members.
- *S-6 Ensure APA is the go-to organization for planning information.* Enhanced through FPD's outreach to federal agencies and our niche audience.

APA will COMMUNICATE AND ENGAGE to foster quality leadership and participation.

- *S-7 Promote planning successes.* Directly supported through FPD's Awards Program.
- *S-8 Foster increased volunteerism and activities within the profession.* FPD has countless volunteers from the EC, various committees, and workshop support. Interestingly, many of FPD's members are not APA members. FPD draws on professionals that provides and supports federal planning, primarily architects, landscape architects, and engineers. These persons are dedicated to federal planning; through their volunteer actions, are voluntarily supporting the planning profession.
- *S-9 Improve communication with leadership, members, partners and the world.* FPD stepped up by creating a communication plan, restarting a newsletter, sending out e-blasts, and updating its website in FY20..
- *S-10 Build champions for planning among elected and volunteer leaders.* FPD is an organization of many leaders. Our approach is to divide the work among the masses with committee chairs for each focus effort. Many of these "initial" volunteers move on to play more significant roles to include elected positions.

APA will PARTNER to leverage resources and build coalitions.

- *S-11 Enhance the depth and breadth of our partnerships.* Enhanced through FPD's outreach to federal agencies and other divisions.
- *S-12 Foster interdisciplinary approaches to address planning issues.* FPD membership consists of a broad, interdisciplinary membership to include not only planners, but also architects, landscape architects, many of the engineering disciplines, and others.
- *S-13 Explore the establishment of a set of research priorities in collaboration with our funders and other partners.* FPD has nothing significant to report under this strategy, although research is a growing interest area with FPD leadership.

APA will ADVOCATE for planning, planning leaders and good government.

- *S-14 Assert and communicate the value and role of planning in community building.* Doing so is at the core of our annual workshop and periodic regional conferences.
- *S-15 Strengthen our planning advocacy program at the federal, state and local levels; and broaden the level of planning advocacy efforts.* Achieved through FPD's activities aimed at increasing awareness of APA and AICP among federal planners.
- *S-16 Promote policies and practices that reinforce planning ideals and provide more planning tools at the federal, state and local levels.* Achieved through FPD's taskforce review of draft planning guidance under development by federal agencies.
- *S-17 Advance the profession and our communities, think big, look forward, embrace change.* FPD embraces this notion through our annual workshop and periodic regional conferences; leading edge ideas are presented for "consumption"; planners carry these ideas back to their offices.
- *S-18 Promote the value of our professional credentials, particularly the AICP credentials.* Promoted through FPD's supports of AICP for its eligible members.
- *S-19 Advocate for diversity in the planning profession, and among appointed and elected officials, to reflect the population our members serve.* FPD volunteers are reflective of the FPD membership and the federal agencies we serve.

APA will INSPIRE building great communities.

- *S-20 Inspire planners to reach new heights of creativity, energy and innovation.* Achieved through the training provided at web cast series as well as FPD's annual and regional workshops.
- *S-21 Collaborate with our partners in the academic community to address the role of post-secondary education in shaping the future of the planning profession through effective training of planning professionals and research to advance planning objectives.* This is an area that is currently under-addressed by FPD, although FPD does have members who are fully engaged in academic and research aspects of our profession as they apply to federal planning. Creating stronger ties to the academic research and community is on FPD's radar.
- *S-22 Develop early outreach programs to middle and high school students to teach them about the value of planning.* FPD has nothing significant to report under this strategy.
- *S-23 Raise awareness, respect and support among federal, state and local leaders about the importance of planning and professional planners.* This strategy is at the core of FPD's purpose and is achieved through training events and the awards program.
- *S-24 Instill in planners the highest standards of ethical behavior with a fundamental focus on the public interest.* Ethics training is offered at FPD's annual workshop. As federal planners, our focus on public interest is driven by agency requirements and public accountability.
- *S-25 Reach out to and inspire the public and other planning participants.* FPD's social media is open access, which provides opportunities for the public to be inspired. Many of our members participate in other conferences where planning is not the focus but is the topic of that session-- climate change and its impact to federal properties comes to mind.

- *S-26 Make our communications more narrative, specific, personal, and compelling, in order to become a leading inspiration in planning.* Accomplished through FPD's educational training, especially that provided at the Annual Workshop.
- *S-27 Support the Planning Foundation.* This represents an opportunity for FPD. Although the broad implications are understood, a discussion regarding specific benefits to federal planning would be beneficial.

APA will SERVE its members.

- *S-28 Become more member-responsive and transparent.* Addressed through regular communications, responsiveness to contacts, and reviewed through FPD's annual member survey.
- *S-29 Implement sound growth and retention strategies for membership.* FPD has largely been a division of "drawn" members--that is, they see the value in joining FPD (even if not APA members) and they join. The policy change did see a dramatic uptick in student members. Membership campaigns in the past have seen a marginal increase in membership. But more than anything, FPD must do a better job promoting itself to non-member federal planners. We must continuously "sell" FPD to current and potential members.
- *S-30 Improve intergenerational engagement.* The typical member is set in their profession and a member of FPD for the educational and networking opportunities. We must focus on attracting the new professionals into FPD--increased engagement with students will help as will a stepped-up marketing campaign.
- *S-31 Provide career path support, as part of a pipeline from pre-graduation through employment, career development and retirement.* Accomplished through regular workshops, especially the annual workshop that provides not only training, but rich networking opportunities.
- *S-32 Enhance the value of AICP and FAICP credentials.* FPD is supportive of AICP, submits FAICP candidates, and promotes those selected for FAICP.
- *S-33 Celebrate our volunteers and create opportunities for members to serve the profession and their communities.* Between the annual workshop, the ad hoc regional workshops, the EC, and various support committees, FPD has an estimated 50 to 100 volunteers supporting our efforts. Using the lower number and discounting for the student members, that's in the neighborhood of 10% of our membership engaging through some FPD-related volunteer effort.
- *S-34 Ensure the availability of high-quality educational products and conferences for planners at all stages of their careers.* The annual workshop, the ad hoc regional workshops, and purchased webinars offer a good selection of educational products and conferences to FPD members.
- *S-35 Ensure the long-term financial and operational health of APA.* FPD maintains sound management of division revenues, costs, and risks associated with workshops and other events.

- *S-36 Provide a robust program of leadership development and succession planning.* FPD accomplishes its objectives through several dozen volunteers and calls upon its members to support specific programs. These volunteers gradually “float” up to leadership positions.
- *S-37 Ensure that the services we offer are of value to our members and are provided in the most efficient and cost-effective manner possible.* Workshops are costly to host, but costs are offset by generous sponsorships; over \$22,000 were contributed for the 2019 Annual Workshop. The use of virtual conferences offers an opportunity to provide services at a minimal cost.

Division Challenges

Life’s not always a bed of roses. Has your Division had any challenges this year? Don’t be shy, we’ve all been there. Tell us what happened and let’s see how the Divisions Council or other Divisions can help. Historically, Divisions have struggled with membership, finding active volunteers, and limited funding. Tell us if your Division dealt with any of these, any other emerging issues, and how you addressed them.

Three issues were identified as the biggest threats:

- 1) **Changing World** – current conditions (COVID-19) limits face-to-face meetings. Providing opportunities to meet at conferences and workshops is our most valued service to our members. Being able to provide “touchpoints” to everyone has been a significant challenge for the division. FPD has responded by having monthly member activities including web casts, workshops, newsletters, and updates to other communication. Even with this increase, the lack of networking opportunities limits this important part of our program.
- 2) **Financial Risk** – the annual workshop is always a financial risk. Attendance is strongly tied to federal budgets and there is always a potential that sequestration will inhibit turnout. FPD obtained insurance in FY20 to cover potential pitfalls. We were fortunate that all contracts were executed without liabilities for the organization. As we plan future in-person workshops, FPD will need to be very conservative with the budget and lean on APA for reviewing hotel contracts.
- 3) **Taking on Too Much** – There is only so much the volunteers can handle. This FY, FPD held a retreat that prioritized goals for the division and each members of the executive committee to ensure workload balance is reasonable given everyone’s full time job status.

Shout it from the mountains

In 500 words or less, bulleted or otherwise, please summarize your highlights from the past year. You’ve told us so much already, but this is the part in your own words that highlights what you’re most proud-of, the activities, education, outreach efforts, community engagement, mentorships, member enhancements, NPC leadership, growing of interest of our profession on a wider scale, and even what you’d like to put forward for an annual award (yes, think about that, as the very next deadline is Award Submissions!) The Performance Committee takes “this section” of your report to put in a compendium with all of the 22 Divisions, what you write here to prepare a report to the APA Board of Directors about the amazing happenings that we’ve accomplished this past year or are setting out to do. The more you tell us, the more we all shine together, so please use this as an honest self-promotion of who you are,

and the value you've brought and continue to bring to the American Planning Association, our profession, and the communities we serve!

Our division is the primary leader in federal planning. The organization has energetic leadership, passionate volunteers, a solid base of institutional knowledge, and a positive reputation that enables us to deliver a highly valued workshop, training opportunities, flag ship awards program, and quality communications to its membership. In 2020, FPD is more organized than it has ever been. Following the retreat facilitated by David Fields of the division council, the executive committee has clear goals and priorities for our organization to act upon. Due to the pandemic, FPD increased its communications output by restarting the newsletter, using material planned for the workshop to create a webinar series, and increasing its social media delivery. All the Executive Committee members have multiple efforts they are working. This next year we will have an APA engagement committee focus on promoting the division's association with APA, identifying opportunities the division can engage on APA initiatives, and finding opportunities to share federal planning work and its impact to communities.

We encourage all Divisions to submit for Divisions Council Awards, which include:

- Overall Division Performance
- Education Excellence
- Division Communications Excellence
- Best Practice
- Best Newsletter Article
- Overall Contribution to the Planning Profession

You're almost done!

On behalf of the DCEC and the Performance Committee, thank you so much for your work over this past year, and we know that this administrative (and often arduous) reporting task takes a LOT of time and effort. We also know that this year in particular has been uniquely difficult. These reports are vital to recording what we do and ensuring that we're meeting our annual and biennial goals and objectives, and promoting who we are and what we hope to achieve, and relaying it to the Board of Directors and the rest of the organization.

Our collective volunteerism is what makes us vanguards of what we do, and we're so supportive internally of our mutual endeavors as a team of professionals—part of the APA Divisions component family.

Keep up the great work that you do and continue to encourage others to do the same within your own Divisions, our communities, and don't forget your students and young professionals. It is a charge with great responsibility for the future. Your leadership and efforts do not go unnoticed and are valued immensely.

Thank you, again. Have a great year ahead!

(Don't forget to submit for Awards!)