



American Planning Association

Making Great Communities Happen

## APA DIVISIONS COUNCIL

### FY2016 ANNUAL DIVISION PERFORMANCE REPORT

DUE NOVEMBER 15, 2016

#### **Division: Sustainable Communities**

**Chair (or primary author if not Chair): Scott Turner**

#### **1. Workplans and Budgets**

Appendix A: FY 2015 Work Plan with Approved Budget

Appendix B: FY 2016 Work Plan with Proposed Budget

#### **2. Communications**

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

**Newsletter** - (including hard copies, electronic versions, or other) – We publish a newsletter twice a year. The newsletter features original content; division announcements, updates and special initiatives; and volunteer and executive committee profiles.

- The winter 2015 newsletter is posted here:  
<https://www.planning.org/media/document/9012890/>
- The summer 2016 newsletter is posted here:  
<https://www.planning.org/media/document/9106906/>
- We are currently developing a winter 2016 newsletter/publication consistent with the new Divisions Council's specifications for communication.

**Website updates** – We maintain an APA website which includes information about the Division, elections, and our annual awards program, and hosts our newsletter. We also have a blog website that we use for announcements and e-bulletins.

- APA Website: <https://www.planning.org/divisions/sustainable/>
- Blog Website: <https://apascd.wordpress.com/> (can also be accessed at [www.sustainableplanning.net](http://www.sustainableplanning.net))

#### **e-blasts**

- e-Bulletin – We produce a bi-weekly email bulletin which includes five standard sections: Division News; New from APA's Sustaining Places Blog; Sustainability

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Tools, News, and Resources; Feeds; Upcoming events. The e-bulletin is currently sent out to over 1500 recipients.

- E-Bulletin example: <http://us1.campaign-archive2.com/?u=0a196b8525f96edf44a4b3f53&id=bab681caba&e=fcda9b7379>
- We also send out periodic updates and information (e.g., regarding elections and calls for volunteers) to a members-only email list.

**Social media** – SCD has an active social media presence with (as of late October 2016) 767 likes on Facebook, 5,567 LinkedIn members, and 1,716 Twitter followers. This is an increase from 4,838 LinkedIn Members and 1,437 Twitter followers in 2015.

**Membership surveys** – We conduct a survey every other year to help us set the direction for member activities and improve our communications and other programming. Our last survey was in 2015. These surveys inform the Work Plan.

- Results from the 2015 membership survey can be found here: <https://apascd.wordpress.com/2015/09/04/results-of-the-2015-scd-member-survey/>

**Specific outreach for volunteer opportunities** – Our outreach is primarily conducted through the e-bulletin and is occasionally cross posted on social media, through the newsletter, or through a direct email. We did perform a webinar in December, 2015 to describe membership volunteer opportunities.

### 3. Annual National Planning Conference Activities

General sessions, facilitated discussion, mobile workshops, or other

- SCD General Session – Regenerative Urbanism Rising (4/2, 10:30 am – 11:45 am). This session explored the strategic planning challenge sustainability presents to cities and regions. It explored leading edge practices in sustainable and restorable urbanism that can be applied in response to forge resilient places.
- SCD Facilitated Discussion – Championing Sustainability (4/2, 9:00-10:15 am). This discussion highlighted the work that the Division’s Sustainability Champions Program was engaged in over the previous year. The discussion was led by Anne Miller, who leads the Champions program, and a number of our Sustainability Champions.
- SCD Reception & Sustainability Awards (4/3, 7:30 pm – 9:30 pm). Announced the winners of the 3rd Annual SCD Awards for Excellence in Sustainability and provided a networking opportunity for members for the Sustainable Communities, Urban Design and Preservation, International, New Urbanism, and Technology Divisions at DeSoto Market. Event was organized with the Urban Design and Preservation and International Divisions.
- SCD Special Session – Advancing Sustainability: An Evening with Sustainability & Resilience Leaders in Planning Practice, Policy, and Research (4/2, 7:00 – 9:00 PM) This Special Session, which was organized by the Sustainable Communities Division in co-operation Arizona State University’s Global Institute of Sustainability, the Arizona Chapter of the Urban Land Institute, the Green

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Chamber, the United States Green Building Council of Arizona, Green Living, and the Arizona Chapter of APA, featured a panel of three local experts. Each expert gave a brief presentation regarding the future of sustainability and resilience in Phoenix and nationally followed by a panel discussion moderated by Daniel Lerch, the founding Chair of the Sustainable Communities Division. Video of the event can be found at the following link:

<https://apascd.wordpress.com/advancing-sustainability-an-evening-with-sustainability-resilience-leaders-in-planning-practice-policy-and-research/>

- Rob Kerns participated in the Facilitated Discussion entitled “Smart Cities, Geodesign, and Big Data” along with members of the Transportation and Technology Divisions in support of the Smart Cities Initiative.

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### **Annual Business Meeting**

- Sunday 4/3, 7:00 am – 8:00 am
- See notes and attendance list in Appendix C

### **Staffing of the Divisions Council booth at the direction of the Divisions Council**

- Anne Miller (Past Secretary-Treasurer for SCD) staffed the booth from 4:00 pm - 5:00 pm on Monday, 4/2.

The APA Sustainable Communities Division accepted one Division Council award during the APA and AICP Annual Meeting and Leadership Honors Ceremony. The Sustainability Champions Program won a Best Practice Award.

### **4. All Other Events/Programs**

*What did you work on before and after the NPC? Please identify any events/programs sponsored 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):*

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

Webinars - In FY 2016, SCD held 5 webinars as follows:

- October 23, 2015, “Smart Cities and Decision-Making: The Art of Building a Better Haystack with Data” presented by Rob Kerns, Nick Bowden, Fred Merrill, and Ken Goulding. This session described how data can be used to better inform planning decisions. (248 attendees)
- December 14, 2015, “APA Sustainable Communities Division – Division Overview and Volunteer Opportunities” presented by Scott Turner and Jenny Koch regarding how members can get involved with the Division operations. (About 30 attendees)
- February 26, 2016, “Award Winning Sustainability” presented by Neil Angus, Ronda Fast, Justin Golbabai, and John Zeanah highlighting four of the projects that received 2015 Awards for Excellence in Sustainability. (552 attendees)

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- May 13, 2016, “Local Government Sustainability: Practices and Promises” presented by Dr. Mildred Warner, Dr. George Homsy, Ed Marx, and Leslie Ethen regarding the results of the 2015 Local Government Sustainability Practices Survey sponsored by SCD with the Small Town and Rural Division. (248 attendees)
- July 15, 2016, “Regenerative Urbanism Rising: Next-Generation Practice” presented by Scott Edmondson, Joshua Foss, and Charles Kelley regarding regenerative urban planning. (386 attendees)

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

- A Sustainable Communities Division Mixer was held at Nitsch Engineering in Boston on October 28, 2016. This mixer was held to introduce Massachusetts Division members to Angie Vincent, the Massachusetts Sustainability Champion, and set a program for Massachusetts initiatives over the next year. It was attended by approximately 25 people including a mix of students, public sector, and private sector planners.

### Recognition events/programs

Scholarships:

- The Division offered two \$500 scholarships to the Sustainability Community Division members to attend the National Conference. One scholarship was intended for a Sustainability Champion and one was intended for a Division volunteer. We asked each participant to answer the following questions:
  1. How have you contributed to the success of the Division over the past year.
  2. Why are you attending the conference?
  3. How would you paying for the conference and is it a hardship for you, or your employer, to pay for attending the conference.
- We received six applications and awarded a scholarship to Joanna Nadeau, our New York Champion, and Lisa Nisenon, a volunteer with our communications effort.

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

3rd Annual Awards for Excellence in Sustainability:

- Though the Awards culminated in an event at the National Planning Conference, the SCD’s Education & Practice Committee worked behind the scenes for months to prepare the second round of awards.
- Awards were given in seven categories: Sustainable Development Project; Sustainable Building Project; Sustainable Parks, Recreation + Open Space Project; Green Infrastructure Project; Sustainable Law, Policy or Plan Award; Green Infrastructure or Transportation Project; Leadership in Sustainability Award; and Sustainable Urban Design or Preservation Plan or Project Award. We advertised an Emerging Leaders category but did not receive any applicants.
- The award criteria for projects included (1) Originality + Innovation, (2) Compatibility, (3) Effectiveness + Results, (4) Engagement, & (5) Transferability.

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For Leadership in Sustainability, criteria were (1) Quality, (2) Influence, (3) Innovation + Inspiration, (4) Outreach and Engagement. The award nominations were open to both members and non-members. Nominees were evaluated by a jury of experienced planners.

- More info about the awards here: <https://www.planning.org/divisions/sustainable/awards/>

### 1<sup>st</sup> Annual Sustainable Communities Division Student Essay Awards.

- This year, SCD held a Student Awards competition. Two \$250 awards were given out, one for undergraduate students and one for graduate students. We received a total of twelve applications, three undergraduate applications and nine graduate applications. Essays were accepted on subjects that address items in APA’s Comprehensive Plans for Sustaining Places program.

### Any Division management meetings/conference calls

- Executive Committee: Monthly (in the months leading up to the conference) and bi-Monthly (in the months immediately after the conference) conference calls with the Executive Committee, including the Chair, Past Chair, Secretary-Treasurer, and Committee Leads (for Communications, Leadership & Policy, and Education & Practice)
- Calls and in-person meetings as needed between the members of the Executive Committee.
- Coordination calls for the Pilot Sustainability Champions Program.

### 5. Membership

- Members at start of FY 2016: 557
- Members at the end of FY 2016: 572

<b>Member Type</b>	<b>Start FY2015 (as of 9/30/2015)</b>	<b>End of FY2015 (as of 9/27/2016)</b>
LIFE	12	16
MEM	341	374
FCLTS	4	2
RET	5	4
NP	100	76
STU	86	91
STF	2	2
FCLTI	1	0
XSTU	2	1
NOM	1	1
FSTU	2	3
XMEM	1	0
XNP	0	1
GPBM	0	1
<b>TOTAL</b>	<b>557</b>	<b>572</b>

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- Committees/task forces/etc: The SCD's Executive Committee comprises the Chair, Past Chair, Secretary-Treasurer, and the Chair of each of three committees:
  - Communications Committee
    - The Communication Committee manages all of the Division communications, including social media, email bulletins, newsletters, and a website. The committee works on “getting the word out” about Division activities, as well as facilitating sustainable community planning discussions that are relevant and meaningful to our members.
    - Members
      - Beth Otto – Committee Chair
      - Lisa Nisenson – Social Media Manager
      - Andrew Aurbach – Social Media Assistant
      - Stephanie Weigel – E-bulletin Editor
      - Andrew Parish – Newsletter Editor and E-bulletin Graphics
      - Kevin Cook – LinkedIn Manager
      - Peter Lowitt – Newsletter Contributor
      - Mark Teschauer – Student Essay Contest Coordinator
      - Webmaster – Yuqi Wang
  - Education & Practice Committee:
    - Provides webinars and other learning opportunities for members. Also coordinates the Awards for Excellence in Sustainability.
    - Members
      - Jennifer Koch – Committee Chair. Organized five webinars during FY 2016. See section 4(a)i.
      - Scott Turner - Executed the Awards, including a call for nominations, coordination of review processes (with volunteer reviewers), media outreach, and an awards program for the conference reception in Phoenix
  - Leadership & Policy Committee
    - Sustainability Champions Pilot Program: The Division's Leadership & Policy Committee led the continued development of the Sustainability Champions Program through FY2016. This group has been led by Anne Miller. Thirteen Sustainability Champions in 12 states across the country made up this initial leadership group. These Champions form the core group of what is envisioned as a national Sustainability Champions Network. These Champions have been busy with outreach and education efforts to promote sustainability planning. They have also provided outreach for SCD initiatives at the local level. Examples of activities include workshops at state conferences and webinars (KY, IL, CO, NY, CA) and outreach and networking events (MA, NY, CA). Several Champions participated as presenters for SCD webinars (CA, NY, TN). In addition, Champions have promoted the Comprehensive Plan Standards for Sustaining Places and some have volunteered as reviewers for the pilot recognition program. Finally, Champions contributed to the

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development of a new brochure and website improvements to enhance communications about this initiative.

<b>Current Sustainability Champions</b>		
1	Scott Edmondson	California
2	Marco Velotta	Nevada
3	Waverly Klaw	Colorado
4	John Hoal	Missouri
5	Andrew Meindl	Illinois
6	Malika Hainer	Illinois
7	Scott Southall	Kentucky
8	John Zeanah	Tennessee
9	Joanna Nadeau	New York
10	Kevin Coyle	Delaware
11	Rebecca Keefer	Georgia
12	Lester King	Texas
13	Angela Vincent	Massachusetts

- The Champions each develop a workplan for their activities and communicate as a network with bi-monthly conference calls and electronic communication. A SCD facilitated discussion at the 2016 APA conference in Phoenix provided a forum to reflect on the successes and lessons learned of this pilot initiative and explore strategies for enhancing and expanding the program.
- The Sustainability Champion program was pleased to receive the Division Council’s “best practices” award in 2015.
- APA Policy Guide Update: The Leadership & Policy Committee was also involved in updating the policy guide for planning for sustainable communities in coordination with APA’s Legislative & Policy Committee. This effort shifted approach to a sustainability framework for all APA policy guides. This new document was adopted by the APA Board in early 2016.
- Members
  - Anne Miller – Committee Chair
  - Aaron Tuley
  - Matt Bucchin

### 6. Division Assistance Programs

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*Are your Division members supporting the planning community? Tell us all about it. Please identify any assistance provided by your Division:*

- Sustainability Policy Guide Taskforce: SCD worked with APA's Legislative and Policy Committee to lead the review and update of APA's Planning for Sustainability Policy Guide. Four members of the Division served on the Taskforce.
- Comprehensive Plan Standards for Sustaining Places: A number of our members, including some of our Champions, have volunteered as reviewers for the Pilot recognition program.
- NOAA Regional Coastal Resilience Grant project: Our chair is representing the Division by serving on the Technical Advisory Committee for administering this grant.
- Smart Cities & Sustainability Taskforce: The Smart Cities and Sustainability Taskforce (<https://www.planning.org/sustainingplaces/smartcities/>) was formed by APA's President in December 2013. The Taskforce, which is a collaborative initiative between the Sustainable Communities, Technology, and Transportation Planning Divisions of APA, seeks to identify and promote recent advances in technology and innovation to cultivate cities which are smarter, more resilient, and sustainable. The Taskforce presented their work at the 2015 National Conference and highlighted their final report and recommendations to the APA Board during their April meeting. Three SCD members served on the Taskforce, including past chair Rob Kerns. This effort is now a Divisions Council initiative. Work continues on this initiative. In 2016, the Smart Cities & Sustainability Initiative accomplished the following under the leadership of Rob Kerns, SCD past chair and current member:
  - Expanded the number of Divisions involved in the Initiative to actively include the International and City Planning & Management Divisions
  - Participated in a Facilitated Discussion entitled "Smart Cities, Geodesign, and Big Data" at the APA National Conference in Phoenix
  - Participated in an India Trade Mission presentation focused on smart city planning in the US
  - Held two webinars on smart cities related topics.
  - Developed two panels at the Smart Cities Week conference in Washington DC focusing on autonomous vehicles and smart cities & municipal planning
  - Moderated a plenary session on smart cities at the APA Fall Policy Conference
  - Prepared two blogs on Smart Cities Week and the Columbus, OH Smart City grant
  - Organized a Smart Cities Student Competition with APA's Student Representative Council to be held at the APA National Conference in New York City

In response to external requests (provide date, topic, and division member(s) who participated).

- Periodically we have been asked to participate in sessions at conferences. However, we have declined these requests due to our members inability to commit the time or finances associated with these requests. We have not kept record regarding the specifics of each request.

### 7. **Research and Publications**

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



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- In March 2016, the International City/County Management Association Local Government Sustainability Practices report was published which summarizes the results of the 2015 survey of 1,899 local governments regarding their sustainability initiatives. This survey was led by two Division members, George Homsy, an assistant professor in the Department of Public Administration at Binghamton University, and Mildred Warner, a professor in the Department of City and Regional Planning at Cornell University and was supported by the Sustainable Communities Division along with the Small Town and Rural Division.  
[http://icma.org/en/icma/knowledge\\_network/documents/kn/Document/308135/2015\\_Local\\_Government\\_Sustainability\\_Practices\\_Survey\\_Report](http://icma.org/en/icma/knowledge_network/documents/kn/Document/308135/2015_Local_Government_Sustainability_Practices_Survey_Report)
- George Homsy and Mildred Warner published a number of articles over the past year related to sustainability issues including the following:
  - Homsy, George and Mildred Warner, “Cities and Sustainability: Polycentric Action and Multilevel Governance.” *Urban Affairs Review*, 2015. <http://thirdworld.nl/cities-and-sustainability-polycentric-action-and-multilevel-governance>
  - Homsy, George, “Powering sustainability: Municipal utilities and local government policymaking.” *Government and Policy*, 2015. <http://epc.sagepub.com/content/34/6/1076>

### 8. **Elections**

*If your Division held an election this Fiscal Year, please tell us the names of your Nominating Committee members, names of candidates by position, and final vote totals by position. (Note: This information will be provided to you by APA National in October).*

- Names of Nominating Committee Members: Scott Turner, Anne Miller
- Names of candidates by position: Secretary Treasurer, Merrill St. Leger, Edward Charles Sanderson, Joshua Clements., Secretary-Treasurer
- Final vote totals by position for Secretary Treasurer: Merrill St. Leger 56 (58.3%), Edward Charles Sanderson 22 (22.9%), Joshua Clements 18 (18.8%)

### 9. **Financial Report**

*As an appendix, please provide a final Financial Report for FY 2015 (make sure to use the Financial Report template). In text, let us know if your Division met its FY 2015 financial plan in terms of revenues and expenses. If your end of year balance is less than your start of year balance, please explain why (especially if this was planned). Please highlight any new revenue generating programs initiated this year.*

- Appendix D: Financial Report
- An increase in sponsorships, combined with less spending than anticipated, led to a surplus for the year.
- No new revenue-generating programs were initiated, although we did increase our sponsors by \$1,250.

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### 10. **Bylaws**

- SCD began editing our bylaws but we have not formally gone through the process to change them. We effectively missed the deadline to change the bylaws to accommodate the consolidated election schedule. Therefore, we extended Jenny Koch's term as Secretary Treasurer to the end of 2016. Scott Turner's term as Division Chair is extended to the end of 2017. Rob Kerns term as past-Chair was extended to the end of 2016.

### 11. **Divisions Council Meetings**

- Scott Turner, the current Division Chair, represented the Division at the Divisions Council meeting at the Fall Leadership meetings.
- Scott Turner, the current Division Chair, represented the Division at the Divisions Council meeting at National Planning Conference in Phoenix.
- Scott Turner was present on the interim Divisions Council calls.

### 12. **APA Development Plan**

*Please identify any specific efforts your Division undertook to support the APA Development Plan and/or Divisions Council Initiatives.*

- The Sustainability Policy Guide was adopted as the Sustainability Framework prior to the National Planning Conference in Phoenix.
- The Sustainable Communities Division, through Rob Kerns and Matt Bucchin, continue to be active with the Smart Cities initiative, a Division Council Initiative.

### 13. **Division Challenges**

*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.*

- Our Division had few - if any - issues this year. Many of our programs improved or grew along with a slight increase in our overall membership. We have had some transition of volunteers. Becky Bradley, who previously ran the Awards program, stepped away from the Awards program. Scott Turner ran the Awards program prior to the NPC. Beth Otto, who was our Communications Chair, has stepped away from that role and has been replaced by Andrew Parrish. We continue to work to get new members involved with volunteer opportunities.
- We have not made as much progress on our Strategic Plan as anticipated but we will complete it in 2017. We also did not finish revising our bylaws but will do so in 2017 as well.

### 14. **Shout it from the Mountains**

*You've told us so much already, we want to make sure we really hear the highlights. Even if you've mentioned it above, please tell us about your Division's efforts from this year that you're most proud of, so we can tell everyone about (the answer to this question could be the start of*

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*your application for a Divisions Council award!). Also, include any new initiatives you're exploring that you're excited to try and especially anything focused on growing your membership. We provide this information to the APA Board – the more you tell us, the more you shine!*

The Division had a great year. Here are some highlights of our accomplishments:

- SCD membership grew by 15 members, or approximately 3%.
- We currently have thirteen sponsors which is an increase by two over the previous year. Our sponsors include Clarion, Dewberry, Farr Associates, Halff Associates, Jacobs, Nitsch Engineering, Robinson and Cole, SmithGroup JJR, the United States Green Building Council, Teska, Montgomery Associates, CDP Engineers, and Transformative Tools.
- The Division received a Division Council Award for Best Practice for the Sustainability Champions program at the NPC in Phoenix.
- The Division organized and made awards in 7 categories as part of the Third Annual Awards for Excellence in Sustainability.
- The Division held its first ever student essay contest and awarded a graduate and undergraduate student.
- We awarded two scholarships to assist volunteers attending the National Planning Conference.
- Our members assisted with reviewing Comprehensive Plans as part of the Comprehensive Plans for Sustaining Places Initiative.
- Our Chair and Secretary Treasurer attended a meeting, along with representatives from the Hazard Mitigation and Disaster Recovery Division, with Dr. Kathryn Sullivan, Under Secretary of Commerce and Administrator of the National Oceanic and Atmospheric Administration to discuss collaboration between APA Divisions and NOAA efforts regarding Hazard Mitigation.
- Our Chair is representing the Division on the Technical Advisory Committee for the NOAA Regional Coastal Resilience Grant project, “Building Coastal Resilience through Capital Improvement Planning.”
- We published two newsletters.
- We continued to publish bi-weekly e-bulletins.
- SCD held five webinars (with AICP CM credit) to 1400+ participants. This is an increase over the four webinars we did the previous year.
- Our Sustainability Champions program continues to grow and thrive.
- The Division had a strong presence at the National Planning Conference in Phoenix including multiple sessions, a well-attended and productive business meeting, and a fun reception and awards reception at DeSoto Market in Phoenix.
- The Division organized and led a Special Session concurrent with the NPC collaboratively with Arizona State University’s School of Sustainability at the Cronkite Building at ASU’s Phoenix Campus. This session was moderated by SCD Founding Chair Daniel Lerch and included representatives from the Arizona State University School of Sustainability, the City of Phoenix Planning Department, and Phoenix’s Chief Sustainability Officer. This program, which was well attended and free to all, was supported by the Arizona Chapter of the Urban Land Institute, USGBC, and other local like-minded organizations.

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- Our Massachusetts Champion organized a Division mixer in Boston for Division members.
- Massachusetts members are working with Groundwork Lawrence to do a Rapid Health Impact Assessment/Green Streets Project regarding the benefits of planting street trees.
- The APA Smart Cities and Sustainability Task Force (co-lead by SCD with the Technology and Transportation Divisions) continued its work.
- Our Division successfully transferred leadership by electing a new Secretary Treasurer from three qualified candidates.

Everything is good with Sustainable Communities.

### **Appendices:**

Appendix A: FY 2016 Work Plan with Approved Budget

Appendix B: FY 2017 Work Plan with Proposed Budget

Appendix C: Annual Business Meeting Notes and Attendance List

Appendix D: FY 2016 Financial Report

**Work Plan  
for  
Sustainable Communities Division  
FY2015 - FY2016**

	<b>Tasks</b>	<b>Actions</b>	<b>Responsible</b>	<b>Budget</b>
<b>Member Engagement</b>	1. Grow member involvement	<p>A. Regular member engagement communications in E-Bulletin. Solicit input from the membership regarding E-bulletin content.</p> <p>B. Complete a yearly survey of members interests/expertise (Focus on what communications are helpful to members, what more they would like to see, and what division programs they would be interested in being involved in.)</p> <p>C. Increase opportunities for members to participate via social media.</p> <p>D. Engage planning students to become more active with the division. Explore conduits for more student involvement.</p>	<p>A. E-Bulletin coordinator</p> <p>B. Communications &amp; Outreach Committee</p> <p>C. Social Media Coordinator</p> <p>D. Executive Committee</p>	\$1,000 (Action D)
	2. Develop a member recruitment & retention strategy	<p>A. Identify key recruitment opportunities &amp; prepare outreach actions (e.g. National Conference, webinars, awards). Provide broad opportunities for involvement for different membership interests.</p> <p>B. Welcome new members and point them to our resources every quarter.</p> <p>C. Provide flyers for recruitment at state/regional/ chapter conferences or other opportunities as identified by Executive Committee/Sustainability Champions</p> <p>D. Call to join the Division a minimum of twice per year.</p>	<p>A. Communications &amp; Outreach Cttee, Executive Committee, and Sustainability Champions</p> <p>B. Communications and Outreach Committee/Membership coordinator</p> <p>C. Communications &amp; Outreach Cttee/Sustainability Champions</p> <p>D. Communications and Outreach Committee</p>	\$1,000 (Action C)
<b>Leadership/ Policy</b>	1. Develop a nationwide leadership network	A. Develop a strategy for expanding Sustainability Champions program out of pilot program.	A. Sustainability Champions Cdr. with Division Chair	\$1,500 (Action A)
	2. Work with APA Sustaining Places Initiative	A. Work with APA Divisions Council Policy Committee / Legislative & Policy Committee on completing the update to APA's Sustainability Policy Framework. Finalize this effort and publish the Sustainability Policy Framework.	A. Past Chair	-
	3. Develop the Smart Cities & Sustainability Initiative	A. Work with the Technology and Transportation Divisions as well as the Division Council to develop and implement the Smart Cities & Sustainability Initiative.	A. Past Chair	-
	4. Attend APA annual meeting and other leadership meetings	A. Arrange for Chair or a representative to attend.	A. Chair	\$2,000 (Action A)

<b>Communications</b>	1. Refine communications and outreach activities	A. Further define Newsletter Committee/volunteers. Establish a more robust stable of volunteers to compose and publish the newsletter.	A. Committee Chair / Newsletter editor	-
	2. Provide array of communications options	A. Publish e-bulletin every 2 weeks B. Identify new webmaster. Reorganize the website to allow for more blog activity, to better facilitate division programs and support state sustainability committees. C.. Publish SCD newsletter twice a year	A. E-bulletin cdrs B. Community & Outreach Committee with Executive Committee D. Community & Outreach Committee with Newsletter editor	
	3. Increase engagement of 3 audiences (paid members, mailing list members, and social media followers)	A. Recruit field area experts to aggregate news and information. (Beth please address) B. Create a “communicating sustainability strategy” for planners to use with boards, councils, and commissions. To be developed/published following the release of the Sustainability Policy Framework. C. Create original content, or facilitate group discussion, on how an individual can incorporate sustainability into their job (Beth any ideas)	A. Committee Chair/Newsletter editor B. Communications & Outreach Ctte/Past-Chair. C. Communications & Outreach Ctte	-
	4. Prepare annual report to SCD members	A. Assemble committee reports and prepare annual report with SCD newsletter B. Produce biweekly social media report for internal use. Track growth, stats, and communicate them through the newsletter and e-bulletin.	A. Executive Ctte / Newsletter editor B. Communications & Outreach Ctte	-
<b>Education/ Practice</b>	1. Refine SCD’s educational and practice-building program	A. Expand the Education & Practice Ctte. Recruit additional volunteers to participate and organize Education and Practice activities. B. Make educational webinars available to members on a regular basis, either by developing within the Division or joining existing webinar group C. Further develop awards program D. Identify new web platform for national and regional webcasts	A. Committee Chair B. Education & Practice Ctte/Treasurer C. Education & Practice Ctte D. Education & Practice Ctte/Treasurer	\$1,245 (Actions B and D)
	2. Organize events for the APA National Conference	A. Prepare "by-right" session B. Organize SCD Facilitated Discussion C. Plan SCD reception / Business meeting	A. Conference Coordinator B. Conference Coordinator C. Conference Coordinator	\$4,000 (Action C)
<b>Administration</b>	1. Define Executive Committee	A. Develop job descriptions for members	A. Executive Committee	-
	2. Bi-monthly Executive Committee meetings	A. Chair creates agenda and facilitates meetings of Executive Ctte	A. Chair / Executive Ctte	-
	3. Develop SCD Work Plan	A. SCD Officers draft work plan and distribute to division leaders for refinement	A. SCD Officers / Executive Ctte	-
	4. Review and update by-laws biennially	A. Distribute by-laws for review and comment via SCD website in 2015	A. Executive Ctte Taskforce	-

	5. Hold Division elections in late 2016.	A. Form Elections Ctte as subcommittee of Executive Ctte	A. Executive Committee	-
	6. Ensure finances are managed per APA policy	A. Treasurer will work with APA to ensure compliance and provide reports to the Executive Ctte B. Provide annual financial report to membership in Spring newsletter.	A. Treasurer B. Treasurer	-
	7. Develop a targeted sponsorship program	A. Grow our SCD sponsorships by 25 percent. B. Create marketing materials to recruit sponsors.	A. Treasurer / Chair B. Treasurer / Communications & Outreach Ctte	
	8. Develop a strategic growth plan for the Division.	A. Hold a strategic planning session and develop a Strategic Growth Plan for the Division.	A. Executive Committee	
	9. Respond to advice/assistance requests from APA staff on policy issues, research, etc.	A. Stay in regular contact with APA staff via email and, as needed, conference calls. Yes.	A. Chair	-

**Work Plan  
for  
Sustainable Communities Division  
FY2016 - FY2017**

	Tasks	Actions	Responsible	Budget
<b>Member Engagement</b>	1. Grow member involvement	<p>A. Regular member engagement communications in E-Bulletin. Solicit input from the membership regarding E-bulletin content.</p> <p>B. Complete a bi-yearly survey of members interests/expertise (Focus on what communications are helpful to members, what more they would like to see, and what division programs they would be interested in being involved in.)</p> <p>C. Increase opportunities for members to participate via social media.</p> <p>D. Engage planning students to become more active with the division. Explore conduits for more student involvement.</p>	<p>A. E-Bulletin coordinator</p> <p>B. Communications &amp; Outreach Committee</p> <p>C. Social Media Coordinator</p> <p>D. Executive Committee</p>	\$1,000 (Action D)
	2. Develop a member recruitment & retention strategy	<p>A. Identify key recruitment opportunities &amp; prepare outreach actions (e.g. National Conference, webinars, awards). Provide broad opportunities for involvement for different membership interests.</p> <p>B. Welcome new members and point them to our resources every quarter.</p> <p>C. Provide flyers for recruitment at state/regional/ chapter conferences or other opportunities as identified by Executive Committee/Sustainability Champions</p> <p>D. Call to join the Division a minimum of twice per year.</p>	<p>A. Communications &amp; Outreach Ctte, Executive Committee, and Sustainability Champions</p> <p>B. Communications and Outreach Committee/Membership coordinator</p> <p>C. Communications &amp; Outreach Ctte/Sustainability Champions</p> <p>D. Communications and Outreach Committee</p>	\$1,000 (Action C)
<b>Leadership/ Policy</b>	1. Develop a nationwide leadership network	A. Develop a strategy for expanding Sustainability Champions program out of pilot program.	A. Sustainability Champions Cdr. with Division Chair	\$1,000 (Action A)
	2. Continue to work with the Smart Cities & Sustainability Initiative	A. Work with the Technology and Transportation Divisions as well as the Division Council to develop and implement the Smart Cities & Sustainability Initiative.	A. Past Chair	-
	3. Continue to work with the Hazard Mitigation and Disaster Recovery Division.	A. Identify synergies and opportunities for Sustainable Communities and HMDR to work together through webinars, research initiatives, etc.	A. Chair	-
	4. Continue to work with APA on research topics related to sustainability.	A. Serve on the Technical Advisory Committee for "Building Coastal Resilience through Capital Improvement Planning."	A. Chair	



	5. Attend APA annual meeting and other leadership meetings	A. Arrange for Chair or a representative to attend.	A. Chair	\$2,000 (Action A)
<b>Communications</b>	1. Refine communications and outreach activities	A. Further define Newsletter Committee/volunteers. Generate four newsletter type publications per year. Establish a more robust stable of volunteers to compose and publish the newsletter.	A. Committee Chair / Newsletter editor	-
	2. Provide array of communications options	A. Publish e-bulletin every 2 weeks B. Reorganize the website to allow for more blog activity, to better facilitate division programs and support state sustainability committees. C. Publish shorter version of SCD newsletter four times a year, consistent with Division Council recommendations.	A. E-bulletin cdrs B. Community & Outreach Committee with Executive Committee D. Community & Outreach Committee with Newsletter editor	\$306 (Action A)
	3. Increase engagement of 3 audiences (paid members, mailing list members, and social media followers)	A. Recruit field area experts to aggregate news and information. B. Create a “communicating sustainability strategy” for planners to use with boards, councils, and commissions. To be developed/published following the release of the Sustainability Policy Framework. C. Create original content, or facilitate group discussion, on how an individual can incorporate sustainability into their job	A. Committee Chair/Newsletter editor B. Communications & Outreach Ctte/Past-Chair. C. Communications & Outreach Ctte	-
	4. Prepare annual report to SCD members	A. Assemble committee reports and prepare annual report with SCD newsletter B. Produce biweekly social media report for internal use. Track growth, stats, and communicate them through the newsletter and e-bulletin.	A. Executive Ctte / Newsletter editor B. Communications & Outreach Ctte	-
<b>Education/ Practice</b>	1. Refine SCD’s educational and practice-building program	A. Expand the Education & Practice Ctte. Recruit additional volunteers to participate and organize Education and Practice activities. B. Make educational webinars available to members on a regular basis, either by developing within the Division or joining existing webinar group C. Further develop awards program D. Identify new web platform for national and regional webcasts	A. Committee Chair B. Education & Practice Ctte C. Education & Practice Ctte D. Education & Practice Ctte	\$1,445 (Actions B and D)
	2. Organize events for the APA National Conference	A. Prepare "by-right" session B. Organize SCD Facilitated Discussion C. Plan SCD reception / Business meeting	A. Conference Coordinator B. Conference Coordinator C. Conference Coordinator	\$4,025 (Action C)
<b>Administration</b>	1. Define Executive Committee	A. Develop job descriptions for members	A. Executive Committee	-
	2. Bi-monthly Executive Committee meetings	A. Chair creates agenda and facilitates meetings of Executive Ctte	A. Chair / Executive Ctte	-
	3. Develop SCD Work Plan	A. SCD Officers draft work plan and distribute to division leaders for refinement	A. SCD Officers / Executive Ctte	-

	4. Review and update by-laws biennially	A. Distribute by-laws for review and comment via SCD website in 2016-2017	A. Executive Ctte Taskforce	-
	5. Hold Division elections in late 2017.	A. Form Elections Ctte as subcommittee of Executive Ctte	A. Executive Committee	-
	6. Ensure finances are managed per APA policy	A. Treasurer will work with APA to ensure compliance and provide reports to the Executive Ctte B. Provide annual financial report to membership in Spring newsletter.	A. Treasurer B. Treasurer	-
	7. Develop a targeted sponsorship program	A. Grow our SCD sponsorships by 25 percent. B. Create marketing materials to recruit sponsors.	A. Treasurer / Chair B. Treasurer / Communications & Outreach Ctte	
	8. Develop a strategic growth plan for the Division.	A. Hold a strategic planning session and develop a Strategic Growth Plan for the Division.	A. Executive Committee	
	9. Respond to advice/assistance requests from APA staff on policy issues, research, etc.	A. Stay in regular contact with APA staff via email and, as needed, conference calls.	A. Chair	-

## APPENDIX C

### APA Sustainable Communities Division

### 2016 Business Meeting at NPC Phoenix

April 3, 2016

#### Attendees

- Scott Turner, Chair
- Jennifer Koch, Secretary-Treasurer
- Robert Kerns, Past Chair
- Sakura Namioka
- Edward Sanderson
- Peter Lowitt
- Paul Farmer
- George Homsy
- John Zeanah
- Anne Miller
- Scott Edmonson
- Marco Velotta
- Richard Allen
- Matt Bucchin
- Mildred Warner

#### Minutes

Scott Turner led the meeting.

1. Introductions
2. Acknowledgements of volunteers: No matter how big or how small your role – thank you!
3. Membership
  - a. Fluctuates, depending on when people renew. We want to see the Division grow.
  - b. Question: Student members are important – how do we stand with them?
    - i. We have about 20% student members at this point
    - ii. Rob is the Divisions Council rep to the student group
4. Sponsors
  - a. We have 11 sponsors
  - b. Idea: Individuals may be interested in sponsorship – should consider \$50-100 sponsorship (Membership Plus/Supporter)
5. Financial report – We have about \$8,500 currently
6. Leadership & Policy
  - a. Sustainability Champions – Wrapping up our first pilot year of the leadership program. 13 champions in 12 states. Champions have a conference call every other month. We have a facilitated discussion tomorrow – please join!

- i. The Divisions might not be as clear to APA members as the chapters are.  
Champions gives some geography to our Division.
  - b. Sustainability Policy Guide – Reviewed draft guide with delegate assembly last year. Needed to re-work as something broader. Now looking at Sustainability Framework, which can not only guide policy, but also other initiatives within APA. Got broader and brought in the comprehensive plan standards. Also added education and other components. Framework was adopted by the board in January. As soon as we get the draft, we'll distribute.
  - c. Smart Cities Initiative – APA President's initiative, stated 2013. Question was how technology will affect the urban form. Realized the topic was broader than just land use. This topic is engaging, particularly to younger planners. Published a white paper, but realized that we had only scratched the surface. It's now a Divisions Council initiative. Will be focused on New York (next year's conference), where it will have a session track
    - i. Devens has an event called Robotica. Lots of autonomous vehicles, drones, etc.  
Interoperability playground
    - ii. Next year's conference is in May, so need to consider how we'll get students involved. If the students had a competition, e.g., would be a good way to showcase product and stir up interest. Ideas:
      - 1. Tech Zone has been doing an app competition
      - 2. Good contact: Maxine G. – senior vice president at Columbia
      - 3. Smart Cities world expo
      - 4. Rockefeller
  - d. Communications and Outreach
    - i. APA is looking at allowing Divisions to decide their own communications methods rather than needing to send two newsletters per year, etc.
      - 1. Idea: Newsletter – make it easy for people to submit articles. Maybe two tiers of articles.
    - ii. We have a website separate from the APA website. Need to talk more with APA about the website. APA would like us to do more on their website.
  - e. Education and practice
    - i. Announcing seven award winners tonight.
    - ii. Webinars
- 7. Strategic plan
  - a. Division still fairly young. Want to keep growing. Hoping to engage members in the Division's direction.
  - b. Idea: "Sustainability" is vague. Doesn't influence every day actions. Need concrete actions.
  - c. Idea: Adopt sustainability definition (the framework does have one). What does sustainability mean for different places?
  - d. Need to look at core needs that allow us to address other needs
  - e. Survey of 1900 places – released this week (ICMA)
    - i. Webinar? Get a couple of small communities involved
    - ii. Opportunity to make linkages to small town & rural divisions, etc
    - iii. Economic development is the big driver

- iv. How do you put equity on the sustainability agenda?
      - f. Need to innovate on an ongoing basis
      - g. Will hopefully be a concise document
- 8. Other business
  - a. As part of Champions program, doing a pro bono health impact assessment in the Boston area. Angie Vincent is leading. Have approached a group called Groundwork Lawrence
- 9. Closing

Sustainable Communities Division  
 FY2016 Financial Report (10/01/2015 - 09/30/2016)  
 FY2017 Proposed Budget (10/01/2016 - 09/30/2017)

Appendix D

Type	Funds Available 10/01/15	Funds Available 09/30/16
Checking	\$7,341.03	\$12,066.63
Money Market	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$7,341.03</b>	<b>\$12,066.63</b>

REVENUE	Description	FY2016 Budget	FY2016 Actuals as of 09/30/2016		Proposed Budget FY2017
				Subtotal	REVENUE
Rebates	Q4 year 1 (trf in November)	1,436.00	1,090.00		1,090
	Q1 year 2 (trf in February)	963.25	1,020.75		1,021
	Q2 year 2 (trf May/June)	2,067.00	1,616.50		1,617
	Q3 year 2 (trf August)	866.75	879.00		879
	<b>Rebate Revenue</b>	<b>5,333.00</b>		<b>4,606.25</b>	<b>4,606</b>
[Add other Revenue categories in additional rows, as needed.]					
Sponsorships	<b>Other Revenue</b>	<b>4,000</b>	<b>5597.50</b>	<b>5597.50</b>	<b>6500</b>
	<b>TOTAL REVENUE</b>	<b>9,333</b>		<b>10203.75</b>	<b>11106</b>

EXPENSES	Description		Amount	Subtotal	EXPENSES
Newsletter	Design/Printing/Handling/Postage	0	235.50		306
	<b>Newsletter Expense</b>	<b>0</b>		<b>235.50</b>	<b>306</b>
Annual Business Meeting	Refreshments	3500	3,440.27		3,000
	Printing	500	229.25		500
	Postage		14.00		25
	Other (Incl. awards)		353.51		500
	<b>Annual Meeting Expense</b>	<b>4000</b>		<b>4,037.03</b>	<b>4,025</b>
Travel - Division Chair	APA National Planning Conference	1500	1,941.00		2,000
	APA Fall Leadership Meetings	500	0.00		500
	<b>Travel Expense</b>	<b>2000</b>		<b>1,941.00</b>	<b>2,500</b>
Marketing/Communications	Member Recruitment	1000			1,000
	Sponsorship marketing				
	Possible website upgrade				
	<b>Marketing Expense</b>	<b>1000</b>		<b>0.00</b>	<b>1,000</b>
Education	Webinars - Involvement in webinar group & CM provider cost	245	245.00		245
	Potential webinar platform or web upgrade	1000	0.00		1,200
	<b>Education Expense</b>	<b>1245</b>		<b>245.00</b>	<b>1,445</b>
Sustainability Champions	Champions	1000	0.00		1,000
	<b>Leadership &amp; Policy Expense</b>	<b>1000</b>		<b>0.00</b>	<b>1,000</b>
Scholarships	Scholarships/awards: Scholarships for conference	1500	1,520.45		1,500
	<b>Scholarship Expense</b>	<b>1500</b>		<b>1,520.45</b>	<b>1,500</b>

<b>Revenue over (under) Expenses for reporting period:</b>	<b>-1,412.00</b>	<b>2,224.77</b>	<b>-669.75</b>
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Submitted by: Jennifer Koch  
 Date: 11 - 12 - 2016

