**Mission Statement**

The mission of CCAPA is to bring together Californians to forge a better future. Towards that end CCAPA will:

1. Provide **vision** and **leadership** that fosters better planning for California;
2. Build **public and political support** for sound planning; and
3. Provide its members with the **tools**, **services** and **support** that advance the art and science of planning.

This mission statement has no horizon year; rather, it is to be used as a broad guideline for decisions concerning the more specific strategic objectives, master strategies and action programs.

**Fundamental Tenants**

The mission statement reflects the underlying, fundamental beliefs of CCAPA’s board members, who represent the breadth and geographic diversity of planning in California. These values include:

1. **Vision:** The creativity and foresight needed to anticipate future needs of our membership and profession, then develop a consensus-building strategy that addresses those needs. CCAPA’s “Action Agenda for the 90’s” is an example of this vision.
2. **Leadership:** The ability to organize and command the resources necessary to implement our vision. Critical to the concept of leadership is the balancing of competing needs and interests in a manner that consistently provides the greatest good for the greatest number of our members.
3. **Support:** The development, nurturing and preservation of a grass-roots constituency, both in the profession and in the larger community, that recognizes, accepts and advocates the values of good community, regional and other planning programs. CCAPA’s commitment to a broad public relations strategy is an example of this support strategy in development.
4. **Tools, Services and Support:** A commitment at every level of the organization to offer our members the tools, services and support to achieve their goals. These include regular membership services such as the newsletter and membership directory; legislative initiatives assisted by our legislative review teams; participation on task forces and local review committees; recognition and advancement of our professional goals through aggressive awards programs; a variety of continuing education programs to foster professional growth; annual conferences for education and networking; and a variety of locally sponsored and produced programs in each of California’s eight sections that respond quickly and effectively to member needs at the local level.