



APA Board of Directors – Committee & Task Force Report

BOARD MEETING

DATE: April 26, 2014

TO: APA Board of Directors

FROM: Julie Herlands, AICP, Vice Chair
Annemarie Maiorano, AICP, Vice Chair
Planning for Economic Development Task Force

SUBJECT: PLANNING FOR ECONOMIC DEVELOPMENT TASK FORCE UPDATE

ADOPTED POLICY:
No

TYPE OF REPORT:

☐ Action

☒ Information

CONSENT AGENDA

☐ Yes

☒ No

FISCAL NOTE:

All activities will be funded from the FY 2015 and future budgets.

RELATES TO DEVELOPMENT PLAN:

The Planning for Economic Development Task Force relates to the vision, strategic direction, and Goal 1 of the APA Development Plan.

RECOMMENDATION:

THAT THE BOARD ACCEPTS THIS INFORMATIONAL REPORT.

ACTION REQUESTED OF THE BOARD: NONE.

Introduction

APA's 2012 public opinion poll showed how important economic development is to our communities. With the U.S. economy struggling, Americans believe community planners should play a major role in helping the nation get back on its feet. Two-thirds of Americans believe their community needs more planning to promote economic recovery.

The poll found that Americans want planners to focus most on creating jobs — followed by safety, schools, protecting neighborhoods, and water quality. This task force will provide our members with tools to tell the story of how planning has been essential to

The Planning for Economic Development Task Force relates to the following components of the APA Development Plan:

Development Goal 1: Advocate for the value of planning.

1.1 Promote planning to emphasize its value and role in good governance and economic development.

1.2 Enhance our planning advocacy program at the federal and state levels, including technical assistance and idea exchanges.

1.3 Influence federal and state legislation and advocate for more effective government practices.

1.4 Demonstrate the value of planners and planning excellence, by means of a coordinated communications, outreach, and marketing strategy aimed at media and opinion leaders.

1.5 Generate the big ideas to advance our communities. Educate the public and community leaders through documentation of best practices and increase their use by planners, citizens, and elected officials.

Task Force Progress

The Chair and Vice Chairs of the Task Force convened two conference calls prior to the Atlanta conference and established the framework of a preliminary work plan. The Vice Chairs and APA staff regrouped after the loss of Chair Terry Holzheimer to assess progress and determine what could be reasonably accomplished by the 2014 National Planning Conference. Due to the disruption, the task force is requesting more time to recruit and engage other task force members and further develop/finalize the work plan. Next steps will also include pulling together relevant case studies to illustrate successful planning for economic development.

Initial Outline

- The Task Force will prepare a series of ~6 case studies on how planning has been essential to economic development (similar to the "Airports in the Region" initiative)
- Proposed case studies will highlight keys to success, lessons learned, tools used and the critical elements of planning
 - o Raleigh & the new economy
 - o Brownfields
 - o Paducah, KY (revitalization/artist housing/neighborhood community development)
 - o Manufacturing transition (from the Midwest)
 - o Austin, TX (new economy)
 - o Fiscal-economic work/plan
 - o Greenville, SC (downtown revitalization)
 - o Devons AFB (asset closure)
 - o Arlington, VA (fiscal success)
- Each case study will be approx. 2000-2500 words (~5 pages) + 4-6 photos



- PowerPoint at conference will consist of approx. 20 slides per case study (not every case study has to be presented)

Deliverables

The following deliverables are intended at the completion of this multi-year effort:

- Report/White Paper
- Presentation at the National Planning Conference in Seattle

**Planning for Economic Development Task Force Roster**

Julie Herlands, AICP, Vice Chair

Annemarie Maiorano, AICP, Vice Chair

Jennie Gordon, AICP, APA Staff