



APA Board of Directors – Committee & Task Force Report

BOARD MEETING

DATE: April 26, 2014

TO: APA Board of Directors

FROM: Joe Horwedel, AICP
Chair, Planning Office of the Future Task Force

SUBJECT: PLANNING OFFICE OF THE FUTURE TASK FORCE UPDATE

ADOPTED POLICY:
No

TYPE OF REPORT:

☐ Action

☒ Information

CONSENT AGENDA

☐ Yes

☒ No

FISCAL NOTE:

Activities will be funded from the adopted budget.

RELATES TO DEVELOPMENT PLAN:

The Planning Office of the Future Task Force relates to the vision, strategic direction, and four goals (Goal nos. 1.5, 3.1, 3.2 and 5.5) of the APA Development Plan.

RECOMMENDATION:

THAT THE BOARD ACCEPTS THIS INFORMATIONAL REPORT.

ACTION REQUESTED OF THE BOARD:

NONE.

Task Force Purpose/Charge

The task force will report on planning management models for large and small jurisdictions. how technology is changing management and service provision. and how

Relationship to the APA Development Plan

The Planning Office of the Future Task Force relates to the following components of the APA Development Plan:

Vision:

- Maintain APA's preeminence in planning through innovative practice and by developing solutions to address the emerging issues that our communities, our members, and the Association will face in the 21st century.
- APA members are leaders in initiatives regarding the economy, environment, and equity.

Strategic Direction:

The planning profession has evolved over the past 100 years as societal needs have changed, and planning will continue to evolve. APA must communicate 21st century trends and emerging issues nationally and internationally, so we are effective thought leaders and creative problem solvers guiding our communities. The planning field must evolve to meet the community needs of the future, including the challenges of sustainability.

We must inspire our members to reach new heights of creativity, energy, and innovation in planning. A new era in planning is under way. Whether we call it a planning revival, renaissance, or rebirth, we must communicate to leaders and decision makers that planners protect the public interest and are guardians of our common future. Based upon trends and emerging issues, we are the profession that looks at the long-term consequences of present actions. We also work on solutions to understand and reduce the uncertainty about the future while enhancing the economy and quality of life.

Development Goals:

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.

3.1 Anticipate and prepare for trends and emerging issues and communicate their implications.

3.2 Have wise and seasoned professionals both learn and impart knowledge through active involvement with the next generation of planners, and engage FAICP members in a more substantive way.

5.5 Enhance the credential of professional planners to more effectively promote both the comprehensive and the advanced expertise of AICP members.

Task Force Kick-Off

The Planning Office of the Future Task Force has held four conference calls to date. The Task Force kicked off the initiative in February with two conference calls of a majority of the Task Force members. Additionally, the Chair conducted several one on one calls with individuals outside the Task Force starting in January. These have been followed with two more calls of the Task Force and convening a young planners group.

During the first conference call, the Task Force members preliminarily discussed the scope for this multi-year effort. Some initial questions were asked regarding the outcome of these efforts. They included:

- What is the scope of the task force? Does this only address public agencies or also include private firms conducting planning activities?
- What is the time horizon we should address?
- What should planning offices be focused on that they are not already doing?
- What schedule is needed for the Task Force to prepare for and conduct a conference session at the Atlanta NPC and solicit ideas from the conference attendees?

During the subsequent conference calls, the task force members discussed the initial components of the initiative:

- How can the field of planning utilize information and critical technologies to add value to our communities – contributing to economic vibrancy, while being fiscally responsible with limited resources?
- What role can the Planning Office of the Future play in implementing the plans planners make?
- In what ways can this initiative go beyond just the written format to achieve a different end result (e.g., convening forums on best practices, roundtable webinars, blogs, discussions, etc.) and how can that be incorporated into the final report?

The Task Force will be presenting the framework of the project and collecting feedback and input at the City Planning and Management Division's By Right Session entitled Planning Office of the Future at the Atlanta NPC. The work of the Task Force was blogged in January by Paul Zucker in one of his monthly Planning Doctor blogs. One of the additions to the Task Force, Lucas Lindsey from the Student Representative Council, has been very active in soliciting feedback from across the county of young planning professionals. That work will continue and grow as additional young planners are invited to participate.

The NPC session will cover four main areas:

- Explaining and defining the project scope;
- Identifying the major themes of the Planning Agency of the Future;

- Sharing the perspective of the Millennials on those themes; and
- Crafting “Big Ideas” related to the themes that will allow attendees to go back to their respective agencies and take some immediate actions.

The second half of the session will be a facilitated discussion with attendees on the themes and big ideas.

Plan of Action

The Planning Office of the Future Task Force has developed the following plan of action to guide its efforts over the next 14 months, concluding at the National Planning Conference in Seattle.

- 1st Phase – Organizational / Recruiting Phase: Refining the scope of the project and recruiting additional persons with expertise (until May 2014)
- 2nd Phase – Listening Phase: Input/listening/best practices research (April-November 2014)
- 3rd Phase – Final Report / Panel:
 - o Panel formation for Seattle conference (August 2014)
 - o Report writing (December 2014 through February 2015)
 - o Final Report (March 2015)
 - o Panel in Seattle (April 2015)

Deliverables

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

- Presentation at the National Planning Conference in Seattle
- Report / White Paper
- Ongoing conversations / additional work products post-completion, including potential APA audio/web conference in June 2015

**PLANNING OFFICE OF THE FUTURE TASK FORCE ROSTER:**

Joe Horwedel, AICP, Chair

Fernando Costa, FAICP

Lucas Lindsey

Mitchell Silver, AICP

Garner Stoll, AICP

Al Zelinka, FAICP