NOMINATION FORM

1. Division name
Planning & Law Division

2. Division contact person and contact information
   
   **PLD Chair:**
   Meg Byerly Williams
   703 Lyons Avenue
   Charlottesville, VA 22902
   914-621-7264
   meg@byerlywilliams.com

3. Award Category
   Education Excellence

4. Name of the Division project, program or process being nominated
   PLD Webinar Program

5. Description of the project, program or process, including the targeted audience

Over the past two years, PLD has reinvigorated its webinar program to provide its members and others with valuable tools for their everyday practice. Since FY2015, PLD has hosted nine webinars covering a wide array of hot topics at the intersection of planning and law and offering both CM and CLE credits to attendees. Additionally, PLD webinars are recorded and posted on the division’s [Training Webpage](#) for all members to access at any time. Past PLD webinars include:

- **10/22/14:** *Sex, Guns & Drugs: Planning for Controversial Land Uses*, 1.5 CM Law credits, 37 registrants, $865 in revenue¹
- **11/25/14:** *Fair Housing, Affordable Housing, and Local Planning and Zoning: Understanding the Obligations and Reducing Your Community’s Legal Risk*, 1.5 CM Law credits, 36 registrants, $965 in revenue
- **3/31/2015:** *Lessons from the Sage Grouse: Impacts of the Endangered Species Act on Local Land Use Planning*, 1.5 CM Law credits, 25 registrants, $1,200 in revenue
- **4/8/2015:** *Ethical Rules and Considerations for Planners, Planning Commissioners, and Lawyers*, 1.5 CM ethics credits, 37 registrants, $705 in revenue

---

¹ This is exclusive of the $500 APA platform and related fees for hosting webinars.
- 7/21/2015: *A Sign Regulation Apocalypse? Understanding the U.S. Supreme Court’s Decision in Reed v. Town of Gilbert*, 1.5 CM Law credits, 155 registrants, $5,810 in joint revenue with 8/4/15 webinar
- 8/4/2015: *Housing and Takings: A Look at the U.S. Supreme Court’s Inclusive Communities Project and Horne Decisions*, 1.5 CM Law credits, 67 registrants, $5,810 in joint revenue with 7/21/15 webinar
- 10/22/15 – “Planning for Religious Uses Under the Religious Land Use & Institutionalized Persons Act.” 1.5 CM credits, 38 registrants, $435 in net revenue
- 3/17/16 – “Rules of the Game.” 1.5 CM credits, 35 registrants, $495 in net revenue
- 6/6/16 – “Airbnb & Zoning: A Planner’s Guide to Short-Term Rentals.” 1.5 CM credits, 81 registrants (17 of which were “groups” utilizing PLD’s “group” rate), $4,140 in net revenue

PLD uses the significant revenue generated from these webinars to support other educational efforts. For example, PLD uses webinar revenue to hire a professional graphic designer to design PLD newsletters, which further educate members on the hottest trending planning topics. Additionally, PLD strategically prices its webinars to promote PLD membership and successfully recruit new members. In 2015, PLD modified the webinar program’s fee structure to include a reduced fee option for non-PLD members to join the Division and register for a particular webinar in the same transaction. Coupled with low registration fees for existing members, the new registration-plus-membership fee helped boost webinar registrations and PLD membership. PLD revised the fee structure again in 2016 to include a group rate, allowing entire local government offices to provide staff training at a low price, and further reduced its member rate, which helped increase PLD membership.

6. Identify how the project, program or process:
   a. Meets the award criteria
   b. Can measure success
   c. Is transferable to other Divisions: Relevancy to Division focus area and more general planning practice

There is perhaps no greater mission for PLD than education of its members and others within the planning community. PLD’s webinar program offers in-depth, high-quality coverage of topical planning issues throughout the year. PLD webinars regularly draw large numbers of enthusiastic attendees, and members often access webinar trainings from PLD’s website when they cannot attend a live webinar. (See webinar attendance numbers presented above.) The program’s success is evidenced by high attendance numbers, significant revenue generation, increased PLD membership, and the use of webinar revenue to support additional education efforts such as PLD’s professional newsletter. PLD’s webinar program is unmatched by any other division and has proven an invaluable tool for membership recruitment. The webinar program is transferrable to other divisions and features many leading planning topics relevant to members in all divisions. PLD would be pleased to work with other divisions to co-host webinars and further expand its webinar audience.