



American Planning Association
California Chapter
Making Communities Great

09 January 2015

TO: APA California Board of Directors

FR: Marc Yeber, VP-Public Information

RE: *CalPlanner* Update

CC: Gabriel Barreras, Assistant Editor

The following is an abbreviated overview of the 2014 *CalPlanner* changes and readership statistics as well as a list of some ongoing challenges the publication continues to experience.

2014 Changes and Readership Results

In addition to the changes outlined in the April 10th memo (*new masthead & layout, shortened & more frequent publication, and themed issues*), we have explored other resources for content and added new columns such as Firm Spotlight and Plan Forward.

ISSUE	SUBSCRIBERS	E-BLAST OPENS	CLICK THRU'S	UNSUBSCRIBE	CALPLANNER OPENS
Fall 2013	5,246	1,590	357	5	unknown
Mar Apr	4,849	1,872 / 38.8%	367 / 7.6%	2	unknown
May Jun	4,793	1,752/ 36.8%	382/ 8.0%	5	unknown
Jul Aug	4,377	1,387 / 31.8%	338 /7.8%	8	unknown
Sep Oct	4,507	1,366 / 30.6%	402 / 9.0%	7	unknown
Nov Dec	3,375*	977 / 29.1%	306 / 9.1%	2	unknown

** released the first week in Jan 2015 which corresponds to the Chapter's annual decline in membership*

FOR AN ANNUAL PERSPECTIVE:

Average open rate across all campaigns was 30.4%.

Industry Average 19.6%

Average click rate across all campaigns was 3.9%.

Industry Average 3.3%

FUN FACT: Cities with the Highest Concentration of Subscribers

San Jose	436	Glendale	342
Los Angeles	394	North Glendale	336
Fremont	377	Oakland	222

Continued Challenges and Direction for 2015

Despite the success of the redesigned *CalPlanner* in relationship to the previous iteration, its production in general continues to be subjected to production challenges. For example, identifying reliable sources for specific content and authors as well as the general curating of such topics continues to impact the production schedule. The last two issues have been especially difficult with numerous missed deadlines from many contributors and last-minute submission (*author initiated*). These issues resulted in layout production delays and a struggle to fill content voids, which ultimately delayed the publication release.

The current model for production may not be a sustainable one and therefore certain questions need to be addressed in order to :

1. Does the *CalPlanner* offer enough meaning and relevancy to the membership keep forging ahead with its publication in 2015 and beyond?
2. Will there be a commitment from the Board to continue to contribute to the publication whether through providing content ideas, identification of sources and contributors, and/ or making a submission?
3. What suggestions/ideas should be considered to making the process more efficient and on-time?

ACTION REQUESTED: recommend a brief discussion on the merits of the publication and ways to more effectively move forward.