

**MEMORANDUM**

TO: American Planning Association California Chapter Board

FROM: Carol D. Barrett, FAICP, President

 California Planning Foundation

SUBJ: ITEMS FOR CONSIDERATION /ACTION

Effective Engagement with Sections

Following up on conversations initiated during the Board conference call in May, Section Directors and Section Liaisons have considered a number of ways that the relationship can be strengthened between the Sections and the California Planning Foundation.

Part of making the relationship more transparent is shared expectations. The attached proposal represents a reasonable set of shared expectations.

We ask the Board to adopt this attachment as the first version of what we believe will become a useful tool for both the Foundation and the Sections.

 

The California Planning Foundation <-> APA California Chapter Sections’ Partnership

The California Chapter of the American Planning Association (APA California) established the California Planning Foundation (CPF) in 1970 as a nonprofit, charitable corporation with the goal of furthering the professional practice of planning in California. The primary focus is providing scholarships and awards to university students from Sections in the Chapter who are in financial need. The scholarship recipients come from many backgrounds and are selected because they are talented and motivated and have demonstrated academic excellence at university planning programs in California.

A secondary, but vitally important function is fostering professional development through the sponsorship of workshops, publications, research studies and other continuing educational and professional programs. Any proceeds from these events are directed into CPF’s scholarship funds.

CPF promotes the objectives of equal opportunity and social equity in all programs supported by contributions and fund-raising activities. CPF now desires to raise awareness of its activities and contributions to current and future APA California members by more strongly partnering with the eight Sections within the Chapter.

Traditionally, when one thinks about CPF activities, the CPF Auction at the annual Chapter conference comes to mind. In an effort to broaden awareness of CPF, to create opportunities for partnerships to provide Section members with low-cost continuing maintenance (CM) credits, and for Sections to vary the form of their contributions to CPF’s scholarship fund, CPF undertakes several annual activities.

**The North-South Challenge**

For the past several years, CPF has sponsored twin concurrent activities in one of the northern Sections and one of the southern Sections as CM-educational experiences and a CPF fundraiser. Recent examples are tours of the San Francisco Port and Bicycle Tours in Long Beach and Davis. These activities, typically scheduled in early May, have been popular due to their fun-approach to learning in an active environment.

While these activities have been focused in just several Sections, there is an opportunity for interested Sections to take part. Starting in 2014, CPF will develop ideas for partnering activities with Sections that could become a ‘North-South’ challenge event. CPF will work with Sections to offer those activities on a Saturday to allow greater participation. CPF Section liaisons will have the opportunity to provide guidance to the CPF Board about the annual activities.

**A Themed Activity**

A new effort by CPF is creating a theme for an activity that can be held in any Section during the course of a year. Assistance in planning and providing speakers will come from CPF while the details of the activity will be managed by the Section. For the past several years, the Foundation has benefitted from a series of “Hike to Plan” events which have been held in a number of Sections. In 2014, the Inland Empire offered a “Bike to Plan” event.

CPF will also solicit ideas for this activity from CPF Section liaisons. It may be that an activity is scoped and implemented by Sections independently; however, the future may foresee a coordinated eight-Section concurrent activity.

**The Basic CPF-Sections Partnership**

The above-mentioned opportunities for activities are recently-developed ideas and are in early years of implementation. In any case, current aspects of the partnership that are fundamental to CPF’s ongoing success supporting students from Sections around the Chapter are more basic:

* Appointment of a CPF Liaison by each Section in the Chapter
* Inclusion in Section By-laws of the functions of CPF Liaison
* Participation of CPF Liaison in monthly calls with CPF President or designee
* Joint sponsorship by a Section for any CPF activity that is conducted within the Section
* Marketing by the Section of CPF Events or Activities conducted within the Section
* Coordination of Section Professional Development activities with planned CPF events so that no Section event is booked on a date where a CPF event is already scheduled within the Section
* Continued donation of a Basket to the Live Scholarship Auction conducted at the annual Chapter conference and participation in the Section Challenge
* Continued donation of at least two items by each Section to the Silent Auction conducted at the annual Chapter conference

The energy and creativity of sections lends themselves to a variety of initiatives associated with new approaches to supporting students and student scholarships. CPF looks forward to partnering with Sections to help support their work.

For further information about CPF, contact Carol Barrett, CPF President, at caroldbarrett@gmail.com

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