



American Planning Association
California Chapter

Creating Great Communities for All

Memo

To: The APACA Chapter Board
From: Julia Lave Johnston, President
Subject: APA CA Partnership Program

APA CA Partnership Program

The Strategic Plan identifies two programs in support of building stronger partnerships with organizations that share our values and goals.

These projects support the over Strategic Plan Goals.

Project 2.2

Create a Database of Existing and Potential Partners

Project 2.3

Form Committee to Develop Recommendations on How the APACA Can Collaborate with Potential Partner Organizations

The goals of the APA CA Partnership Program are:

- Recruit new members by networking with planning affiliated organizations
- Expand membership services by collaborating with affiliated organizations to produce programming and provide CM credits
- Promote good planning and a better understanding of the planning profession by collaborating with affiliated organizations
- Create stronger relations with groups that represent the communities we serve

Next Steps

- Complete Strategic Plan Project 2.2: List of Affiliated Organizations
- Convene Strategic Plan Committee to create outreach plan
- Complete Strategic Plan Project 1.1: Develop clear Chapter policy document
- Develop list of agreed upon partnerships criteria

Existing Affiliated Organizations

2.2 CALIFORNIA PLANNING FOUNDATION

The Chapter shall encourage and support the activities and organization of the California

Planning Foundation, a 501(c)(3) non-profit corporation formed by the Chapter to operate exclusively for charitable, educational, literary and scientific purposes as they relate to the objectives of the Chapter in the field of planning. The Foundation also administers a scholarship trust fund.

2.3 PLANNER EMERITUS NETWORK

The Planner Emeritus Network (PEN) serves as an auxiliary support group and resource to the Board of Directors. PEN is to be comprised of long-tenured and senior members of the Chapter who represent persons with extensive experience in planning. PEN members may be requested by the Board to provide personal insights or experience and planning history. Established in 1995, the organization operates under the auspices of the Board but has its own bylaws and elected officers. Membership shall be defined by the PEN Bylaws and shall include all members of the Chapter who are: Life Members of the American Planning Association, Fellows of the American Institute of Certified Planners, Members of the former California Planning Historical Society, the Chapter Historian(s), retired planning professionals, and other persons determined by the PEN Board to be eligible for membership by reason of contribution to the planning field or the furtherance of the objectives of PEN.

2.4 CALIFORNIA PLANNING ROUNDTABLE

The Chapter shall encourage and support the mission and activities of the California Planning Roundtable (CPR), an independent corporation of experienced planning professionals who are members of the American Planning Association (APA) and whose membership is balanced between the public and private sectors, academia and planning practice, and between Northern and Southern California. CPR's mission is to be a resource for policy exploration, innovation and development for California planning to enhance the sustainability, equity and livability of California communities. CPR focuses on emerging policy issues with cutting edge solutions.

Current Criteria

All Affiliates

Presidents of Affiliate organizations are ex officio members the APA CA Board
APA CA provides Board meeting space at the annual conference
APA CA provides by right annual conference sessions to PEN and CPR
Page and information on APA CA website

CPF

APA state pays for space and a reception at the annual conference
APA state pays for student awards luncheon
APA state board and sections provide funding for scholarships

PEN

APA state provides logistical support for PEN nomination process in collaboration with the sections.

CPR

APA CA President is ex officio member of CPR Board

Possible Partnership Criteria

- Mention on website of partnership and display of partner logo with link to partner website

- Share event information as applicable
- Comps to partner events
- Session at APA CA annual conference
- Joint webinar
- Opportunity to share literature and staff time slots at APA CA Conference Partner Table
- Development of joint informational materials

Examples

National Planning 4 Health/Planner 4 Health

APA CA & California RELeaf

- One Comp to Partner Conferences
- Collaboration on Survey of Planners
- Input on education materials re planning <https://californiareleaf.org/resources/plan4urbantrees/>
- Webinar on how planners and urban foresters can collaborate (pending)

Proposed Civic Spark Partnership

- Student membership in APA CA for Civic Spark Participants
- Student Rate Conference Registration at APA CA Conference- does not include meals. OR \$100 Registration with meals. Reception?
- Civic Spark Fellows Session at Conference?
- APA CA will send out recruitment information to APA listserv.
- APA CA welcome packet with information on how to get involved in APA.
- Develop Local Leaders Mentorship Program for Civic Spark Fellows