



2018 APA-WI Annual Report

June 1, 2019 FINAL

The Wisconsin Chapter of the American Planning Association concluded a successful year of communication, education, advocacy, public participation, professionalism, partnership, and membership service. We are meeting and exceeding the performance criteria established by the American Planning Association. We hosted a highly successful annual conference in Madison with the theme “Growing Inclusive Communities”, with over 300 people in attendance. Revenue from the conference and associated annual sponsorships of APA-WI have put the organization on strong fiscal footing for further service to the Wisconsin planning profession in 2019.

1. ORGANIZATION

Tasks Completed

- a. Maintained engagement with faculty and students at UW-Madison (DPLA) and UWM (SARUP).
- b. Began an outreach campaign featuring face-to-face meetings with various organizations
Completed visits: Vandewalle, Vierbicher, C. Madison, C. Oshkosh, C. Milwaukee, C. Appleton, C. Janesville, ECWRPC, SEWRPC, CARPC
- c. Diversity and Racial Equity Initiative: Nominations for a committee were gathered in late 2018, the committee will recommend a strategy by September 2019.

Tasks Not Completed

- a. Meet with directors of undergraduate planning programs to increase linkages to APA-WI

2. MEMBERSHIP

Tasks Completed

- a. Posted documents to website to promote and increase Student Members/New Members, Chapter-only memberships, organizational memberships
- b. Provided Membership Reports for APA-WI Board meetings – ongoing task
- c. Provided APA National with required specialized list for voting purposes – annual task
- d. Maintained APA-WI roster/email District lists and emailed to Executive Board upon receipt/posted to Google Drive – ongoing task
- e. Continued to improve contacts with UW graduate and undergraduate planning department chairs to increase free student members – ongoing Board task, limited proactive effort
- f. Distributed Membership information/documents to all board officers/positions or members as necessary/required – ongoing task
- g. Assisted UWEX in planning/hosting/sponsoring/promoting a planning workshop on Act 67 for planners and local officials in Waukesha County in 2018
- h. Membership Plan adopted in December 2018

Tasks Not Completed

- a. Establish a mechanism for managing state-only memberships that enables online registration and renewals, collects contact information, and enables voting in elections (if feasible).
- b. Establish a Membership Committee comprised of members from each district to develop and implement strategies for membership growth
- c. Survey members to evaluate chapter services and identify member preferences. The last survey was in 2015 and the next will likely be in 2019.

3. PROFESSIONAL DEVELOPMENT

Tasks Completed

- a. Mentoring planners who are preparing to take the AICP written examination by providing information and materials regarding AICP membership, and by the conduct of one or more professional development workshops annually.
 - The chapter Professional Development Officer (PDO) responded to inquiries about taking the exam.
 - The PDO solicited interest in an AICP exam information and review session and held a review session on May 5. In fall, the PDO connected exam takers to form study groups.
 - The website directed prospective exam takers to the online resources on the APA – Wisconsin website, including the review APA-WI AICP review powerpoint with audio and Q&A from the 2015 presentation.
 - The PDO was successful in attracting a volunteer to assist with PDO-related activities. Both the PDO and volunteer hope that this leads to the volunteer standing for election to be the next PDO.
- b. Promote participation in continuing education programs by planners, [including the Certification Maintenance Program (CM) for AICP members], and prepare an annual education plan.
 - The chapter held a two-day conference in Madison on October 8-9, 2018, with the theme of “Growing Inclusive Communities.” The conference was well-attended, offering at least 13 hours of continuing education programming.
 - The chapter participated in the APA chapter consortium, the “Planning Webcast Series,” offering webinars carrying AICP CM credits. Wisconsin offered the October 19 session on “Transportation Corridor Planning for Improved Land Use Outcomes” offered by Will Kratt, Timothy Acklin, AICP, and Jason Gilman, AICP, with examples from the City of La Crosse.
 - The PDO and the Certification Maintenance Officer (CMO) forwarded information to the member listserv about AICP CM programs offered by the Wisconsin Chapter and other partners and providers, especially webinars and free programming carrying AICP credits.
 - The chapter advanced our partnership with the Wisconsin Economic Development Association (WEDA) by working closely on professional development activities. In 2018, the PDO engaged with WEDA by:
 - Serving as instructor for a workshop on “Placemaking” at the WEDA fall professional development conference. This event was held in Green Bay and carried CM credit for each of the professional development sessions, over 10 CM hours available in all.
 - Participating on the program committee for the Wisconsin Economic Development Association’s “2019 Governor’s Conference” on economic development on the theme

- “Creating Opportunities Across Wisconsin”. This event will be held in Milwaukee and will carry CM credit, providing about 8 hours of CM approved credits.
- Submitting CM credit applications for WEDA’s fall conference and for the 2019 Governor’s conference.
- c. Assure liaison between the Board of Directors and the Universities with accredited planning degree programs in the State of Wisconsin.
- Nancy Frank, the chapter VP for Professional Development, serves on the faculty of urban planning at the University of Wisconsin – Milwaukee.
 - President Jason Valerius and President Elect Josh Clements maintained liaison with the planning and landscape architecture program at the University of Wisconsin – Madison.
 - Brian Ohm, on the Planning and Landscape Architecture faculty at UW – Madison, continued to provide case law updates to the chapter.
- d. Inform members of the Chapter about the APA Ethical Principles in Planning.
- Information about the APA Ethical Principles was included in the ethics presentation at the annual conference and in two of the plenary sessions at the annual conference.
 - A newsletter article included information relevant to ethical planning: a Winter-Spring 2018, article about the Urban and Regional Government Alliance on Race and Equity.
- e. Assist in interpreting the APA Ethical Principles in Planning for Chapter members.
- The ethics session at the annual conference engaged participants in thinking through and interpreting the application of ethical principles using the AICP code of ethics.
- f. Encourage attendance of APA-WI members at the APA National Conference
- The chapter newsletter, website, and listserv distributed information about the national conference.
- g. Planning Officials Education - Provide education to local officials involved in planning and land use decision-making.
- The chapter Planning Official Development Officer (PODO) held 17 workshops throughout the state attended by nearly 900 local officials. Training focused on the roles and responsibilities of local plan commissions, zoning boards, and elected officials. Topics included comprehensive planning, zoning, subdivision regulations, open meetings, public participation, impartial-decision-making, and new standards for reviewing conditional use permits.
- h. Work with partner organizations to develop, strengthen and promote training for local officials
- The PODO worked with partner organizations to create a delphi survey designed to elicit land use issues and training needs throughout Wisconsin. Survey results were shared with the Wisconsin Towns Association, Wisconsin Counties Association, League of Wisconsin Municipalities, and Extension Local Government Program.
 - March 10, Ashwaubenon, Management Topics: Party houses and short term rentals, Premier Economic Development District
 - June 26, SEH, Appleton, Topics: Pending budget/legislation update with Curt Wytinski and Legal update with Brian Ohm.
 - July 14, Green Bay, Management Topics: Downtown Green Bay redevelopment projects, Oshkosh Arena project.
 - September 8, Manitowoc, Management Topics: WEDC Redevelopment funding, Manitowoc redevelopment projects, demolition codes.

- September 18, Wautoma, Topics: Rural development, sharing economy, vacation rentals.
- December 5, Appleton, Management Topic: Fox Cities Exhibition Center project financing and tour.
- December 20, Hinterland, Title Town District, end of year review and community updates.

Tasks Not Completed

- Recruit a Professional Development Committee to provide on-going support and effort.
- Develop a mentorship strategy (in early stages of development as of late 2018)
- Host, sponsor or promote workshops around the state for planners and planning officials, regarding recent Wisconsin legislative changes affecting local planning and zoning practices.

4. CHAPTER AFFAIRS

Tasks Completed

- Coordinated the efforts of the Legislative Committee in tracking and advocating for or against specific planning-related legislation at the state and national level.
- Prepared and emailed Legislative Updates and Action Alerts to members on an as-needed basis.
- Served on the Conference Planning Committee for the 2018 Annual Conference in Madison.
- Prepared and presented the annual Legislative Update at the 2018 Annual Conference in Madison.
- Attended the 2018 Policy & Advocacy Conference and Planner's Day in Washington, D.C. (2 attendees)
- Began preparing for a 2019 Planner's Day at the Capitol in Madison.

Tasks Not Completed

- Establish a Legislative Advocacy Task Force comprised of Madison-area planners who are willing to represent APA-WI at legislative hearings.

5. AWARDS

Tasks Completed

- Conduct an annual Chapter awards program.
 - Established a new award category for small projects; organized the criteria and scoring mechanisms for the new award.
 - Call for entries for Planning Excellence and Great Places awards; review of submission related to nomination requirements; organization of materials and scoring mechanisms.
 - Organizing and managing the awards jury from out-of-state; communication with the jury; tabulation of results; communication with the APA-WI Board of Directors.
 - Award announcements; assembly of materials for the award company and the handling of the award order.
 - Arrange and coordinate a presentation of all of the winning entries to be presented at the annual awards presentation at the APA-WI state conference.
 - Collect, and make available via the APA-WI website, the nomination information.

- b. Work with APA-WI members state-wide to facilitate a reciprocal jury for APA-Iowa's annual awards program. This process – and the volunteers from our APA-WI members – helps us to continue to provide our own annual awards program. Each state relies on APA planners from other states to jury their work to make the awards programs possible.
- c. Enhance the "Great Places" program further by engaging with the communities and elected officials to learn about the place, understand the planning elements that enabled the place, and celebrate great planning with the communities.
 - Celebrated the top Great Places 2018 award winner through a press release, press conference with the Mayor, elected officials, community organizations, and members of the public.
 - Promoted the Great Places award winners on social media.
 - Worked with the top Great Places award winner to coordinate and create a short video highlighting how the place came to be and to highlight the planning elements used to make the place possible.
 - Collect, and make available via the APA-WI website, videos highlighting each of the award-winning Great Places 2018.
- d. Nancy Frank worked with SARUP graduate students to check in on award-winning plans 10 years later, as a class assignment. This was not a successful effort due to the difficulty finding information to validate outcomes

Tasks Not Completed

- a. Review and understand grant opportunities through National APA regarding our Great Places and/or award program, and apply for such grants, if applicable.

6. DISTRICTS

Tasks Completed

- a. Southwest District
 - Hosted tour of 25 W. Main St./Pressman projects in Downtown Madison
 - Hosted "Memorial Union and Alumni Park Tour" on June 28th, which was AICP-CM certified
 - Set up equity seminar with guest speaker (but had to cancel due to lack of interest)
 - Coordinated four off-site tours and solicited session proposals by City staff for APA-WI conference in Madison
 - Conducted interviews relating to President's outreach initiative
- b. Northeast District

Members of the district met on the following occasions:

 - Meeting #1 – Green Bay – Titledown District update
 - Meeting #2 – Kaukauna Library & Mixed Use Redevelopment Projects Tour – Historic Preservation, public/private partnerships, funding strategies. (Bob Jakel)
 - Meeting #3 – Appleton -WEDC programs and plans (Jon Bartz), and Legislative Priorities and Pending Bills (Curt Wytinski)
 - Meeting #4 - Appleton – New Exhibition Center Tour: funding sources, intergovernmental agreements. (Karen Harkness)
 - Meeting #5 – Ashwaubenon – Conditional Use State Law changes (Brian Ohm), Wetland law changes (McMahon)

- Meeting #6 – Appleton – Diversity and Inclusion (Karen Nelson)
- Meeting #7 – DePere – Development from the Architect’s perspective, 3D Imaging. (Performa)

c. Southeast District

- Partnered with CNU-WI Chapter and UWM SARUP Alumni Association to promote CM events
- With Jason, met with SEWRPC and City of Milwaukee planners to discuss role of APA-WI
- Held lunch meeting to discuss diversity in the profession and recruit SE District members to a statewide committee.

d. Northwest District

- Shared several pieces of email correspondence with NW District planners throughout the year
- Facilitated an in-person discussion of diversity and equity for planners on the east side of the NW District
- Facilitated in-person discussions with members of the Wisconsin County Planning Directors organization regarding their attitude toward membership in APA-WI
- Made preliminary contacts with NW District west-side planners to more formally report out their quarterly discussion sessions

Tasks Not Completed

- a. Creation of APA-WI Board committees

7. STUDENT CHAPTERS

- a. Milwaukee Student Planning Association (MSPA)

MSPA organized social, service, and educational events for Master of Urban Planning Students at UW-Milwaukee in 2018 ranging from conference attendance, a Habitat for Humanity build, sponsoring a luncheon lecture, and after-hours networking events including a back-to-school cookout and holiday party.

- The social/networking events were also open to faculty and alumni and included a holiday party in the winter and back-to-school cookout in the fall.
- In 2018, MSPA sent six members to the APA Conference in New Orleans and were enriched by both the speakers, as well as the experience of observing New Orleans through a planning lens.
- The Habitat Humanity Build took place in the fall of 2018 and was part of a “Rock the Block” event where MSPA officers helped with landscaping and exterior projects alongside over 50 volunteers and community members in Milwaukee’s Midtown Neighborhood.
- In April, MSPA sponsored a luncheon lecture presented by local architect Ali Kopyt about her participation in Next City’s Vanguard conference held in Newcastle, NSW, Australia and the similarities she observed between Newcastle and Milwaukee, also a Legacy City. The lecture was held at the School of Architecture and Urban Planning and open to students, faculty, professionals (planners, engineers, nonprofit leaders) and members of the public.

- b. UW-Madison Wisconsin Student Planning Association (WSPA)

In 2018 WSPA planned social gatherings for students in the Department of Planning and Landscape Architecture, our graduation ceremony, and professional development events like career workshops, skill trainings, discussions with planning professionals and academics, and other educational opportunities.

- Professional development field trip to a Chicago, IL. Students toured the Wicker Park, Pilsen and Downtown Chicago Neighborhoods. While touring, we were able to explore planning concepts

through first-hand experience. Students also visited the Children’s Museum of Art and Social Justice, the Hull House, and the Public Housing Museum.

- WSPA hosted several "Plans and Cans" events. These were casual events where Department professors facilitated discussions related to their research. One such discussion focused on U.S. housing policies relating to the de-concentration of poverty. Another event focused on the role of planners in parks & open space planning, both professors and professionals shared their experiences working in the field.
- WSPA held several professional development events. Including one at a local juice bar where students met with one of the planners working on the development of Madison’s Public Market. We discussed a range of topics including small business programs, the zoning and permit approval process, and the impact on property values and the community as a whole.
- The Department of Urban and Regional Planning held a graduation ceremony at the Pyle Center to celebrate the accomplishment of the Class of 2018.

8. COMMUNICATIONS

- a. Maintain the Chapter website
 - In 2018, the chapter migrated to a new web platform offered by national APA. The webmaster worked closely with Communications Committee on the content, organization, and appearance of the new website.
- b. Explore, develop and implement a social media plan
 - The chapter promoted its social media platforms, Facebook and Twitter, on its webpage and in its newsletter. At the annual conference, the chapter encouraged attendees to like the Twitter posts about Great Places in Wisconsin by creating a competition for the fastest sharing.
 - The Chapter Facebook page featured over 190 posts, more than doubling the number of posts in 2017. Part of this increase can be attributed to our new practice of posting jobs to the Facebook page. The average daily reach for the year was 77, down a bit from 84 in 2017. Followers increased from 408 on January 1, 2018 to 486 on December 31, 2018.
 - The Chapter’s Twitter platform is less robust, but it grew in activity over the year. Most Twitter posts are generated automatically when we post to Facebook. On January 26, 2018, the APA WI Twitter site had 373 followers. In the 28 days prior to January 26, 2019, the Chapter’s tweets 22 had 3,834 impressions, up from 2100 impressions in September 2017. Twitter “impressions” are “the delivery of a post or tweet to an account’s *Twitter* stream” (<https://www.hashtags.org/featured/understanding-twitter-impressions-why-are-they-important/>)
 - The top tweet by far was the announcement that Westlawn Gardens won the APA national Planning Excellence Award (January 9, 2018; 1,588 impressions; 31 engagements).
- c. Electronically publish 4 newsletters annually identifying evolving planning trends for articles in the Newsletter and encouraging the reporting of planning successes in Wisconsin.
 - The chapter published 4 issues of the newsletter. The newsletter is produced using the Mailchimp platform but distributed to members using the “apa-wisconsin” listserv. In addition, a weblink to the online newsletter and printable pdf of the newsletter are available on the chapter website under Resources/Newsletter. In addition to miscellaneous announcements and the Case Law and Legislative updates included in every issue, feature articles in 2018 about Wisconsin planning included:
 - Sheboygan Recognized by AARP for Livability
 - Wisconsin Healthy Communities Designated in 2018
 - 2019 Legislative Priorities

- APA - WI Conference Plenary Address by Revel Sims
 - Placemaking Takes Hold in Wisconsin
 - A Focus on Racial Equity
 - A Snapshot of HUD-Supported Households in Wisconsin
 - Active Communities: New Recognition Program
 - New Funding Initiative from WEDA Will Help Small Communities
- d. Maintain the membership listserv.
- The chapter listserv had been implemented through the web hosting platform that was discontinued in January after the website crashed. The chapter transitioned to relying on the listserv platform available through the University of Wisconsin – Milwaukee, apa-wisconsin@uwm.edu. The new web platform through APA does not offer listserv functionality, so the apa-wisconsin through UWM will continue indefinitely.
- e. Monitor APA brand identity consistency in all communications.
- The Communications Committee elected to retire the pink logo. The new green logo was implemented on the new website, the Facebook and Twitter pages, and in the newsletter. The green logos are available to board members on the chapter Google Drive.
- f. Prepare an annual APA-WI Chapter Report describing the activities of the organization. The 2017 report was prepared in January 2018.
- g. Establish a Chapter Communications Committee to develop a strategic plan for a full array of chapter communications.

Tasks Not Completed

- a. Develop a strategic plan for a full array of chapter communications. The strategic plan will:
- i. Identify the types of information we currently share, and things we could share.
 - ii. Describe the communication methods and media available to us.
 - iii. Propose a strategy that describes the content types, methods and frequencies of various chapter communications.
 - iv. Recommend a service model for implementing the strategy (who and at what cost).

9. FINANCIAL STABILITY

Tasks Completed

- a. Established a means to accept credit card payments for dues, conference registrations, sponsorships, etc. – we enrolled with PayAnywhere and used it on a limited basis for conference registrations (2.7% fee on each transaction).
- b. Used the annual APA-WI conference to showcase the commitment of public and private organizations to the success of the planning profession. Concluded the conference with net income of \$42,500, well beyond our \$10,000 goal.

Tasks Not Completed

- a. Establish a concise case (e.g. one-page flyer) describing how APA-WI brings value to Wisconsin planners and communities. Show the impact of dues and sponsorships, leveraged by volunteers, to sustain a robust planning practice in Wisconsin communities (*complete for use in the Outreach Initiative*).

10. ADMINISTRATION

Tasks Completed

- a. Adopted an annual action plan and posted it on the website.
- b. Held an Annual Meeting as part of the APA-WI conference on October 9.
- c. Sent all required documents to APA.
- d. Presented year-to-date financial reports at board meetings.
- e. Developed an annual budget and end of year financial report.
- f. Adopted financial policies for the chapter at the September Board meeting.
- g. Transitioned to on-line bookkeeping in Quickbooks.
- h. We populated more cloud storage of documents for key roles. *There is more to do here.*
- i. Recorded minutes for all board meetings and a few limited online discussions.
- j. Continued the effort to develop and maintained operations/information documents for all board officers/positions. *There is more to do here.*
- k. Organized/coordinated with regional planning hubs in Eau Claire and Wausau/Stevens Point

Tasks Not Completed

- a. Create and maintain a Chapter Calendar for Board use.
- b. Post an Annual Report for 2017 on the website (completed in early 2019)
- c. Post the budget and end of year financial report on the website
- d. Record minutes for the Annual Meeting
- e. Create guidelines for managing requests to distribute information to our members.
- f. Organize a regional planning hub in La Crosse
- g. Set up an elections committee and develop protocol to align with the APA process.