



American Planning Association
Washington Chapter

Making Great Communities Happen



The APA Washington Board of Directors developed this DRAFT Strategic Plan for 2016-2019 the results of a recently conducted membership survey and facilitated discussions focusing on longer term direction for the next 10 years, short term strategic directions for the next 3 years, and immediately implementable objectives for the coming year.

Vision

Ten years from now APA Washington will have increased its influence and credibility throughout the state of Washington. Accessible, affordable, and effective AICP certification maintenance training will be available to planners through a comprehensive system of seminars, webinars, and conferences. Membership will have doubled and represent the diversity of our state and our planning backgrounds. Sections will be providing more resources to members and Section Boards will be better connected to the State Chapter and National Boards. Through effective legislative influence and policy development, the Chapter will see that sustainable planning is in effect statewide. A complete administrative and executive staff will be in place to better support all of the Chapter and Section activities.

Goals and Objectives

Strengthen the chapter, sections, and increase connections

- Assess the needs of the Sections
- Strengthen the continuing education program
- Increase promotion of the GMA 2015 event
- Add remaining counties to Sections – either redefining or forming new sections
- Consider transitioning scholarship fund into internship fund
- Train the membership about the chapter (policy, programs, procedures)
- Establish a better platform for information sharing
- Conduct a feasibility study for expanded organization management services

Expand planning and APA influence on local, regional, & statewide issues

- Collaborate with the Department of Commerce to implement the 10 Big Ideas
- Create state Great Places award
- Engage student planners in promotion of Planning Month, starting October 2015

Increase the membership and its diversity

- Develop and implement a diversity initiative
- Outreach to universities & employers

Expand advocacy

- Update legislative platform agenda
- Introduce packet of GMA reforms

Build partnerships

- Provide training across professions
- Expand PAW Liaison to Allied professions and local government
- Reach out to other professions