

APA Washington 2015 Membership Survey

Analysis

In May 2015, APA Washington conducted a membership survey to both gauge members' satisfaction with the chapter and to provide an environmental scan for use in strategic planning. The results of the survey provide some insight into the membership and where the direction the plan should take.

The survey was sent to over 1400 members and 214 (just over 14%) responded, a solid response rate and stratification of all parts of the state and various backgrounds. In 2011 the chapter conducted a similar survey and received 362 responses from the 1421 members surveyed. The demographics of the respondents are similar except in one area – age distribution. This difference is explained below.

The survey results contains quite a bit of detail that will prove useful in filling out the operational plans for the chapter. Below are the more broad conclusions that can be gleaned from the survey. These conclusions will be essential in determining the strategic directions for APA Washington for the next three years.

Member Satisfaction¹

Overall, it is clear that the APA Washington membership is satisfied with the activities and programs of the chapter. While there are the usual outliers in a few of the data points and commentary,² no clear trends were revealed.

Wants and Needs

Training

When asked what services were missing, the resounding response³ was training. In answer to the question asking what types of training⁴ is preferred, over 75% of respondents chose Conference. Except for the One-hour Workshop or Seminar option, all other options were selected by over 50% of respondents. The desire for training was reinforced in answers to the final⁵ “anything else” question. Training was also selected as the top priority⁶ that should be addressed in the strategic plan.

Several respondents asked for lunch and learn type training³ and climate change was identified as a top priority area for training⁷ along with Community Engagement/Public Participation and Land Use. A majority of respondents wanted to keep trainings open⁸ rather than providing trainings only to members.

¹ Question 8

² Question 23

³ Question 9

⁴ Question 11

⁵ Question 23

⁶ Question 17

⁷ Question 20

⁸ Question 12

Allied Professions

The second strategic priority⁶ selected by the respondents is to work with allied professions. Unfortunately, very little other data about this area can be gleaned from the rest of the survey. Additional research into this may be warranted.

Legislative Activity

The membership's third strategic priority⁶ is the legislative platform and priorities. When asked what the legislative priorities⁹ should be, over 74% responded that they should include "funding support for planning efforts." Additionally, over 50% want to focus on "expanding GMA to include sustainability issues."

Information

By far the primary reason¹⁰ members join is "Access to Information." This is broadly defined and worth more investigation. Is it access to new, cutting-edge information? Are respondents looking to the chapter to cut through the chaff, refining and organizing the firehose of information that is available via the Internet? Do they want information on planning in general, data that is specific to Washington, neither or both?

The Difference That Age Makes

One of the initial, demographic, questions¹¹ revealed an issue with the survey results. Young Professionals, those with less than 5 years' experience, are underrepresented in the responses. While that cohort represents over 34% of the membership, only about 25% of those responded identified themselves as such. The data resulting from this cohort was extracted and compared to the rest of the membership. There are notable differences in two areas.

Prioritized List of Chapter Programs and Activities¹²

While it is clear from this data what the top three priorities of the chapter membership are, the fourth is very different, and revealing. For young professionals, Social Events ranked fourth and AICP Training ranked seventh. For seasoned professionals, Social Events ranked seventh while AICP Training ranked third.

	Overall	Young Professionals	Seasoned Professionals
1	Annual Conference	Strategic Policy Development	Annual Conference
2	Public Policy Advocacy	Annual Conference	Public Policy Advocacy
3	AICP Training	Public Policy Advocacy	AICP Training
4	Strategic Policy Development	Social Events	Strategic Policy Development

⁹ Question 22

¹⁰ Question 6

¹¹ Question 3

¹² Question 7

Trends That Will Impact APA Washington¹³

It is interesting here that there is significant disparity between young professionals and the rest of the membership when asked about societal trends and whether they will impact the chapter. The top 4 trends for each cohort were:

Seasoned Professionals

- Future of Mobility
- Social Trends Changing
- Urbanization – City as a Customer
- Future of Energy

Young Professionals

- Future of Mobility
- Future of Energy
- Connectivity and Convergence
- “Innovating to Zero”

¹³ Question 16

Summary

Q1. Which Section of APA Washington do you belong to?

The chart below shows the actual Section breakdown of the chapter against the answers in the survey. This data corresponds rather well – the geographic diversity of the membership is well represented in the results.

Section	Survey Results	Actual
Puget Sound	64.3%	62.2%
Peninsula	5.6%	5.0%
Northwest	6.6%	6.2%
Southwest	5.6%	5.4%
Inland Empire	7.0%	7.8%
Columbia Basin	5.6%	5.6%
No Section Assigned	5.2%	7.4%

Q2. Where do you work?

Q3. How many years of professional planning experience do you have?

Q4. What is the highest level of education you have completed?

This data may have some value if compared to previous years' survey results and if compared to national statistics. The answers to the fill-in option for employer makes clear we need to add special districts or quasi-governmental organizations to the list of options for future surveys.

Q5. How long have you been a member of APA Washington?

As is revealed in the chart below, new members are underrepresented in the survey results. This data echoes the answer to the Years of Experience question with only 15% having less than 5 years' experience. Because of these disparities, the responses for that cohort will be reported when they are significantly different than the rest of the results.

	Survey Results	Actual
0-2 years	15.02%	21.69%
2-5 years	9.86%	12.86%
5-10 years	18.31%	18.85%
More than 10 years	56.81%	45.60%

Q6. Why did you join APA Washington?

By far the primary reason members join is "Access to Information." This is broadly defined and worth more investigation. Is it access to new, cutting-edge information? Are respondents looking to the chapter to cut through the chaff, refining and organizing the firehose of information that is available via the Internet? Do they want information on planning in general, data that is specific to Washington, neither or both?

Coming in a distant second and third are "Professional Visibility for My Organization" and "To Be a Leader in My Field." Notably, young professionals rated leadership significantly higher the professional visibility, and for them "Business Development" was ranked the same as visibility.

Q7. Prioritize the following list of Chapter programs and activities.

While it is clear from this data what the top three priorities of the chapter membership are, the fourth is very different, and revealing. For young professionals, Social Events ranked fourth and AICP Training ranked seventh. For seasoned professionals, Social Events ranked seventh while AICP Training ranked third.

	Overall	Young Professionals	Seasoned Professionals
1	Annual Conference	Strategic Policy Development	Annual Conference
2	Public Policy Advocacy	Annual Conference	Public Policy Advocacy
3	AICP Training	Public Policy Advocacy	AICP Training
4	Strategic Policy Development	Social Events	Strategic Policy Development

The three lowest priority programs and activities for the membership are the same across experience levels: Joint Planning Awards Program, Planning Quarterly Journal, and Kids in Planning.

Q8. Satisfaction with member benefits

Overall, the membership is quite satisfied with the activities and programs of the chapter. Most importantly, they are very happy with the programs that were ranked as most important. (Rating is a weighted average on a scale of 1 to 4.)

	Overall	Rating	Young Professionals	Rating	Seasoned Professionals	Rating
1	Annual Conference	3.2	Strategic Policy Development	2.9	Annual Conference	3.2
2	Public Policy Advocacy	2.9	Annual Conference	3.3	Public Policy Advocacy	2.9
3	AICP Training	3.0	Public Policy Advocacy	3.0	AICP Training	3.0
4	Strategic Policy Development	3.0	Social Events	2.9	Strategic Policy Development	3.0

Q9. Are there any services APA Washington is not providing that you would like to see provided?

Most of the answers to this question were either requesting more training, training of a specific type, or training on a specific subject.

Q10. How do you prefer to receive news and information from APA Washington?

The results here are in keeping with societal trends. While social media is making an impact, by far the preferred mode of communication is email, selected by over 90% of respondents (80% Email Newsletter and 10% Other Email Announcements). For the young professional, this drops to 80% of respondents.

Q11. What forms of training do you prefer?

All answers except the “One-hour Workshop or Seminar” were selected by over 50% of respondents with a conference having the highest response at 76%.

Q12. Should APA membership events or APA-organized trainings be available only to Members, in recognition of membership dues?

Over 66% of respondents selected “no” to this question. Most of the comments suggested member/non-member pricing strategies.

Q13. Have you volunteered with the Washington Chapter of the APA?

Q14. If not, would you consider volunteering in the near future?

Q15. On which committees would you be willing to volunteer?

Volunteers are standing by, waiting to be engaged.

Q16. In 2014, Forbes reported on “The 10 Social and Tech Trends that Could Shape the Next Decade.” Which of the following trends will have the greatest impact on APA Washington in the next 3-5 years?

It is interesting here that there is significant disparity between young professionals and the rest of the membership.

Trend	SP	YP
Future of Mobility: Car sharing, ride sharing, and mass transit will converge, redefining transportation.	1	1
Social Trends Changing: Increasing culture diversity will change the shape and face of all societies.	2	5
Urbanization – City as a Customer: The growth of cities and metropolitan regions will dramatically change their political and economic impact.	3	5
Future of Energy: The diversity of energy sources, the desire to minimize environmental impacts and advancement of technology in general will overhaul the energy industry.	4	2
Connectivity and Convergence: Electronic and internet connected devices will continue to flourish and will change our daily lives.	5	2
Health, Wellness and Well-being: The increasing cost of healthcare will force a shift away from treatment toward prevention.	6	5
“Innovating to Zero:” Environmental pressure toward zero emissions and carbon neutrality will lead a trend to minimize the negative impacts of all technologies.	7	2
“Bricks and Clicks:” Retail will continue to transition to the internet, in some cases creating a continuous offline/online experience.	8	10
Smart is the New Green: The movement to create and market smart products will supplant the green products movement of the last decade.	9	8
Value for Many: Products and services will be scaled for all markets, local to global and poorest to richest.	10	9

Q17. What are your priorities to be addressed in the Strategic Plan?

Three options were clearly preferred:

- Education and training needs and interests
- Working with allied professions (architects, economic developers, etc.)
- Legislative platform and activities

Q18. Please share your thoughts regarding priorities for the next three years.

There were a few requests for greater focus on training. A couple of respondents suggested greater member involvement in the choices made by the chapter.

Q19. If you have reviewed the 2012-15 Strategic Plan, please share your perspective on how well the Plan has been implemented over the past three years. What worked and what could have been improved?

The responses to this question were disparate and cannot be summarized.

Q20. What topics are you most interested in receiving continuing education?

The responses to this question will provide good data to any professional development effort that the chapter pursues.

Q21. How important is APA Washington lobbying the legislature on planning issues to you?

This question is redundant to the previous question prioritizing and evaluating APA Washington services and activities. Only 5% of respondents rated the chapter's legislative activity as unimportant.

Q22. Which APA Washington legislative issues are most important to your organization?

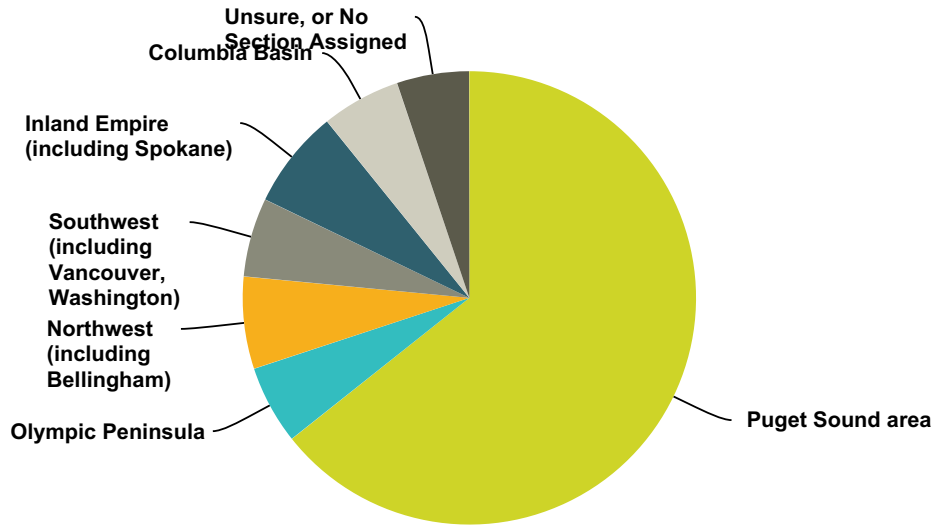
The answers to this question will provide important information for the Legislative Committee in setting the year's priorities.

Q23. Please let us know any final thoughts or suggestions you may have for the betterment of the APA Washington Chapter.

Multiple messages of gratitude to the chapter leadership were posted here. Otherwise, little can be summarized from this question.

Q1 Which Section of APA Washington do you belong to? (Typically where your employer or residence is located)

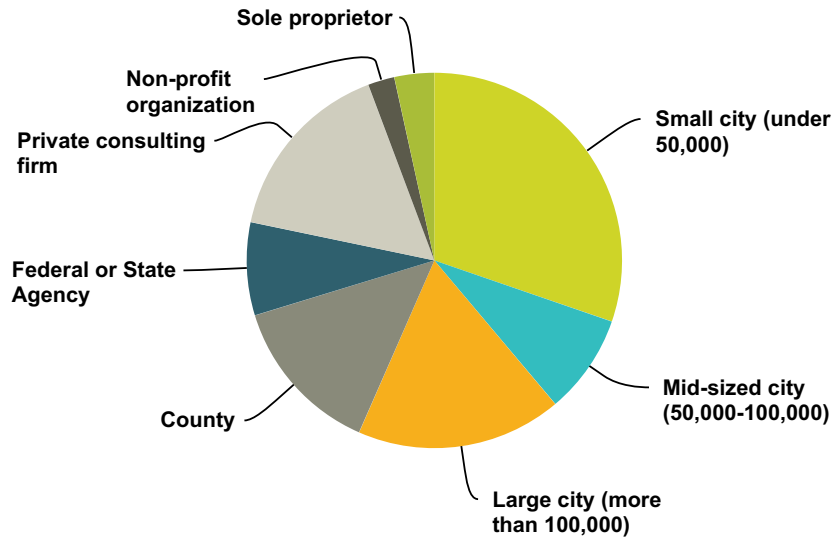
Answered: 213 Skipped: 1



Answer Choices	Responses	
Puget Sound area	64.3%	137
Olympic Peninsula	5.6%	12
Northwest (including Bellingham)	6.6%	14
Southwest (including Vancouver, Washington)	5.6%	12
Inland Empire (including Spokane)	7.0%	15
Columbia Basin	5.6%	12
Unsure, or No Section Assigned	5.2%	11
Total		213

Q2 Where do you work?

Answered: 175 Skipped: 39



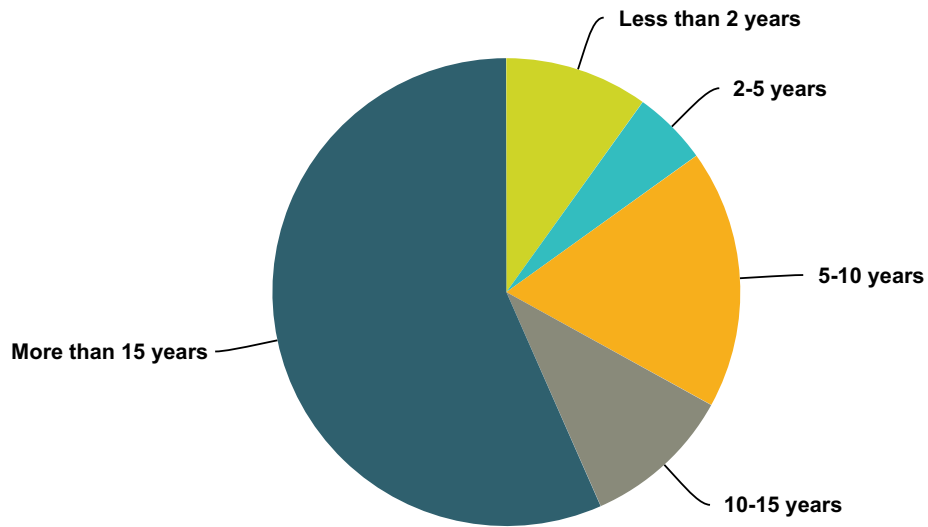
Answer Choices	Responses	
Small city (under 50,000)	30.29%	53
Mid-sized city (50,000-100,000)	8.57%	15
Large city (more than 100,000)	17.71%	31
County	13.71%	24
Federal or State Agency	8.00%	14
Private consulting firm	16.00%	28
Non-profit organization	2.29%	4
Sole proprietor	3.43%	6
Total		175

#	Other (please specify)	Date
1	Retired	5/21/2015 1:07 PM
2	Council of Governments	5/20/2015 6:27 PM
3	University	5/20/2015 1:17 PM
4	where do you put regional agencies?	5/20/2015 1:03 PM
5	retired. Doing volunteer work for Kids in Planning Task Force	5/20/2015 12:30 PM
6	retired	5/20/2015 11:39 AM
7	University	5/20/2015 11:29 AM
8	Just retired from large city employment	5/20/2015 11:05 AM
9	University	5/20/2015 10:51 AM

10	Used to work in Vancouver. Now work for State of Oregon. Retained WA and SW WA APA memberships.	5/20/2015 10:33 AM
11	Student, The Evergreen State College	5/20/2015 10:12 AM
12	MPO	5/20/2015 10:12 AM
13	Student	5/20/2015 10:01 AM
14	MPO	5/20/2015 9:59 AM
15	Council of Governments	5/19/2015 3:33 PM
16	Sound Transit	5/18/2015 11:05 AM
17	Student	5/14/2015 3:21 PM
18	Transit Agency (special purpose gov)	5/14/2015 11:00 AM
19	Transit Agency	5/14/2015 10:24 AM
20	Tribal Government	5/14/2015 10:05 AM
21	MPO/RTPO	5/14/2015 8:28 AM
22	student	5/13/2015 4:16 PM
23	Public Transit Agency	5/13/2015 3:53 PM
24	Retired	5/13/2015 3:01 PM
25	currently not working	5/13/2015 2:14 PM
26	private architecture firm	5/13/2015 1:54 PM
27	Utility	5/13/2015 1:29 PM
28	Indian Tribe	5/13/2015 12:54 PM
29	MPO/RTPO	5/13/2015 12:40 PM
30	MPO	5/13/2015 12:36 PM
31	Public Transit Agency	5/13/2015 12:06 PM
32	Retired	5/8/2015 7:41 PM
33	MPO	5/8/2015 10:41 AM
34	retired	5/8/2015 7:34 AM
35	Retired	5/7/2015 7:12 PM
36	Student	5/7/2015 5:42 PM
37	Utility	5/7/2015 5:01 PM
38	county	5/7/2015 4:26 PM
39	County government	5/7/2015 3:38 PM
40	Large County	5/7/2015 3:36 PM
41	Manufacturing	5/7/2015 3:20 PM
42	Educational Service District	5/7/2015 3:11 PM
43	currently working outside of planning due to layoff	5/7/2015 3:11 PM

Q3 How many years of professional planning experience do you have?

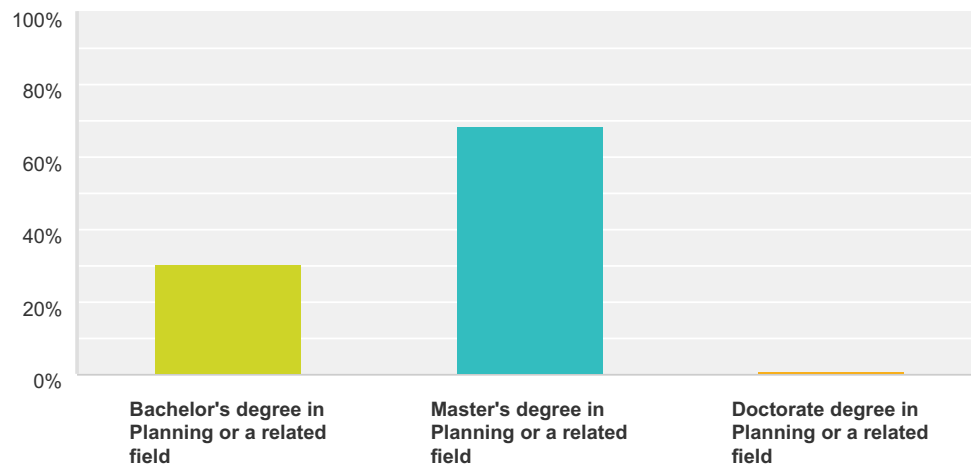
Answered: 212 Skipped: 2



Answer Choices	Responses	
Less than 2 years	9.91%	21
2-5 years	5.19%	11
5-10 years	17.92%	38
10-15 years	10.38%	22
More than 15 years	56.60%	120
Total		212

Q4 What is the highest level of education you have completed?

Answered: 204 Skipped: 10

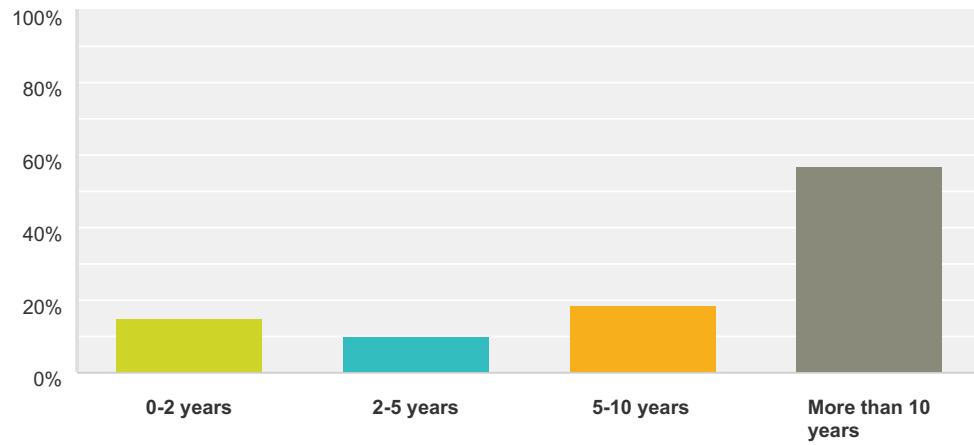


Answer Choices	Responses
Bachelor's degree in Planning or a related field	30.39% 62
Master's degree in Planning or a related field	68.63% 140
Doctorate degree in Planning or a related field	0.98% 2
Total	204

#	Other (please specify)	Date
1	Some college, no degree	5/22/2015 10:53 AM
2	BA in Social Sciences/Environmental Issues, Minor in Planning	5/21/2015 12:22 PM
3	business management degree	5/20/2015 2:31 PM
4	student	5/20/2015 11:29 AM
5	Also Washington State Teaching Certificate and Professional Arborist Certification	5/20/2015 11:26 AM
6	Currently pursuing Master's degree	5/20/2015 10:21 AM
7	Bachelor's unrelated to planning + some post-graduate	5/20/2015 10:03 AM
8	in the middle of master's program	5/13/2015 4:16 PM
9	2 Masters--Urb Design & Urb Dev/Economics	5/13/2015 12:58 PM
10	civil engineering degree & MBA	5/13/2015 12:49 PM
11	Bachelor's in English/some grad work in Planning	5/13/2015 12:48 PM

Q5 How long have you been a member of the Washington Chapter of the APA?

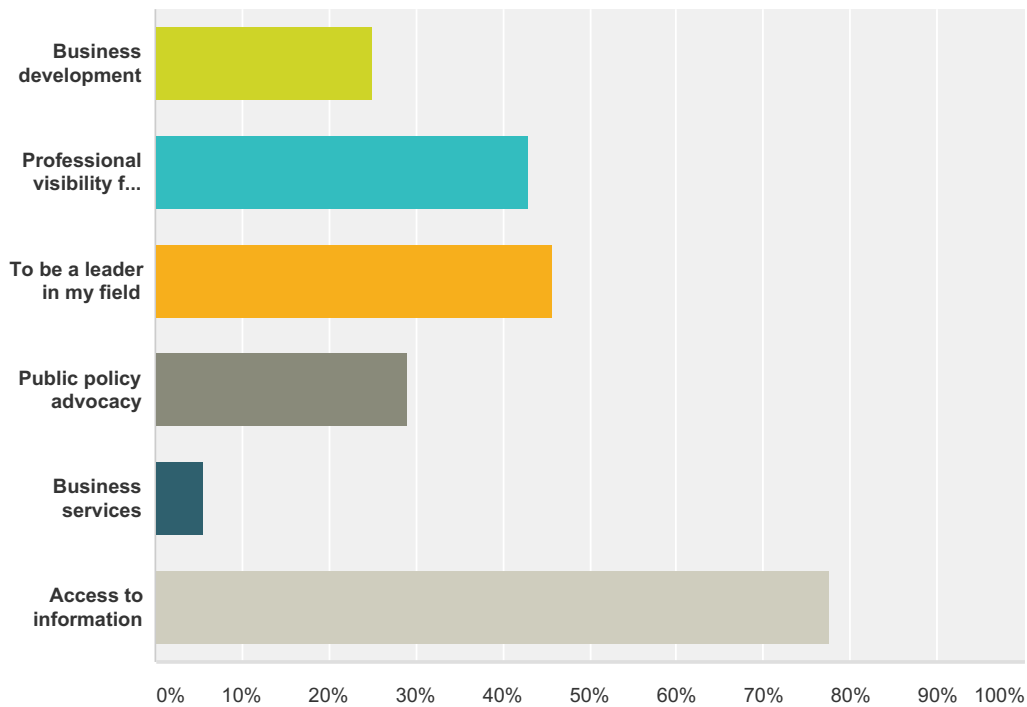
Answered: 213 Skipped: 1



Answer Choices	Responses	
0-2 years	15.02%	32
2-5 years	9.86%	21
5-10 years	18.31%	39
More than 10 years	56.81%	121
Total		213

Q6 Why did you join the Washington Chapter of the APA? (Select all that apply)

Answered: 179 Skipped: 35



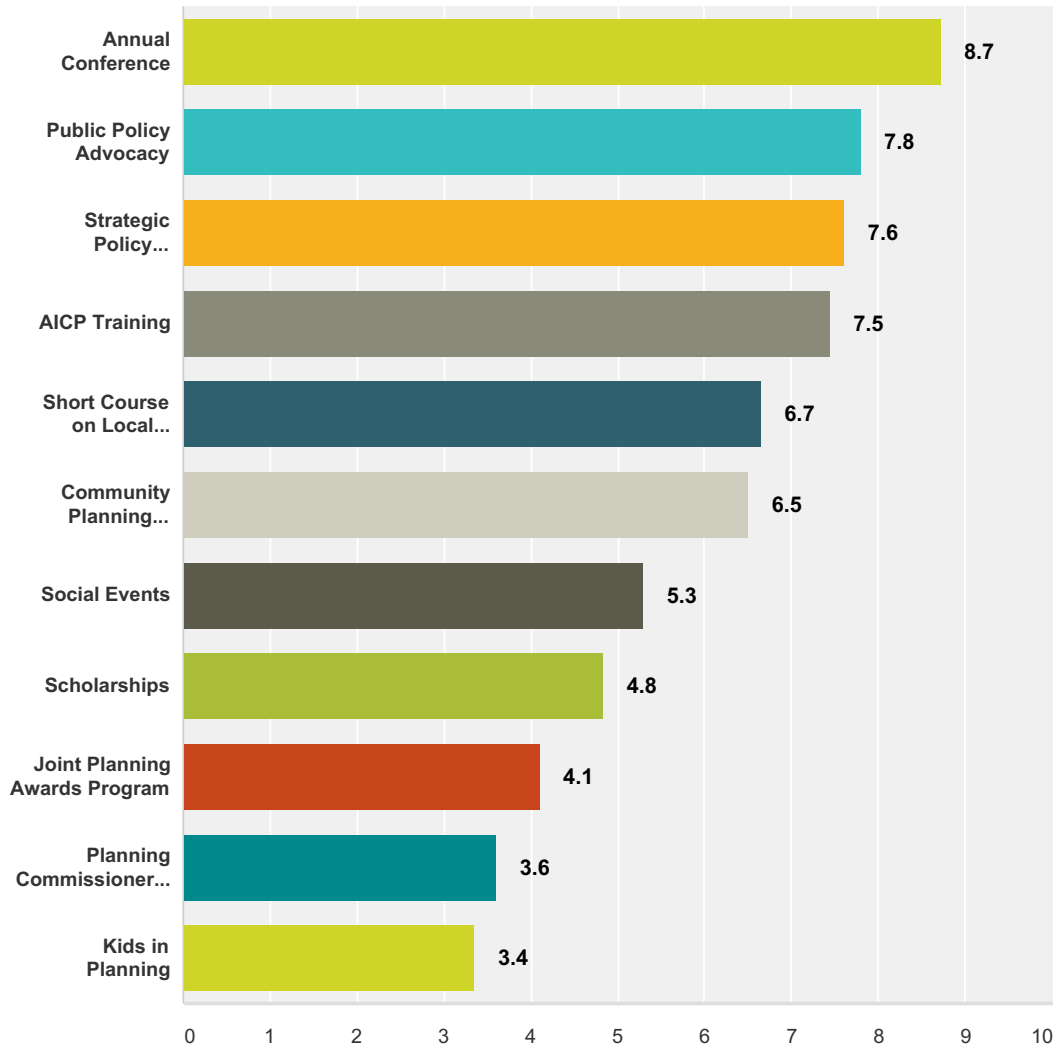
Answer Choices	Responses
Business development	25.14% 45
Professional visibility for my organization	43.02% 77
To be a leader in my field	45.81% 82
Public policy advocacy	29.05% 52
Business services	5.59% 10
Access to information	77.65% 139
Total Respondents: 179	

#	Other (please specify)	Date
1	Professional development	5/21/2015 12:29 PM
2	professional development	5/20/2015 1:09 PM
3	to keep up with best practices in planning in Washington	5/20/2015 11:46 AM
4	Education in Planning; Quarterly Section Meetings, Be a Board Member	5/20/2015 11:33 AM
5	to be an active part of a profession	5/20/2015 10:58 AM
6	It's the thing to do...my employer pays my dues.	5/20/2015 10:24 AM
7	as part of my professional credentials as a certified professional planner	5/17/2015 10:33 PM

8	To keep up to date on anything relevant to planning in Washington	5/14/2015 10:28 AM
9	Professional Development	5/14/2015 10:09 AM
10	I am AICP, it is my local chapter.	5/14/2015 9:24 AM
11	Great conferences, large variety of projects/programs, interesting people	5/13/2015 10:41 PM
12	Professional development	5/13/2015 4:10 PM
13	It's automatically part of my national APA membership.	5/13/2015 3:59 PM
14	Networking with other planners	5/13/2015 1:06 PM
15	Access to trainings, conferences, legislative updates	5/13/2015 12:48 PM
16	It is mandatory with APA dues.	5/13/2015 12:42 PM
17	Networking	5/13/2015 12:19 PM
18	Mandatory per APA	5/11/2015 12:36 PM
19	Subsidized rates for National APA membership for students and emerging professionals	5/11/2015 10:13 AM
20	Networking	5/11/2015 8:49 AM
21	To meet other planners	5/10/2015 7:44 PM
22	Transferred membership from North Carolina Chapter	5/10/2015 10:56 AM
23	Keep in touch with regional planning issues	5/8/2015 7:50 PM
24	To make a contribution to the community and to promote the planning profession	5/8/2015 9:34 AM
25	It's part of National APA membership. And it is a good way to connect with peers.	5/8/2015 9:31 AM
26	Professional development opportunities	5/8/2015 8:32 AM
27	Service to my profession.	5/8/2015 8:07 AM
28	Networking - career development	5/7/2015 10:17 PM
29	Comes with joining APA	5/7/2015 9:00 PM
30	Networking	5/7/2015 5:45 PM
31	Professional development	5/7/2015 4:51 PM
32	As part of my APA national membership.	5/7/2015 3:43 PM
33	Required as part of APA membership	5/7/2015 3:40 PM
34	Comes with National membership	5/7/2015 3:35 PM
35	Personal Professional Visibility	5/7/2015 3:17 PM
36	networking; resources	5/7/2015 3:17 PM

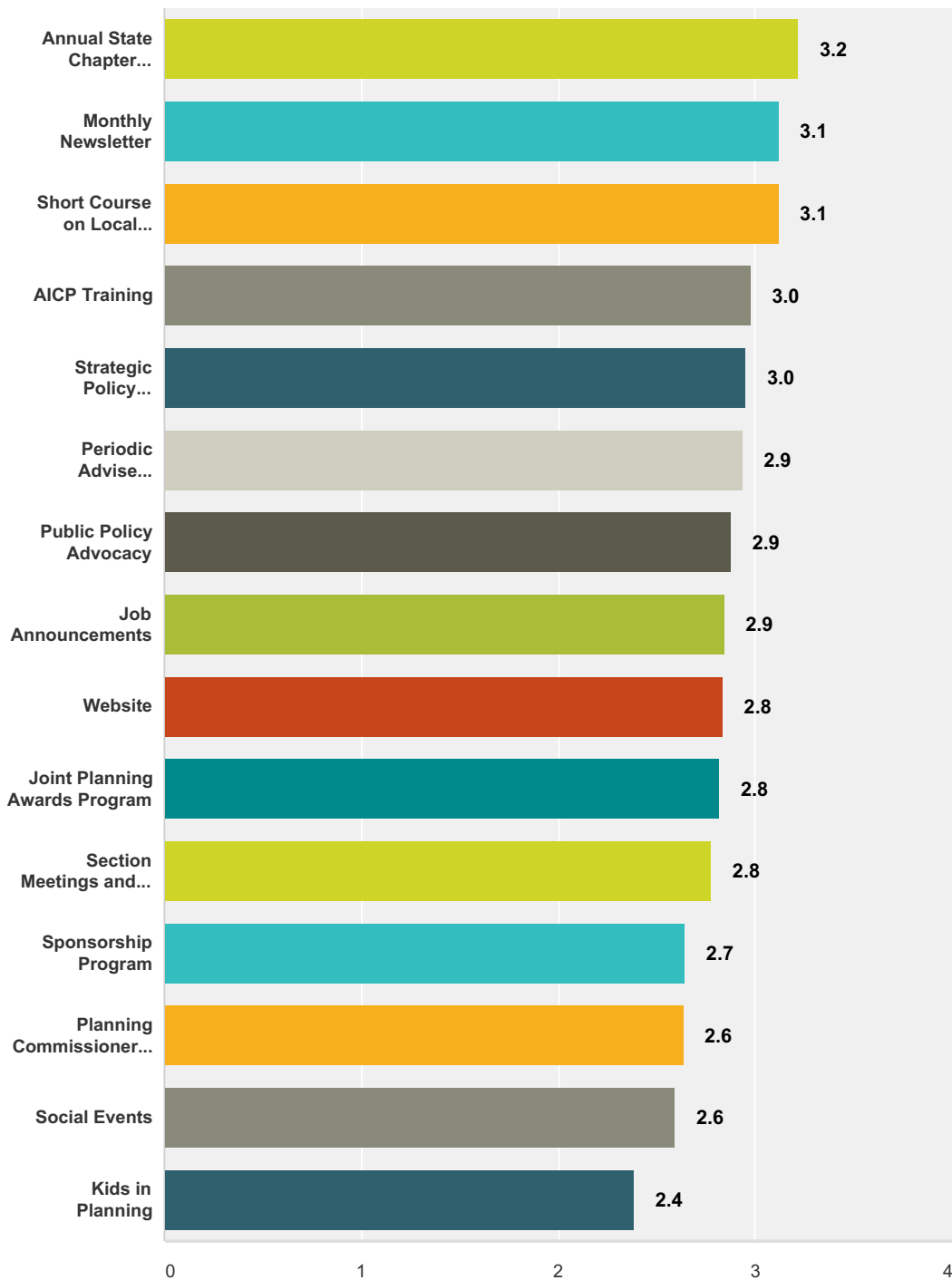
Q7 Prioritize the following list of Chapter programs and activities for members from most important to least important ("1" is most important):

Answered: 188 Skipped: 26



Q8 Please rate your satisfaction with each of the following member benefits:

Answered: 187 Skipped: 27



	Excellent	Good	Fair	Poor	Total	Weighted Average
Annual State Chapter Conference	35.71%	51.95%	11.04%	1.30%	154	3.22
	55.0	80.0	17.0	2.0		

Monthly Newsletter	28.57% 52.0	56.04% 102.0	14.29% 26.0	1.10% 2.0	182	3.12
Short Course on Local Planning	29.23% 38.0	56.15% 73.0	11.54% 15.0	3.08% 4.0	130	3.12
AICP Training	24.37% 29.0	52.10% 62.0	21.01% 25.0	2.52% 3.0	119	2.98
Strategic Policy Development (e.g., Ten Big Ideas and Sustainable Washington)	19.61% 30.0	61.44% 94.0	14.38% 22.0	4.58% 7.0	153	2.96
Periodic Advise Newsletters	17.73% 25.0	60.28% 85.0	19.86% 28.0	2.13% 3.0	141	2.94
Public Policy Advocacy	17.93% 26.0	57.93% 84.0	18.62% 27.0	5.52% 8.0	145	2.88
Job Announcements	17.33% 26.0	54.67% 82.0	23.33% 35.0	4.67% 7.0	150	2.85
Website	14.55% 24.0	58.18% 96.0	23.64% 39.0	3.64% 6.0	165	2.84
Joint Planning Awards Program	10.74% 13.0	62.81% 76.0	23.97% 29.0	2.48% 3.0	121	2.82
Section Meetings and Events	17.05% 22.0	48.06% 62.0	31.01% 40.0	3.88% 5.0	129	2.78
Sponsorship Program	15.94% 11.0	39.13% 27.0	39.13% 27.0	5.80% 4.0	69	2.65
Planning Commissioners Quarterly Journal	6.78% 4.0	55.93% 33.0	32.20% 19.0	5.08% 3.0	59	2.64
Social Events	9.52% 12.0	49.21% 62.0	33.33% 42.0	7.94% 10.0	126	2.60
Kids in Planning	9.80% 5.0	35.29% 18.0	39.22% 20.0	15.69% 8.0	51	2.39

Q9 Are there any services APA Washington is not providing that you would like to see provided?

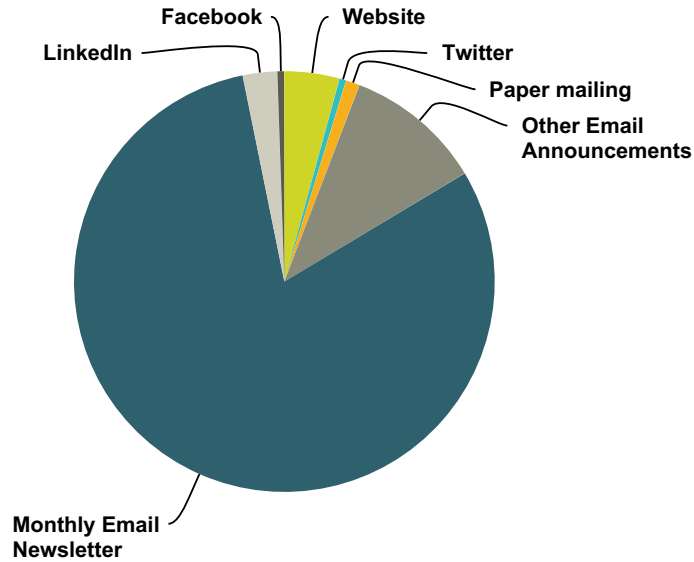
Answered: 49 Skipped: 165

#	Responses	Date
1	Lunch and Learns for AICP credits	5/20/2015 4:18 PM
2	Communities learn more about planning, workshops	5/20/2015 1:40 PM
3	technical skills development;	5/20/2015 1:09 PM
4	Connectivity with other professional organizations (ULI, Homebuilders, etc)	5/20/2015 12:31 PM
5	Better education in current planning and law	5/20/2015 11:42 AM
6	more active advocacy for planning legislation	5/20/2015 10:58 AM
7	Assistance with creation of statewide uniform development permit processes much like "model codes" only for processes (so notice periods are uniform, noticing buffers are uniform, mailing techniques, etc)	5/20/2015 10:34 AM
8	No	5/20/2015 10:22 AM
9	No.	5/20/2015 10:09 AM
10	More social/networking events	5/19/2015 8:46 AM
11	The Olympia area has high State agency employment and many planners, and is not represented by the WA APA. There are no opportunities for professional development, social events, or to have our area's voice heard by the APA, and it's frustrating. It makes it difficult to want to support the WA chapter.	5/18/2015 9:57 PM
12	none that come to mind	5/17/2015 10:33 PM
13	support for policy changes at the local level	5/17/2015 2:16 PM
14	Have conferences and trainings more often in Inland Northwest area	5/15/2015 6:25 PM
15	more AICP CM events outside Seattle, easier registration of events	5/14/2015 11:15 AM
16	I have heard very little about any of the above references programs. Perhaps providing a more deliberate advertising strategy so people can take advantage of them.	5/14/2015 9:24 AM
17	Certificate programs for policy/technical specialties? E.g. certificate in TDR/SMP/form-based code	5/13/2015 4:18 PM
18	Support (funding and/or more frequent public acknowledgment) for planning student studio/practicum projects completed for WA communities.	5/13/2015 4:10 PM
19	Yes, merging with or taking over PAW as I do not see or understand their purpose.	5/13/2015 3:59 PM
20	Can't think of any....	5/13/2015 3:19 PM
21	Brown Bags. What happened to them? They were great.	5/13/2015 2:45 PM
22	planning in Plain English	5/13/2015 2:15 PM
23	Brown Bags/short Courses	5/13/2015 1:10 PM
24	Speakers Bureau	5/13/2015 12:55 PM
25	As a recent transplant to the east side of the state, APA is very Puget Sound focused and would like to see a balance.	5/13/2015 12:48 PM
26	salary survey	5/13/2015 12:42 PM
27	more webinars	5/13/2015 12:38 PM
28	More conferences or meeting in the southern areas of Puget Sound	5/13/2015 12:27 PM

29	Mentoring of younger planners	5/13/2015 12:27 PM
30	More frequent events. Lectures/Talks/Workshops.	5/13/2015 12:19 PM
31	Technology assistance	5/12/2015 4:50 PM
32	Lunch/happy hour lectures on cutting edge topics	5/11/2015 8:49 AM
33	Facilitate forums for discussion of how planning laws can be reformed and improved (GMA, SEPA, SMA)	5/10/2015 7:58 AM
34	More linkages with allied professions	5/8/2015 9:34 AM
35	It's been while since I saw a lunch series advertized. I'm more apt to attend these	5/8/2015 9:31 AM
36	Low cost AICP certification courses Transportation oriented	5/8/2015 8:36 AM
37	emphasis on rural communities and issues	5/8/2015 8:16 AM
38	Legal and Best Practices blogs	5/8/2015 8:07 AM
39	I would like to see more free or low-cost AICP training	5/7/2015 10:17 PM
40	Research. Coordination of expertise.	5/7/2015 9:00 PM
41	Mentorship	5/7/2015 5:45 PM
42	Local (NW) resource guide(s) for programs and information	5/7/2015 5:12 PM
43	Lending library	5/7/2015 4:51 PM
44	Professional development/training	5/7/2015 4:12 PM
45	A section that includes Olympia. There are a lot of planners here!	5/7/2015 3:41 PM
46	I am wondering why I am a member.	5/7/2015 3:40 PM
47	Telling my boss that I deserve a big fat raise in salary ;-)	5/7/2015 3:40 PM
48	models for public sector planning department organization; professional development courses	5/7/2015 3:17 PM
49	no	5/7/2015 3:17 PM

Q10 How do you prefer to receive news and information from APA Washington? (choose one)

Answered: 189 Skipped: 25

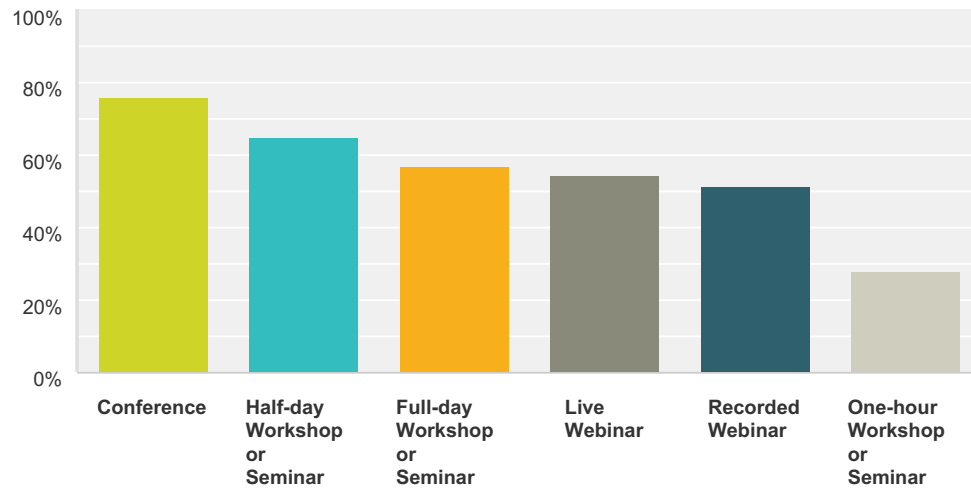


Answer Choices	Responses
Website	4.23% 8
Twitter	0.53% 1
Paper mailing	1.06% 2
Other Email Announcements	10.58% 20
Monthly Email Newsletter	80.42% 152
LinkedIn	2.65% 5
Facebook	0.53% 1
Total	189

#	Other (please specify)	Date
1	would like to have the option to print teh email newsletter, eg if all available as PDF rather than series of links from home page	5/20/2015 1:09 PM

Q11 What forms of training do you prefer? (choose as many as apply)

Answered: 185 Skipped: 29

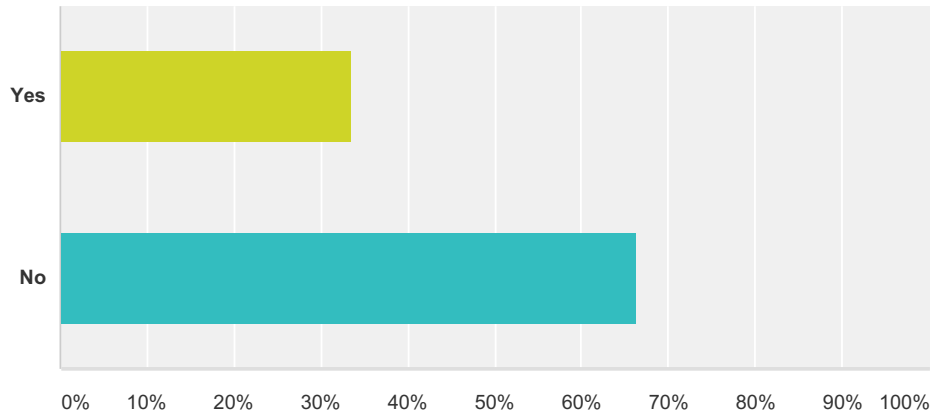


Answer Choices	Responses
Conference	76.22% 141
Half-day Workshop or Seminar	64.86% 120
Full-day Workshop or Seminar	56.76% 105
Live Webinar	54.59% 101
Recorded Webinar	51.35% 95
One-hour Workshop or Seminar	28.11% 52
Total Respondents: 185	

#	Other (please specify)	Date
1	Really depends on the topic - it's great to have choices	5/20/2015 11:09 AM
2	Mentoring/internship program	5/13/2015 10:41 PM
3	not allowed to attend unless free and even then, not so much.	5/13/2015 2:14 PM
4	one hour workshops work best as brown bags	5/13/2015 12:29 PM
5	Half-day + evening / happy hour	5/13/2015 12:10 PM
6	Social events	5/7/2015 9:00 PM

Q12 Should APA membership events or APA-organized trainings be available only to Members, in recognition of membership dues?

Answered: 182 Skipped: 32



Answer Choices	Responses
Yes	33.52% 61
No	66.48% 121
Total	182

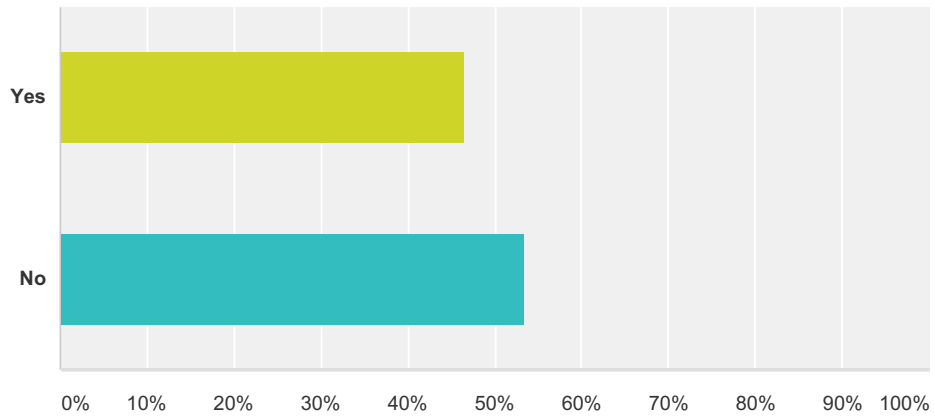
#	Comments	Date
1	we should make some open to non-members to increase interest in APA	5/20/2015 2:54 PM
2	tiered pricing for members/non-members	5/20/2015 1:09 PM
3	Maybe have an extra fee for non-members to attend.	5/20/2015 12:44 PM
4	A fee break for members would be appropriate.	5/20/2015 11:49 AM
5	Add a fee to non-members for training	5/20/2015 11:42 AM
6	A price break for members may suffice.	5/20/2015 11:33 AM
7	Can charge nominal fee to non-members.	5/20/2015 11:33 AM
8	It should cost more for non-members	5/20/2015 11:09 AM
9	but a higher charge for non-members is appropriate	5/20/2015 10:58 AM
10	I tend to think so, but there is value in being open to sharing our information too, and maybe others will see the value in joining. It would be nice if there were reciprocity in that from related professional organizations in the various related fields. They could take advantage of our related trainings and get credit for them and we could get credit for their related trainings. Also, as an incentive maybe non-member planners would get say 3 free trainings and then after that they'd have to join to be able to take more.	5/20/2015 10:43 AM
11	It depends on the goal. If developing awareness of the benefits of planning and the APA is desired, then definitely allow non-members to attend. Adjust fees so that non-members pay higher fees.	5/20/2015 10:24 AM
12	Students and community members should be invited	5/20/2015 10:19 AM
13	Reduced fee for members	5/20/2015 10:14 AM

14	At a discounted rate.	5/20/2015 10:06 AM
15	Hard to answer, but I think membership should have priority for reservations and that total attendance should be limited to available seating, and not squeezed in or standing room only - for example the recent Seattle National conference.	5/17/2015 10:33 PM
16	inviting people to events is a great recruiting tool, just charge differential rates.	5/14/2015 11:15 AM
17	extra fee for non-members	5/14/2015 10:28 AM
18	Non-Members fees should subsidize members fees	5/14/2015 10:09 AM
19	Maybe not only to members, but they should have priority for class/seminar/conference registration. If I pay my dues and for the event in advance and register for my seminars I shouldn't be forced to miss it. My dues go towards the events, it should be ensured that paying members have priority.	5/14/2015 9:24 AM
20	Lower rate for Members; bundle of trainings/events at discounted rate for Members.	5/13/2015 10:41 PM
21	I'm undecided. Maybe this isn't necessarily an "all or nothing" matter. Most should be available only to members, but some events/trainings may function as good outreach to non-members.	5/13/2015 4:10 PM
22	expanding events outside membership can raise visibility for the profession, planning practices and policies	5/13/2015 2:24 PM
23	charge more for those without a membership	5/13/2015 2:15 PM
24	na	5/13/2015 2:14 PM
25	Should be offered at a discount to members	5/13/2015 1:43 PM
26	An additional fee should be added for non-APA members to offset the payment of dues.	5/13/2015 1:26 PM
27	But chg a fee for non members	5/13/2015 1:10 PM
28	Or charge additional (\$50) so they become members!	5/13/2015 1:10 PM
29	Registration fees should be higher for non-members	5/13/2015 1:05 PM
30	Higher charge for non-members.	5/13/2015 12:55 PM
31	There should be a pricing difference for members or perhaps member open first then open to non-members.	5/13/2015 12:48 PM
32	generally no, but some activities yes where attendance is limited	5/13/2015 12:38 PM
33	but they should be free or reduced fee for members	5/13/2015 12:29 PM
34	We need to diversify perspectives.	5/13/2015 12:19 PM
35	non-members could pay more, or nominal fee if event is otherwise free	5/13/2015 12:13 PM
36	There should be discounts for APA members, but all benefit from training opportunities.	5/13/2015 12:12 PM
37	I think some should be member only, but others like the annual conference open to all	5/13/2015 11:44 AM
38	But nonmembers should e charged more	5/11/2015 9:47 AM
39	Or charge more for nonmembers	5/11/2015 9:09 AM
40	no opinion	5/11/2015 7:36 AM
41	allow non-members to particpate for a fee.	5/10/2015 7:58 AM
42	APA / planning knowledge is equally valuable to electeds appointed boards & commissions.	5/8/2015 7:50 PM
43	APA members should have first choice.	5/8/2015 10:48 AM
44	Make available to all but with a price differential	5/8/2015 9:34 AM
45	Fine to open to non-members at higher price	5/8/2015 8:32 AM
46	Prefer higher fees for non-APA members	5/8/2015 8:19 AM
47	reduced fee for members	5/8/2015 8:16 AM
48	just keep charging non-members more	5/8/2015 7:11 AM

49	charge an extra fee to non-members	5/7/2015 7:19 PM
50	No, but	5/7/2015 5:07 PM
51	Higher fee for non members.	5/7/2015 5:06 PM
52	Planning helps everyone, including those most opposed to it. We should be trying to get as many people as possible to attend the events.	5/7/2015 5:05 PM
53	Non-members can be charged a small fee to participate, but profession-advancing activities should be open to everyone. It's for the collective good.	5/7/2015 4:51 PM
54	Yes, for networking and social type events. No for professional development (but use two-tier fee system).	5/7/2015 4:12 PM
55	free/low cost to members, higher price for non-members	5/7/2015 3:55 PM
56	Many electeds are probably not APA members but could significantly benefit from APA training ;-)	5/7/2015 3:40 PM
57	Nonmembers should just pay more	5/7/2015 3:40 PM
58	We need to collaborate and share training with peer organizations and shouldn't expect them to be members	5/7/2015 3:28 PM
59	an added fee to non-members would be appropriate	5/7/2015 3:17 PM
60	Reduced cost. Yes	5/7/2015 3:16 PM

Q13 Have you volunteered with the Washington Chapter of the APA?

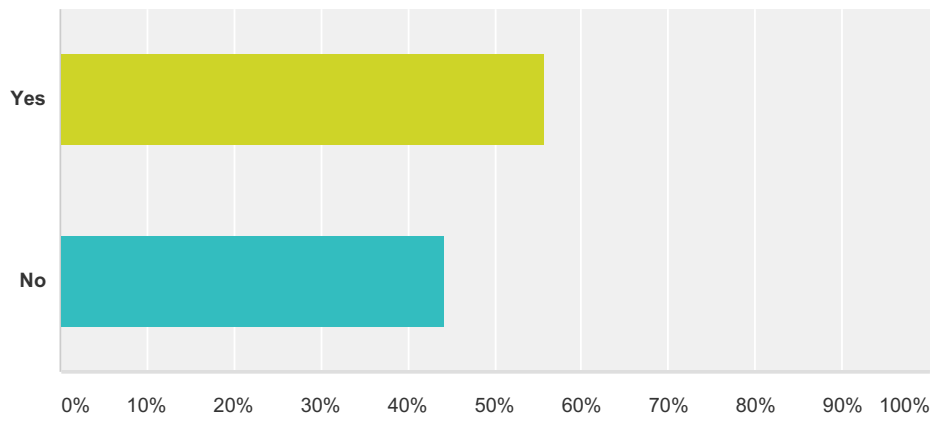
Answered: 189 Skipped: 25



Answer Choices	Responses
Yes	46.56% 88
No	53.44% 101
Total	189

Q14 If not, would you consider volunteering in the near future?

Answered: 129 Skipped: 85



Answer Choices	Responses
Yes	55.81% 72
No	44.19% 57
Total	129

Q15 On which committees would you be willing to volunteer? Feel free to make suggestions for committees that do not currently exist, but could be created by the APA Washington Chapter.

Answered: 109 Skipped: 105

Answer Choices	Responses	
Climate and Sustainability Initiative	46.79%	51
Annual Conference	42.20%	46
Community Planning Assistance Team	36.70%	40
Legislative Action	30.28%	33
Kids in Planning	22.02%	24
Continuing Education	20.18%	22
Awards	13.76%	15
Communications	12.84%	14
Scholarship	11.01%	12
Bill Proposal	10.09%	11
Planning Official Development Officer	8.26%	9
Senior Action	6.42%	7
Tribal Planning	6.42%	7
Sponsorship Program	6.42%	7
Membership	5.50%	6
UW Student Representative	3.67%	4
EWU Student Representative	0.92%	1
Total Respondents: 109		

#	Other (please specify)	Date
1	Emerging Professionals	5/19/2015 3:39 PM
2	Transportation Planning	5/13/2015 4:44 PM
3	Anything to help the next generation of or upcoming planning professionals.	5/13/2015 3:59 PM
4	Retired	5/13/2015 3:06 PM
5	na	5/13/2015 2:14 PM
6	Have served as PSC Pres//Brown Bag Sesion Panels	5/13/2015 1:10 PM
7	Short Course	5/13/2015 12:27 PM

8	Difficult because I am retired & live in the Islands	5/8/2015 7:50 PM
9	Ten Big Ideas	5/8/2015 10:14 AM
10	Expanding immigrant and minority planning professionals	5/8/2015 9:31 AM
11	transportation	5/8/2015 8:36 AM
12	Section	5/8/2015 8:07 AM
13	Preparedness and Disaster Recovery	5/7/2015 5:12 PM
14	Hope to serve as Section President	5/7/2015 3:40 PM
15	K-12 School Facilities Planning	5/7/2015 3:17 PM
16	health and equity	5/7/2015 3:16 PM

Q16 In 2014, Forbes reported on “The 10 Social and Tech Trends that Could Shape the Next Decade.” Which of the following trends will have the greatest impact on APA Washington in the next 3-5 years? (choose 3)

Answered: 177 Skipped: 37

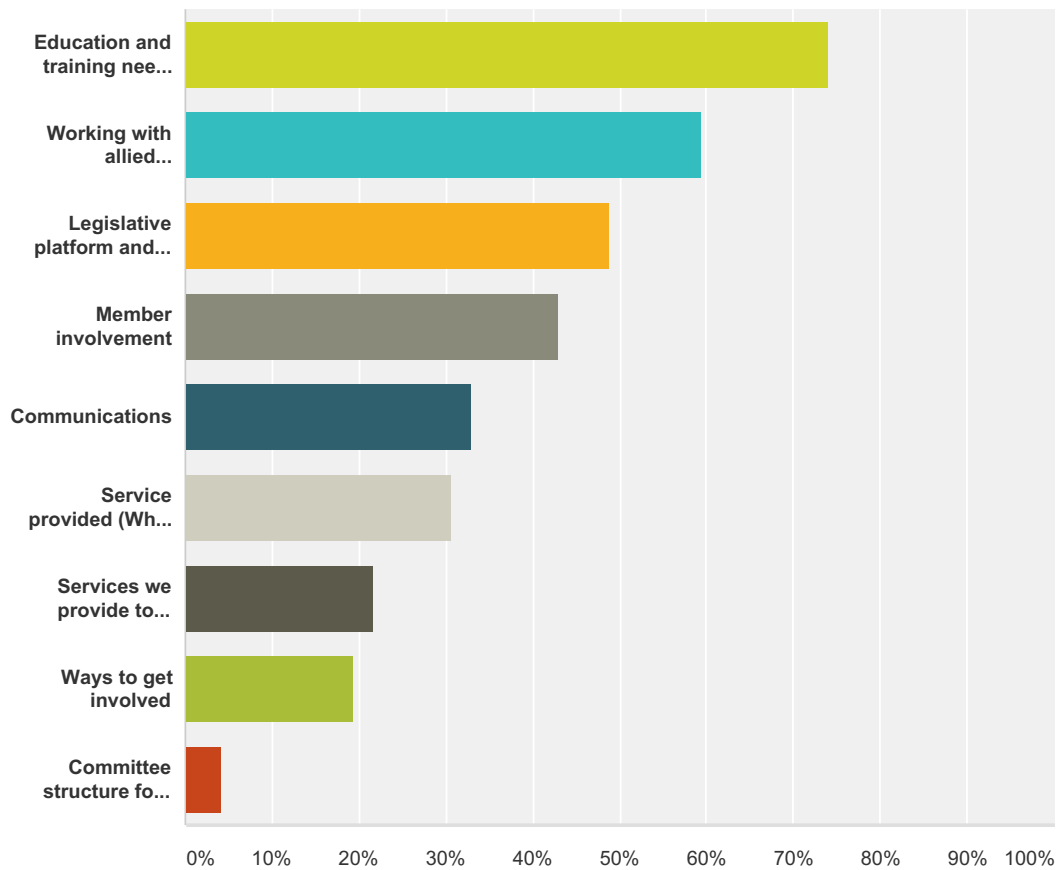
Answer Choices	Responses
Future of Mobility: Car sharing, ride sharing, and mass transit will converge, redefining transportation.	58.76% 104
Social Trends Changing: Increasing culture diversity will change the shape and face of all societies.	46.89% 83
Urbanization – City as a Customer: The growth of cities and metropolitan regions will dramatically change their political and economic impact.	45.20% 80
Future of Energy: The diversity of energy sources, the desire to minimize environmental impacts and advancement of technology in general will overhaul the energy industry.	38.98% 69
Connectivity and Convergence: Electronic and internet connected devices will continue to flourish and will change our daily lives.	35.03% 62
Health, Wellness and Well-being: The increasing cost of healthcare will force a shift away from treatment toward prevention.	32.77% 58
“Innovating to Zero:” Environmental pressure toward zero emissions and carbon neutrality will lead a trend to minimize the negative impacts of all technologies.	23.16% 41
“Bricks and Clicks:” Retail will continue to transition to the internet, in some cases creating a continuous offline/online experience.	16.95% 30
Smart is the New Green: The movement to create and market smart products will supplant the green products movement of the last decade.	15.25% 27
Value for Many: Products and services will be scaled for all markets, local to global and poorest to richest.	7.34% 13
Total Respondents: 177	

#	Other (please specify)	Date
1	These are all important!	5/20/2015 10:27 AM
2	Your question and answers are not directly related. Unless you were seeing if we are paying attention. So be careful how much you read into the responses you get.	5/17/2015 10:47 PM
3	Infrastructure, Transportation	5/13/2015 4:45 PM
4	Food system planning	5/13/2015 1:31 PM
5	Police Pwr/Regulations Vs Property Rights	5/13/2015 1:19 PM
6	Public Education	5/13/2015 12:26 PM
7	Demographics: aging; income inequality and access.	5/8/2015 7:55 PM
8	city as a residential center	5/8/2015 7:15 AM
9	demise of the middle class	5/8/2015 5:54 AM
10	Recovering from the economic recession and home ownership.	5/7/2015 9:04 PM
11	Governance and taxation	5/7/2015 6:25 PM
12	Climate change: From Sea level Rise to Ski Resort Decline	5/7/2015 5:20 PM
13	Keeping the avalanche of technology change under control and understood.	5/7/2015 4:22 PM

14	Climate change/drought will play into decisions about where to live, in food production, etc.	5/7/2015 3:24 PM
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Q17 What are your priorities to be addressed in the Strategic Plan? Please select any of the following that you feel are important:

Answered: 170 Skipped: 44



Answer Choices	Responses
Education and training needs and interests	74.12% 126
Working with allied professions (architects, economic developers, etc.)	59.41% 101
Legislative platform and activities	48.82% 83
Member involvement	42.94% 73
Communications	32.94% 56
Service provided (What you want from the APA)	30.59% 52
Services we provide to members vs. non-members	21.76% 37
Ways to get involved	19.41% 33
Committee structure for the Board	4.12% 7

Total Respondents: 170

#	Other (please specify)	Date
1	Interaction with the non-professional planning community	5/20/2015 12:43 PM
2	More directly understanding and applying the tools of social psychology to promote sustainable behavior.	5/17/2015 10:47 PM
3	Members should have greater involvement via online voting. If we are capable of administering and advising on complex planner issues, surely we are capable of having a greater role on how our dues are used.	5/14/2015 10:27 AM
4	Services to Sections	5/13/2015 12:40 PM
5	Networking	5/13/2015 12:24 PM
6	Continued public policy role, education & advocacy (growth management; files transport)	5/8/2015 7:55 PM
7	Linking membership and services to all segments - from students to retired planners, from Eastern to Western WA planners, from public to private sectors	5/8/2015 9:41 AM
8	Increasing immigrant/minority planning professionals	5/8/2015 9:35 AM
9	Outreach to students	5/7/2015 5:47 PM
10	Integration with other professions on current programs - "Resilience", "Sustainability" and more	5/7/2015 5:20 PM
11	Remaining a relevant/viable profession in gvmt. cutbacks	5/7/2015 3:24 PM

Q18 Please share your thoughts regarding priorities for the next three years:

Answered: 34 Skipped: 180

#	Responses	Date
1	Expand committees to recruit AICP members to be involved. Who to contact, subject area, time involved would be good to know.	5/20/2015 2:11 PM
2	People, Culture, Communities	5/20/2015 1:44 PM
3	recover from the national conference, continue good work, accelerate training	5/20/2015 1:12 PM
4	I would like to see the WA & National APA take a more active advocacy role in addressing climate change.	5/20/2015 12:43 PM
5	I'm very frustrated with the lack of training provided to planners working for municipalities in current planning. I am also shocked as I encounter repeated ethical problems. I find AICP planners usually don't suffer from these problems, but there is a surprising lack of AICP planners working in this state. I would like to see efforts made to resolve these education and ethical issues throughout this state.	5/20/2015 11:48 AM
6	Accommodating growth in ways that retain the positive aspects of current neighborhoods, and increasing the supply of affordable housing.	5/20/2015 11:11 AM
7	Closer connections to students at accredited programs and involvement with their research to benefit the profession	5/20/2015 11:01 AM
8	The National APA needs to show it's value to members, but also the state-level chapters should not lose sight of this. Better social media communication and providing events (training, education, even social events) for members is important to keep membership engaged.	5/20/2015 10:26 AM
9	Focus on increasing private sector membership and improving the balance of the organization as a whole. Offer more opportunities, services, etc. for the private sector.	5/20/2015 10:23 AM
10	I think working with environmental and conservation psychologists and bringing the knowledge and practices from those fields into the field of planning.	5/17/2015 10:47 PM
11	Focus on improving communications and facilitating easier, faster interactions, especially on things like getting CM credit events approved. Provide more social / volunteer opportunities. Also more training on tech, big data and how to use it all. More training on site design and plan review, because I still see horrid junk come across my desk.	5/14/2015 11:39 AM
12	The APA needs to be restructured. Planners have almost no say in what happens at the local chapter let alone at the national level. We should be able to vote on any matters involving how our dues are spent. We should also be able to vote on the amount we are charged. The relationship between dues and value received is out of wack. The national office appears to see planners primarily as a revenue source. Therefore, our first priority should be to get our house in order and have greater input from the members. Second, advocating for our members should follow the model used by Washington State teachers. A pathway to achieve that status should be determined and implemented. Why did you use tiny boxes for our comments - did you do this to discourage commenting?	5/14/2015 10:27 AM
13	1. Stop confusing economic development with planning. It may work in isolated areas or projects but most mid to small cities get inundated with bad and unnecessary projects that bring no benefit to the community long term. Political shortsightedness for monetary gains is destroying these communities and their immediate natural resources (i.e. wooded areas, shorelines, etc.). 2. Force planners out of the shadows and bring them to the table as decision makers. Too long have we sat in the corner thinking we are the smartest people in the room but are hindered by our roles to "advise and recommend". We are just as responsible for allowing this to happen as the politicians that placed us there. It's a safe disconnect from the responsibility of owning the end result. 3. There needs to be a strong effort to bring other allied professionals to the table. Only when all the players communicate at the same time do we actually see how each of us impacts the other. Stop hiding behind the "us vs. them" mentality. Every profession wants to make things better; individually we can't...perhaps with an actual united front we can.	5/14/2015 9:36 AM

14	More involvement of members on committees; conferences/meetings/forums throughout the state to introduce and sustain membership; tangible assistance and services from National APA; mentoring/internships as a means to allow members to contribute other than by paying dues and to attract new members via interning as a trial membership or mentoring in an area of expertise for others or for Chapter and committee work programs.	5/13/2015 11:17 PM
15	Nothing particular comes to mind.	5/13/2015 4:02 PM
16	Funding for local government planning efforts	5/13/2015 1:46 PM
17	State should continue to provide opportunities for CM credits inside and outside of State Conference.	5/13/2015 1:25 PM
18	See above--Local chapters and State APA doing good job of Officer/ Comm Chr training/Transition---Would encourage more private sector participation	5/13/2015 1:19 PM
19	Chapter priorities: Provide tools to members to implement plans, help consulting businesses to network. Make Planning more visible and understandable among communities and elected officials. Influence state level policy decisions.	5/13/2015 1:14 PM
20	Share ways to get involved with the membership.	5/13/2015 12:56 PM
21	Get on LinkedIn already! Post / share something of value once per week. It's the easiest and most appropriate professional networking and organizational tool today in 2015. People don't want to use Facebook for professional stuff.	5/13/2015 12:50 PM
22	More options for discussion about industrial land use.	5/13/2015 12:22 PM
23	Technology, boomer retirement, millennial involvement, water shortages	5/12/2015 4:53 PM
24	Keep members up to date on latest planning trends and ideas.	5/11/2015 8:52 AM
25	1. continuing education opportunities for planners. 2. Legislative involvement. 3. Assistance to planners in meeting demands of GMA.	5/10/2015 8:05 AM
26	Consider shaping and adopting chapter policies in response to trends.	5/8/2015 10:17 AM
27	Grow membership Expand legislative reach Impact major social issues Create funding for planning and for implementing plans	5/8/2015 9:41 AM
28	Double or triple the attendance of minorities at planning schools in the region.	5/8/2015 9:35 AM
29	Millenniums and the Boomers....supporting each other in an affordable urban setting	5/8/2015 8:40 AM
30	Urban Infill - making the hard choices. If we're serious about the triple bottom line, then our State laws need to be reviewed to determine if they make urban infill more difficult. The Chapter should do so and issue a report, with recommendations for short, medium, and long range changes. Tax structures should be included (allowing counties to use b & o taxation, for instance.) Chapter should encourage planning departments to do the same with their codes.	5/8/2015 8:11 AM
31	please focus on membership needs and political advocacy	5/8/2015 7:15 AM
32	Low cost training opportunities in conjunction with social events. Planners should be talking to each other more, not just being talked to.	5/7/2015 9:04 PM
33	I continue to assert that the quality of presentations at the annual conference are poor. WA APA should devote more effort to ensuring session presenters have public speaking skills and can make dry topics interesting. Typically, session presenters make interesting topics dry. The intent and spirit are good, but the presentations poor. The annual conference has great value for networking, but minimal value with respect to professional development. The best part of the WA APA annual conference is what happens between sessions.	5/7/2015 4:22 PM
34	Thank Ivan, support Paula, and try to expand membership and influence of Planning professionals across Washington!	5/7/2015 3:44 PM

**Q19 If you have reviewed the 2012-15
Strategic Plan, please share your
perspective on how well the Plan has been
implemented over the past three years.
What worked and what could have been
improved?**

Answered: 18 Skipped: 196

#	Responses	Date
1	Nicely organized. Is there a summary of activities completed to meet the strategic plan goals? How is success measured?	5/20/2015 2:11 PM
2	Structured Community Involvement, use of web services to gain real time community feedback and questions like 'SideWalk' engage with people who have just moved here, they are the future of Seattle.	5/20/2015 1:44 PM
3	I haven't heard much about outreach to kids/young people in early college or late high school and their options in planning. I have seen that the Puget Sound section is offering more events/trainings that are relevant to me. Not sure how this is across the state though.	5/20/2015 10:26 AM
4	Have not reviewed.	5/20/2015 10:23 AM
5	I haven't had a chance to review it.	5/18/2015 8:22 AM
6	Sorry, I have not reviewed it. Guilty.	5/17/2015 10:47 PM
7	Find ways to be more inclusive of members who try to contribute. Maybe an annual meeting at the state conference with all chapter and section board members? The 10 big ideas effort was disappointing. I tried to be involved and give feedback, but much of the process was orchestrated in the background and run by elites. My suggestions were repeatedly ignored or left out of revised drafts and I finally gave up on contributing. The outcome was not a list of revolutionary ideas or even big ones. It is the same generic list of planning concerns that anyone who took a freshman class in urban studies could tell us. Big ideas don't come from well-managed group processes, they come from individuals who think differently, who challenge the group and convince others to do the same. Your state leadership is too distant from members and too dismissive of their contributions. Puget Sound Section has been really good about engaging and interacting with members, and the state chapter could follow that enthusiasm.	5/14/2015 11:39 AM
8	Our section has not met in years and it is very frustrating. We can't even vote to change the leadership because we have not had any meetings. Way to much emphasis on awards. The awards program is skewed against small organizations who cannot possibly jump through all of the hoops created to submit for an award. Section 2.9 should be expanded to include all students regardless of ethnicity or background. Topic 3 needs to include specific advocacy for planners; starting with licensing of planners and insuring that high standards are expected of all planners in the private and public sector.	5/14/2015 10:27 AM
9	Not all committees reported periodically on progress/changes needed to the plan. Financial planning has improved; however, "scholarship" funds continue to be an issue. More involvement needed from universities other U of W. Webinars for training, meetings, projects, committee work should be used more often. Work on website improvements has been steady and productive. National and state conference planning with professional planner has improved the end product and saved Chapter funds. Awards for individuals are not well defined. Joint PAW and APA Awards planning has improved. Roles of officers are more clearly outlined Section programs still need additional support for some of the Sections. All Section Board meetings should be open to all members of the Section. Chapter Administration and communication to members on role of Chapter Administrator entity and its employees has been a positive experience in the last approximate 10 months. Diversity and content of communications to members has greatly improved.	5/13/2015 11:17 PM
10	I have not so am unable to comment.	5/13/2015 4:02 PM
11	Your plan is pretty vague in terms of goals and targets. Increasing membership as a goal really means don't lose members. A number or percentage of active planners would be a measurable achievement that could be supported. Hopefully, there will be less emphasis on structure and bylaws in the future and more on creating programs, training etc.	5/13/2015 1:25 PM

12	Making progress-need-less"social engineering" more practical tools for everyday plng issues-economic benefits to communities	5/13/2015 1:19 PM
13	I think the biggest challenge is the part of the vision that gets at advancing the profession. I think planners have had a lot of great influence, but I don't think we are viewed as the leaders. Most people still don't really understand what we do - especially the forward looking, long-range planning work. Not sure how to improve on this, it just continues to be a tough challenge I think.	5/13/2015 12:36 PM
14	It put me to sleep.	5/13/2015 12:22 PM
15	Haven't reviewed.	5/12/2015 4:53 PM
16	It's very ambitious. Prioritize just a few things that can be reasonably accomplished.	5/10/2015 8:05 AM
17	Need more focus on senior level and retired planners. They are a huge resource that needs to be channeled and focused. Link Awards program to national: how come WA plans and projects never receive national awards? Link more with BC planners Keep up the good work!!!	5/8/2015 9:41 AM
18	Haven't looked at it. Too general and no one other than those directly engaged have time to follow it.	5/7/2015 9:04 PM

Q20 What topics are you most interested in receiving continuing education? (Check all that apply)

Answered: 176 Skipped: 38

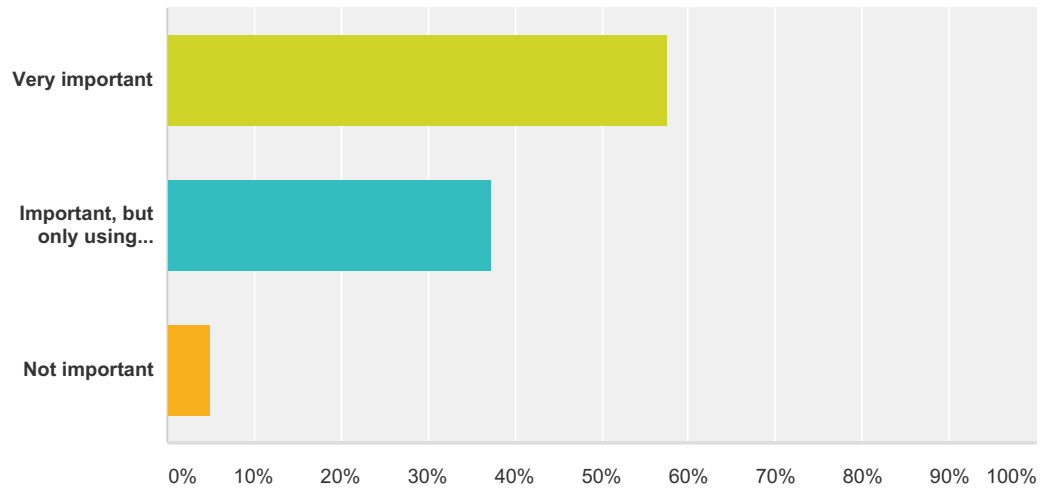
Answer Choices	Responses	
Community Engagement/Public Participation	53.98%	95
Land Use	51.70%	91
Sustainable Planning	49.43%	87
Economic Development/Economic Diversification	48.30%	85
Urban Design	48.30%	85
Transportation/Transit	47.16%	83
Bicycle and pedestrian planning	40.34%	71
Sustainable Development	40.34%	71
Environmental Planning/Natural Hazard Mitigation	32.95%	58
Systems Planning	26.14%	46
Housing	25.57%	45
Low-income Housing	24.43%	43
Water Resource Planning	24.43%	43
Public Health and Safety	20.45%	36
Green Building and Design	19.89%	35
Real Estate	18.75%	33
Hazard Mitigation	14.20%	25
Historic Preservation	11.93%	21
Total Respondents: 176		

#	Other (please specify)	Date
1	law and ethics (gotta keep the AICP alive)	5/21/2015 7:50 AM
2	Rural Planning	5/20/2015 12:34 PM
3	Law and ethics	5/20/2015 11:49 AM
4	Enhanced green infrastructure	5/20/2015 11:40 AM
5	climate change and vulnerability assessments	5/20/2015 11:02 AM
6	Energy Conservation/Renewable Energy	5/20/2015 10:28 AM
7	Land Use Law	5/20/2015 10:25 AM
8	The role of planning in promoting sustainable social behavior	5/17/2015 10:50 PM

9	Effective design standards	5/14/2015 10:28 AM
10	Planning around Marijuana	5/14/2015 9:36 AM
11	social equity and diversity	5/13/2015 3:48 PM
12	Food system planning	5/13/2015 1:32 PM
13	social equity	5/13/2015 12:41 PM
14	Public Education	5/13/2015 12:26 PM
15	Planning for climate change	5/10/2015 8:06 AM
16	Rural development / preservation; housing equity	5/8/2015 7:57 PM
17	equitable development	5/8/2015 9:36 AM
18	Budgeting and Taxation	5/8/2015 8:11 AM
19	Customer service	5/7/2015 9:05 PM
20	Disaster Preparedness & Resilience	5/7/2015 5:21 PM
21	project management, budgeting, LEAN, Six Sigma, etc.	5/7/2015 4:24 PM
22	"smart" buildings/infrastructure	5/7/2015 3:25 PM
23	K-12 School Facilities	5/7/2015 3:20 PM

Q21 How important is APA Washington lobbying the legislature on planning issues to you?

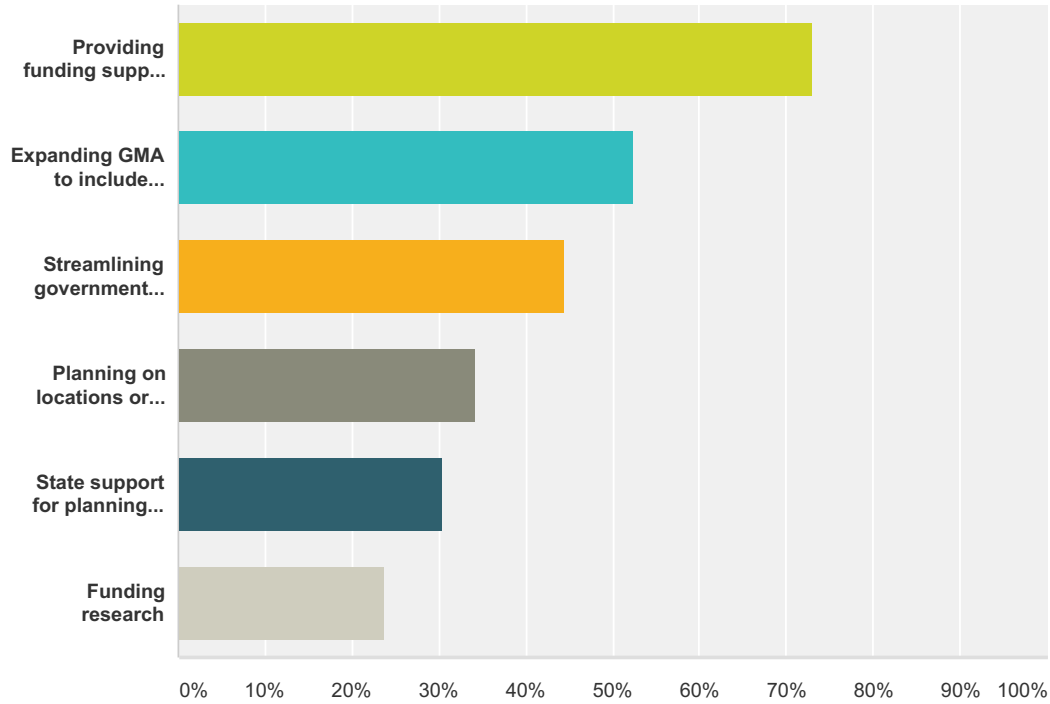
Answered: 177 Skipped: 37



Answer Choices	Responses
Very important	57.63% 102
Important, but only using limited resources	37.29% 66
Not important	5.08% 9
Total	177

Q22 Which APA Washington legislative issues are most important to your organization (Check all that apply)?

Answered: 164 Skipped: 50



Answer Choices	Responses
Providing funding support for planning efforts (GMA, SMA, etc.)	73.17% 120
Expanding GMA to include sustainability issues	52.44% 86
Streamlining government regulations	44.51% 73
Planning on locations or topics of statewide significance	34.15% 56
State support for planning jobs	30.49% 50
Funding research	23.78% 39
Total Respondents: 164	

#	Other (please specify)	Date
1	Minimum education/certification standards for planners (And engineers too though that's not us).	5/20/2015 11:51 AM
2	integrating planning for climate change into state and local planning	5/20/2015 11:03 AM
3	Reducing government regulations. Streamlining only leads to more red tape. The process kills the creativity and end product.	5/14/2015 9:38 AM
4	closing the loopholes and other issues related to vesting laws	5/13/2015 11:20 PM
5	Surface transportation funding.	5/13/2015 4:03 PM
6	transportation	5/13/2015 3:49 PM

7	at-grade rail safety in conjunction with increased oil and coal trains	5/13/2015 12:53 PM
8	Moving toward a state plan vs. multiple disjointed state plans	5/13/2015 12:42 PM
9	Funding transit and road maintenance, not new roads	5/11/2015 8:54 AM
10	Reform of GMA to improve it and remove counter productive provisions, such as restrictions on LAMIRD development.	5/10/2015 8:08 AM
11	For me (new resident), the jury's still out on the GMA	5/8/2015 7:59 PM
12	Funding for implementing plans, addressing GMA flaws such as a vesting and insufficient funding, collaborating with other groups to make the WA tax code more progressive fair and sustainable	5/8/2015 9:43 AM
13	1. Education (pathways to careers), 2. Affordable Housing 3. Transportation	5/8/2015 9:39 AM
14	Transportation funding	5/8/2015 8:41 AM
15	Legislative committee continuing to review new codes for unfunded mandates.	5/8/2015 8:12 AM
16	Requiring transit agencies and utilities to create long range plans	5/7/2015 10:20 PM
17	Governance and Taxation	5/7/2015 6:27 PM
18	better integration of planning and environmental statutes.	5/7/2015 3:46 PM
19	Economic Development support	5/7/2015 3:35 PM

**Q23 Please let us know any final thoughts
or suggestions you may have for the
betterment of the APA Washington Chapter.
Thank you for your time!**

Answered: 36 Skipped: 178

#	Responses	Date
1	Since moving up here in 2005, I have had a hard time seeing a path for direct involvement in the chapter--are there in-person meetings? how would someone get involved in the committees? I am not usually clueless, but for whatever reason this has always seemed a bit like a club for which you need the secret handshake.	5/21/2015 7:54 AM
2	thanks for offering this survey. It indicates that you want to serve the APA membership, and I really appreciate this effort. THANKS!!	5/20/2015 2:12 PM
3	Thank you! As a new member I look forward to being a more active in the organization!	5/20/2015 1:45 PM
4	See note on question #18. Thanks!	5/20/2015 12:46 PM
5	The Chapter and Sections should look for ways to speak out on public issues that affect planning, so APA's voice is heard and recognized.	5/20/2015 11:05 AM
6	None.	5/20/2015 10:32 AM
7	I think the WA chapter should work to include all areas of the state. It's difficult to be involved (or want to support the chapter) when it's necessary to drive to the Seattle area to do so.	5/18/2015 10:01 PM
8	Thanks for doing the survey.	5/17/2015 10:52 PM
9	APA WA overwhelming focus on issues and planning techniques affecting mostly Seattle and Metro area continues to alienate large portion of the state's planners. The PAW conferences and events continue to be more useful to smaller and mid-size cities. APA WA events also seem to emphasize consultant work that rarely gets into the implementation side.	5/15/2015 11:25 AM
10	We need to help local jurisdictions adopt new and improved technical capabilities. Especially medium sized jurisdictions where cost to implement is higher, they are not as nimble, the free solutions can't scale and the other solutions are expensive and more complex. These places need help and a push/pull to get the benefits available with emerging applications.	5/14/2015 11:45 AM
11	Thank you for seeking comments from the membership. This should be done more frequently and WA APA officers should be required to report on the positions they have taken at the national level. We NEVER hear from you folks What are you doing? Why are our dues so high and what are we getting in return for our dues? Why don't we seen financial reporting on how our money is spent? What can you do to increase transparency in the decisions you make. Are you doing effective outreach to the membership - in short the answer is no!	5/14/2015 10:46 AM
12	Be more active in communicating with potential and active members. Provide AICP CM webinars, as some planners can't afford to attend the state or national conference. It should be a priority to keep our licensed professional licensed and provide free continuing education that is flexible. Otherwise, people will start letting their credentials expire.	5/14/2015 9:39 AM
13	Keep up the good work; offer incentives to encourage members to get involved in programs and committee activities.	5/13/2015 11:23 PM
14	Thanks to the APA WA staff, leadership, and volunteers for all you do!	5/13/2015 4:38 PM
15	I'd like to see scholarships extended to students attending non-accredited planning-related programs, such as at TESC and WSU.	5/13/2015 4:26 PM
16	Could APA WA perhaps offer one-day or half-day seminars or symposia that would qualify for AICP CM credits?	5/13/2015 4:04 PM
17	need to provide a more balanced (or in some cases- realistic) approach to the polices and legislative bills that are proposed or co-sponsored by the APA or chapter.	5/13/2015 2:23 PM

18	The Chapter is known for its annual conference...that's it. Create a page to link members to webinars where free (or really low cost <\$10) training can occur. I think recorded webinars with CM credits are the way to go. See Utah and Illinois for good examples. Maybe create a page that links to theirs... APA in general is getting really expensive, especially for young professional, and planners operating outside of urban areas. The Chapter needs to be a valuable resource for training.	5/13/2015 1:34 PM
19	Chapter should reach out to members and non-members to increase more racial, economic, and professional diversity in the chapter and in the board.	5/13/2015 1:18 PM
20	National APA dues are too high. State chapters should work to reduce those.	5/13/2015 1:10 PM
21	My biggest need is for free AICP education credits, especially Law and Ethics	5/13/2015 1:01 PM
22	Appreciate being asked for input, thank you.	5/13/2015 12:57 PM
23	Use LinkedIn!	5/13/2015 12:54 PM
24	Thank you to all the APA WA volunteers that make this a great organization!	5/13/2015 12:17 PM
25	Overall dues for AICP, national and state membership are very high. Many of my staff have let their memberships lapse due to high cost. Minimizing dues increases is important to maintaining membership.	5/11/2015 9:53 AM
26	Keep up the good work!	5/10/2015 8:09 AM
27	Good idea to use surveys that let you know your progress to the end.	5/8/2015 8:00 PM
28	We should be proud of the accomplishments including the 2015 NPC. Keep up the good work!	5/8/2015 9:44 AM
29	The topics and issues provided are not at all inspiring. I don't care about land use, I care about how we use land to support a healthy community. I don't care about housing, I care about meeting people's needs for shelter. Try to rephrase from what we do (regulate & plan) to what our objectives are (healthy people, communities and places).	5/8/2015 9:43 AM
30	Partnerships, especially with organizations we have found antagonistic in the past (BIA, AGC) are very important. We have overlapping areas of interest where we can support each other, turning us into friendly antagonists.	5/8/2015 8:13 AM
31	I feel as though I get little value from the Washington APA Chapter. I would like to see more transparency of finances and activities, all in relation to dues.	5/7/2015 9:07 PM
32	With all due respect, I think APA's lobbying efforts should be largely discontinued and instead integrated with those groups that determine the policy direction of AWC. I may be wrong, but I don't see planners as a powerful interest group or constituency. Legislators will maybe listen to mayors and AWC. Let's save our resources and tap into the groups (such as WCMA) that influence AWC!	5/7/2015 4:30 PM
33	It'd be great to have a section that includes Olympia. Thanks!	5/7/2015 3:47 PM
34	Planners Rule	5/7/2015 3:46 PM
35	Membership with APA has very low ROI. I likely will not maintain a membership.	5/7/2015 3:43 PM
36	thanks	5/7/2015 3:18 PM