

APA Region I Candidates

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In an effort to better inform the APA membership, the Chapter President Council (CPC) has developed a series of questions for national candidates for the American Planning Association (APA). Mike Southard and Sumner Sharpe compiled this survey for distribution by the CPC Executive Committee. The CPC encourages chapters to endorse candidates who represent their views and positions.

1) The CPC has formally taken the position in favor of mandatory continuing education for certified planners. The next few questions pertain to your position as a candidate for national office on continuing education.

- a) What role do you believe continuing education plays in the advancement of a professional planner's career?*
- b) Do you favor mandatory continuing education for certified planners?*
- c) What role should APA (nationally) and the chapter (locally) have in educating planners?*

AMB: 1A: I believe that professional planners should always be striving to do better, to constantly improve upon our skills and offer the best to our employers, clients and the general public. Continuing education is an integral part of that philosophy. When we stop learning, we stop living.

1B: Yes

1C: APA should provide the tools to assist Chapters in providing educational opportunities that are relevant, timely, convenient, and affordable. The tools could take the form of an expanded speakers bureau (what we have online is a good start), and more prepackaged training opportunities available by either audio conferencing or in person.

JM: 1A: It plays a critically needed role in broadening our knowledge base and keeping it current. Planners are the one's entrusted to look at "the big picture." If we are not at least fluent in current planning practices, and fluent in all aspects of planning -- not just one specific focal area -- then we fail in this respect. We fail to serve our clients and the public with current Best Practice recommendations, and with well-rounded and comprehensive analyses related to our assignments. Case law constantly changes, technological advances such as ITS constantly change, government programs constantly change -- and so should we!

1B: Yes

1C: Providing supplementary Continuing Education trainers in areas that PDO's and chapter members might not have expertise in, such as a recently requested topic by Leo Vasquez of the APA New York Metro Chapter -- Entrepreneurial training. I can't even spell that one.

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FP: 1A: Continuing education is obviously important for any functioning professional. The professional who neglects it inevitably falls behind. The real issues for APA are how to deliver it and how to evaluate its delivery.

1B: I have an open mind on this question. The reason is that I am not sure APA has answers yet on the issues of delivering continuing education and evaluating its delivery. But the organization is undertaking three interesting experiments on mandatory (or near-mandatory) continuing education in the New Jersey, Ohio and Western Central chapters. I'd feel more comfortable answering the question after we have the results of the experiments.

1C: The APA national office should operate as a clearinghouse on continuing education opportunities, probably by means of a Website. The chapters should provide the clearinghouse with examples of such opportunities and input about them. The chapters themselves could generate some of these opportunities. But again I'd feel more comfortable answering the question after we have the results of the New Jersey, Ohio and Western Central chapter experiments in continuing education.

2) *The APA Board of Directors has adopted the 2002/2003 Organizational Development Plan (ODP). The following questions pertain to your views of the plan and its role toward advancing the profession, as well as the organization.*

- a) *Of the six major goals, please prioritize them in the order of highest to least importance.*
- b) *Are there any other elements or goals that you would include in the ODP and why?*
- c) *How can the Chapters be utilized to better implement the ODP?*

AMB: 2A: Advocate and implement policies and legislation that support and sustain good planning at local, state, national levels. (We should be known as “problem solvers.”)

- 1) Create a culture of continuing education and provide more education opportunities for practicing planners. (Carry this through to mandatory continuing education and developing more cooperative educational opportunities for “would-be planners” of the next generation.)
- 2) Development of new membership and product marketing strategies.
- 3) Pursue social, economic and racial equity in America’s communities.
- 4) Foster organizational change and maintain financial sustainability.
- 5) Develop and promote a brand definition that reflects the visual, emotional, cultural identity of APA.

2B: Point of Service Surveys for member and contract services/products. It was talked about a few years back and was to have been institutionalization but it never happened. This would be an easy way of learning what we do well and knowing what we need to correct first hand, from those who experienced the problems.

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More focus on the AICP Community Planning Team Program. We need to get the resources to this very worthwhile program and get it up and running again. We, as planners, need to be assisting those communities with true needs.

2C: Offer continuing education programs (see previous comments); partner with universities in developing new degree programs and enhancing existing programs; development of new marketing material in cooperation with National; significant partnering with kindred and “not-so” kindred organizations in broader areas than legislation..partner in educational programs and marketing efforts.

JM: 2A: Of the six major goals, please prioritize them in the order of highest to least importance.

- 5 Foster organizational change and maintain financial sustainability.
- 6 Develop and promote a brand definition that reflects the visual, emotional, and cultural identity of APA.
- 1 Aggressively advocate and implement policies and legislative agendas that support and sustain good planning at the local, state, and national levels.
- 4 Develop new membership and product marketing strategies.
- 3 Create a culture of continuing education and provide more education opportunities for practicing planners.
- 2 Pursue social, economic, and racial equity in America's communities.

2B: Inter-organizational collaboration as a way to increase membership and spread APA’s core messages. Even architects don’t know what Smart Growth means. To them, sustainability is all about buildings. To me it’s all about land use and process. We need to resolve these types of differences, and improve our image for engineers, who think we merely write well and control the purse strings to projects.

2C: Through use of chapter grants.

FP: 2A: Of the six major goals, please prioritize them in the order of highest to least importance.

- (1) Highest importance) Aggressively advocate and implement policies and legislative agendas that support good planning at the state, local and national levels.
- (2) Develop and promote a brand definition that reflects the visual, emotional and cultural identity of APA.
- (3) Pursue social, economic and racial equity in America's communities.
- (4) Develop new membership and product marketing strategies.
- (5) Foster organizational change and maintain financial sustainability.
- (6) Create a culture of continuing education and provide more educational opportunities for practicing planners.

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2B: The six items above seem like plenty to do.

2C: The six items above give the chapters plenty to do. They also give the chapters plenty of room to develop interesting new links with APA national.

3) *The following questions pertain to the make-up of the APA Board of Directors and American Institute of Certified Planners (AICP) Commission. Please provide your opinion with an explanation as to your reasoning.*

- a) *Should the voting for AICP President be only by AICP members instead of by all APA members?*
- b) *Should the APA President serve as a voting member on the AICP Commission?*
- c) *Should the CPC, DC, SRC, AICP, and/or College of Fellows (COF) be voting members on the APA Board?*
- d) *The AICP Commission has an even number of voting members. Should the AICP President vote only when breaking a tie vote?*

AMB: 3A: I have mixed feelings on this one. As the position is now, a voting member of the Board, yes, all members should vote for the AICP President-Elect. However, I do not feel that the President should be a voting member of the Board, but should be advisory in capacity as other Council seats. In that scenario, no, only AICP members should vote for President-Elect.

3B: No, for the same reasons cited above. Other “liaison positions” on the Commission do not vote.

3C: No, again for the same reasons cited above. Elected Board/Commission members should be voting members of the Board/Commission. Having served in a liaison position on the Commission and in an advisory position on the Board, I feel that in each instance, the Councils can get their points across and views represented without having a vote. All of the Councils are represented by Board members-at-large, as well as regional members.

3D: Yes. On all the Boards I serve or have served on, the President only votes in a tie. I don’t see why the Commission should be any different. The President should be a leader/facilitator, not a voting member.

JM: 3A: Yes, since the AICP code of ethics is important background needed to make judgments about who will lead AICP.

3B: Yes, this is where a liaison to non-AICP planners is crucial for the AICP Commission.

3C: Yes, each brings its own perspective.

3D: No. For instance, I would want Sam Cassella to have voting capabilities on all issues coming before the Commission for vote.

FP: **3A:** No. In the late 1970s ASPO and AIP merged in a way that created a sensible structure. The APA membership and board have mildly changed the structure since then, but there is no reason to change its basics. The proposal here would go too far in the direction of changing the basics.

3B: No. The late-1970s merger created a workable structure that has, with small changes, served us well since. The suggested change doesn't seem like a help. In addition, the APA president already has plenty to do.

3C: No. Too much alphabet soup. Too many complicated changes that unpredictably rewire a perfectly serviceable structure. Too much mind-boggling. Too much selfish politics.

3D: As most people who have been to public meetings know, Robert's Rules of Order handled this one a long time ago.

4) *The American Institute of Certified Planners has inducted three classes into the College of Fellows. The Chapters play an integral role in selecting nominees, financing, and preparing nomination packets. The following questions pertain to the relationship between the Chapters, AICP and FAICP.*

a) *Should the FAICP selection committee provide the Chapter President with evaluation information pertaining to non-selected candidates?*

b) *Should the COF classes be limited to a specific number or should all worthy nominees be honored?*

c) *Should a Chapter's endorsement be given more consideration than an individual endorsement?*

AMB: **4A:** Yes, most definitely. Having gone through the process for those nominated in the Pennsylvania Chapter, I can say that it is very frustrating for both the Chapter and candidate not to have some idea of why a candidate was not selected. There should be a debriefing available in either written or verbal format, for those wishing to know weaknesses of the application or candidate. That way, one can make an informed decision regarding resubmission.

4B: No. We should not limit COF classes by number but only by those that have achieved significantly in our profession. Selection criteria should be such that the best of the best will always be honored.

4C: Yes. Individual endorsements may not necessarily be as "candid" and comprehensive in nature as a Chapter endorsement.

JM: **4A:** Yes

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4B: A specific number per year would be fine, based on chapter size. Eventually everyone deserving it will get it. This will maintain an equitable distribution of FAICP planners throughout the chapters.

4C: Yes

FP: **4A:** No. I don't get the point of the question. Has this situation ever happened? Could it ever happen? The rejected individual, if there is such a person, deserves not to have the details of the rejection automatically spread to bystanders. The chapter president is a bystander.

4B: Again, I don't get the point of the question. Why shouldn't all acceptable nominees be honored? The alternative seems unworthy of APA as an organization.

4C: Another odd question: why are we bothering with this stuff? There are so many more interesting and important issues to deal with--for instance, questions 1-3 above. Why give the chapters this bogus, clumsy, possibly inaccurate superpower to insult its members when there is no earthly reason to do so? Yes, the chapters should weigh in. No, the chapters should not be given priority over their individual members. Let the chapter and individual endorsements both count equally.