



American Planning Association

Creating Great Communities for All

St. Louis Metro Section

American Planning Association

Final Strategic Plan 2020-2025

September 14, 2020

Background

AMERICAN PLANNING ASSOCIATION (APA)

The American Planning Association (APA) emerged in 1978 as an umbrella organization for planning-related academic, professional, and advocacy endeavors, after the consolidation of smaller planning entities. Today's APA provides leadership in the development of communities by advocating excellence in planning, promoting education and citizen empowerment, and by providing our members with the planning tools and support necessary to meet the challenges of growth and change. The APA has over 40,000 members from 47 U.S. chapters, as well as international members.¹

Mission:

Creating great communities for all

Vision:

APA advances planning through leadership in education, research, advocacy, and ethical practice.

What We Do: (top three)

Advocate for planning . . .

File amicus briefs in selected court cases

Promote good planning through vigorous public information and education programs.

MISSOURI APA

In August 2019, Missouri APA set forth a Chapter Development Plan for the period 2019 to 2024 as a longer-term vision for future programs and services.² This document sets forth the following goals:

Advocate for the value of planning

Support current and future planners

Provide administrative support

Create great places

Foster diversity and inclusion

¹ <https://www.planning.org/history/> accessed 7/14/20

² <https://missouri.planning.org/connect/about-apa-missouri/chapter-plans/> accessed 7/14/20

ST. LOUIS METRO SECTION

The St. Louis Metro Section (Section) is one of three Sections in Missouri APA, with the others based in Kansas City and the Ozark Mountains. The St. Louis Metro Section consists of the multi-county area around St. Louis for both Missouri and Illinois. In Missouri, it includes the City of St. Louis, St. Louis County, St. Charles County, Jefferson County, Lincoln County, Franklin County and Warren County. In Illinois, it includes Madison County, St. Clair County, Jersey County, Monroe County and Clinton County. APA members from both Missouri and Illinois serve on the Section's Board of Directors.

The Section membership currently includes 231 members with 198 from Missouri-St. Louis and 33 from Illinois-St. Louis.

The Section Board currently has sixteen members, although the Board may approve a change in the number. The Board's officers are president, vice president, treasurer, secretary, and non-voting past-president. The Board also includes Section director liaisons with Illinois APA and Missouri APA, and at-large members including those affiliated with college and university planning schools. At-large members may serve for no more than three years in one term, after which they must transition to Board officer, Section director liaison, or committee chair, or sit out the next election. The treasurer may serve up to six years in one term. If a Board member resigns, the Board votes to fill the vacancy. Consistent with APA and Missouri APA, the Section's calendar starts on January 1. Elections are held mid-year.

The St. Louis Metro Section's mission and purposes:

Mission:

Provide the St. Louis region with a results-minded Board of Directors that educates and advocates for better planning; engages civic leadership; empowers the public to participate in planning discussions; and increases the number and diversity of its membership.

Purposes:

- *Provide vision and leadership to promote the public good through the application of planning for better decision making; facilitate the creation of "great places" -- improved spaces and places where people want to gather;*
- *Encourage the exchange of information and experiences among planners, allied professionals, planning students, and citizen planners;*
- *Advocate for the planning practice and the value of obtaining AICP certification; provide Section members with tools, service, and support to advance planning practice; facilitate participation in APA national, state, and section activities by members and the public; create and carry out a strategic plan to guide the Section's activities;*
- *Practice diversity and inclusion in all SLMS programs and services; discern and oppose inequitable policies, plans and laws.*

Strategic Plan

The St. Louis Metro Section wrote its first Strategic Plan in 2009 and updated it in 2013. This 2020-2025 Plan reflects changes in awareness and areas of emphasis and related adjustments to the Sections' working committees.³

NEW AREAS OF EMPHASIS

The first area of emphasis for the Section is the need for greater diversity and inclusion in planning.

As noted above, one of Missouri APA's five primary goals is *Foster diversity and inclusion*. In 2018, the national APA approved a Diversity and Inclusion Strategy, an association-wide plan for how to better promote the understanding and practices of diversity and inclusion both within and outside the planning community and profession. This is APA's Diversity and Inclusion Mission:

To promote more inclusive, just, and equitable communities through a planning profession as diverse and inclusive as the many communities we serve. To equip planners to perform inclusive planning and work effectively across diverse communities.

Today, these topics are at the forefront of our minds because of yet another killing of an African American person. On May 25, 2020, George Floyd, a 46-year-old black American man, was killed by police in Minneapolis, Minnesota, during an arrest for allegedly using a counterfeit bill. The white police officer, knelt on Floyd's neck for several minutes while Floyd was handcuffed and lying face down, until he no longer breathed. This event triggered protests here and across the globe.

As planners we recognize our positions and decision-making contribute to the treatment of and impacts on the public. Therefore, we must stand fast in our commitment to equality and justice and to creating better places for all people. In an effort to help repair racial inequities, the St Louis Metro Section, through its events and programs, will explore how planning laws and policies have helped to create systemic racial injustice; and how we can advance diversity and inclusion in the St Louis region and in the planning profession.

The Section's new Diversity and Inclusion in Outreach Committee will seek to accomplish the APA's Mission quoted above, as well as its own Diversity and Inclusion Goal (see the Committee table below.)

A second new area of emphasis, related to the first, is the need for greater cohesion among jurisdictions in the St Louis area to improve the region's overall economic prospects. The APA will respond by working regionally *and* locally:

Efforts for the St Louis metro region to work better together have not yet succeeded, and fragmentation of leadership remains a problem that weakens the region's economic competitiveness. Within St Louis County alone, there are ninety-one municipalities, twenty of which have less than 1,000 residents. Since 1876, when St Louis City cast off St Louis County as an economic burden, the tables have turned. The County has grown in population and household income, whereas the City's population and wealth have diminished.⁴

³ Strategic Plan process:

The Section's Board of Directors develops a draft plan, presents it to the general membership, incorporates, as required, comments from general members into a final draft, approves it with a two-thirds Board majority, and publishes it on the Section's website.

⁴ Pop and Income:

Population 1876: County 27,000. City 350,000 (grew to 800,000 by 1960)

Population 2019: County 995,000. City 301,000

Median income 2019: County \$65,300. City \$41,107

www.census.gov/quickfacts/

The Section will expand its Board to include more of the highly populated jurisdictions in the region, to discuss ways to achieve greater regional cohesion; to possibly undertake initiatives based on shared planning values.

At the same time, the Section will work locally. It will host neighborhood workshops focused on reversing the trend of resource decline and improving connections among schools, jobs, public services, and homes.

A third new area of emphasis is the need for more sustainable development patterns and less greenhouse gas emissions, topics that are the subject of the APA's top legislative priorities for 2020.⁵

Over the past sixty years, development in the St Louis Metro Area has primarily expanded into 'greenfields', that is, farms, floodplains, and woods. While a national trend is toward compact transit-oriented development, the St Louis region's weak economy and decreasing population create little incentive for the retrofit and infill development that might otherwise occur. Nevertheless, preservation of farmlands, waterways, and woodlands is important for water quality, biodiversity, and carbon sequestration for long-term greenhouse gas (GHG) storage.

Transportation measures such as reducing the number of roadway lanes available to cars, charging for parking, and extending transit and micro-mobility networks, can reduce the demand for private vehicles and the resulting GHG emissions. These transportation measures can also make for more walkable, bikeable neighborhoods and streets.

A more rapid transition from the coal-fired power plants to renewable energy sources is a critically important component of reducing the GHG emissions generated in the St Louis Metro Area.

In conferences and workshops, the Section will engage developers, elected officials, and transportation and energy providers in discussions related to sustainable development, renewable energy sources, and GHG emissions reduction.

While addressing these new areas of emphasis, the St Louis Metro Section of APA shall provide all the services, events, and learning opportunities for planners that it has in the past.

Much of the work of the Section is accomplished through committees that are made up of Board members and general members of the Section. Committees hosting events will coordinate with the Board and other committees; and will report their progress at Board meetings.

Committees

Communications

Diversity, Inclusion, Outreach

Education and Credentialing

Professional Development

Public Advocacy

The tables below summarize the responsibilities, goals, and action plans of the Section committees.

⁵ <https://planning.org/policy/priorities/#climate>

Communications Committee

| Responsibilities | Goals & Action Plans |
|---|--|
| <p>The Communications Committee shall manage and update the Section’s website. This website is the source for and repository of Section related information. It should be easily accessible to APA members and the public.</p> <p>The current link is https://missouri.planning.org/connect/sections/saint-louis/ accessed through APA https://www.planning.org/ and Missouri APA https://missouri.planning.org/ .</p> <p>In addition, the Committee shall cross-post program and event information to the Section’s weekly email newsletter and to social media such as https://www.facebook.com/APASaintLouis/ with a link back to the website.</p> <p>For major programs and events, the Committee shall send notices to newspapers and STL Public Radio.</p> | <p>GOAL A: Expand the communications process</p> <p>Reaching people</p> <p>Conduct all communications with special effort to reach people of diverse racial, ethnic, cultural, and economic backgrounds, and of all gender expressions and sexual orientations.</p> <p>Publicize APA events and planning awards; Attract and recruit Section members; Collaborate with elected officials, students, and affiliated design professionals.</p> <p>Consistent processes</p> <p>Develop a consistent process for disseminating information through the website, weekly email newsletter, and social media. Allocate responsibilities to members of the Committee; train members to update the website. Designate other Board members to transmit web content to the Committee.</p> <p>Establish a shortcut link to the Section website to avoid having to go through the sites for APA and MO APA. Publish email newsletters early in each week; maintain an email recipient list. For major events, notify St. Louis Post-Dispatch, St. Louis American, Riverfront Times, STL Public Radio.</p> <p>GOAL B: Publish the following information on the Section’s website</p> <ul style="list-style-type: none"> ● Programs and events (venue, speakers, dates, CM credits, fees, etc.) as well as registration and on-line payment via a third-party platform. From each committee or subcommittee, obtain additional information for the website, for example, planning awards criteria, deadlines, and past recipients. ● By-laws, mission, vision, purposes, list of Board members, strategic plan, Board meeting agendas and minutes, annual budgets ● Fields to subscribe to the Section’s weekly email newsletter ● History - information from past years on the Section’s major programs and awards |

| Responsibilities | Goals & Action Plans | | | | | | | | | | | | | | | | | | | | | |
|--|--|-----------------------|--------------|--------------|--------------|--------------|----------------------|----------------|--------------------|-------------|------------------|---------------|--------------|---------------------|----------------------|---------------------|--------------|--------------------|-----------------------|-------------|--|--|
| <p>The Diversity and Inclusion Committee shall engage diverse communities in the St Louis Metro Area on planning topics including the importance of diversity and inclusion in planning.</p> <p>The Committee shall increase the Section members’ awareness of the need for diversity and inclusion in the planning profession and in the Section’s membership.</p> <p>Diversity and Inclusion Goal: <i>In accordance with the APA diversity and inclusion strategies and goals, the St. Louis Metro Section will strive through its programs to raise awareness and appreciation of diversity and inclusion in American society; to include content featuring diversity and inclusion in sponsored activities; and to ensure the composition of speakers and perspectives offered reflects our nation’s diverse heritage.</i></p> | <p>GOAL A: Expand engagement with people of diverse racial, ethnic, cultural, and economic backgrounds, and of all gender expressions and sexual orientations.</p> <ul style="list-style-type: none"> • Hold workshops on planning to increase citizen awareness of planning; its primary obligation to serve the public interest; its consciousness of the rights of others; and its special concern for the long-range consequences of present actions. • Conduct APA Ambassador Program events to discuss planning practice and strategies to amplify the voices of people of color in the community and in our profession. • Host Directors’ Luncheons for planning directors from various jurisdictions to have structured discussions on planning and governance. • Consider developing a Planning 101 presentation that touches on political leadership, citizen activism, diversity and inclusion, historical basis for planning, effects of planning over the years, current trends in planning; and commentary on planning in the St Louis region. <p>GOAL B: Increase planners’ awareness of diversity and inclusion in planning</p> <p>For Section-hosted conferences and workshops, identify and promote keynote speakers who can directly address racial equity and justice issues, and diversity and inclusion in the planning profession and workforce. Consider international and prominent U.S. leaders in politics, city planning and design, public health, and other fields.</p> <p>Participate in international and national meetings and partnerships on diversity, inclusion, and nondiscrimination.</p> <p>Acknowledge the perspectives and contributions of people of color.</p> <p>GOAL C: Grow the Section’s membership</p> <p>Review the Section’s events, programs, membership, and website for diversity and inclusion considerations.</p> <p>Reach out to engage and retain existing planners of color in the region. Reach out to schools and universities to build a future planning community in the St Louis region that better reflects the demographics of the region.</p> <p>Consider expanding the Section membership to include a representative from East-West Gateway COG and public or private sector planners from the most populous jurisdictions in the St Louis Metro Area:</p> <table border="1" data-bbox="537 1577 1187 1766"> <tbody> <tr> <td>St Louis City, MO</td> <td>O’Fallon, IL</td> <td>Ferguson, MO</td> </tr> <tr> <td>O’Fallon, MO</td> <td>Kirkwood, MO</td> <td>Fairview Heights, IL</td> </tr> <tr> <td>Florissant, MO</td> <td>East St. Louis, IL</td> <td>Clayton, MO</td> </tr> <tr> <td>Chesterfield, MO</td> <td>Hazelwood, MO</td> <td>Olivette, MO</td> </tr> <tr> <td>University City, MO</td> <td>Maryland Heights, MO</td> <td>St Louis County, MO</td> </tr> <tr> <td>Wildwood, MO</td> <td>Webster Groves, MO</td> <td>East-West Gateway COG</td> </tr> <tr> <td>Ballwin, MO</td> <td></td> <td></td> </tr> </tbody> </table> | St Louis City, MO | O’Fallon, IL | Ferguson, MO | O’Fallon, MO | Kirkwood, MO | Fairview Heights, IL | Florissant, MO | East St. Louis, IL | Clayton, MO | Chesterfield, MO | Hazelwood, MO | Olivette, MO | University City, MO | Maryland Heights, MO | St Louis County, MO | Wildwood, MO | Webster Groves, MO | East-West Gateway COG | Ballwin, MO | | |
| St Louis City, MO | O’Fallon, IL | Ferguson, MO | | | | | | | | | | | | | | | | | | | | |
| O’Fallon, MO | Kirkwood, MO | Fairview Heights, IL | | | | | | | | | | | | | | | | | | | | |
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| Ballwin, MO | | | | | | | | | | | | | | | | | | | | | | |

Education and Credentialing Committee

| Responsibilities | Goals & Action Plans |
|---|---|
| <p>The Education and Credentials Committee shall enhance the formal educational opportunities in the St Louis region related to the planning field.</p> <p>The Committee shall host career and mentorship events related to the planning field.</p> <p>The Committee shall take a leadership role on AICP-related issues:</p> <ul style="list-style-type: none"> • Acknowledge the merits of the AICP credential • Help planners prepare for the AICP exam • Nominate credentialed planners to AICP College of Fellows | <p>GOAL A: Enhance formal educational opportunities</p> <p>Assist the planning-related programs at higher education institutions including University of Missouri St Louis (UMSL), St Louis University (SLU), Washington University (WUSTL), and Harris-Stowe State University. As needed, designate Board members to serve on advisory committees for such planning-related programs; help to develop curricula, serve as program instructors, arrange guest speakers, and promote the programs to local elected officials as well as staff of municipalities in the St Louis region.</p> <p>Enhance the state of planning knowledge of Section members by monitoring and reporting on applied research by university and professional researchers.</p> <p>Identify and publish scholarship opportunities for university studies or AICP exams.</p> <p>GOAL B: Expand the career and mentorship events</p> <p>Host events at Section conferences and workshops.</p> <ul style="list-style-type: none"> • Facilitate career and ‘meet the planner’ events to explain the planning field to students at secondary and college levels, and to expose audiences to highly accomplished planners • Showcase thesis presentations and poster sessions to allow emerging professionals to present their planning theses and final projects to practitioners in attendance. • Establish mentoring relationships with students and young planners identified through career events <p>GOAL C: Expand AICP awareness</p> <p>Highlight the importance of the American Institute of Certified Planning (AICP) credential at Section programs and events; possibly develop a handout/web posting on this topic. Help planners prepare for the AICP exam by making study materials available and by reimbursing them through the Section for the cost of such materials. Make nominations for FAICP and acknowledge newly credentialed AICP and FAICP members through letters of commendation and feature spots at Section events.</p> |

Professional Development Committee

| Responsibilities | Goals & Action Plans |
|---|---|
| <p>The Professional Development Committee shall help to ensure excellence in local decision-making by offering training, information, and support to planning commissioners, elected officials, and engaged citizens.</p> <p>The Committee shall develop and implement programs such as conferences, workshops, tours, and luncheons, to increase the understanding of planning by Section members and other interested parties.</p> <p>The programs shall further the Section’s mission and purposes; address its new areas of emphasis as well as required ethics and law courses; meet APA’s eligibility requirements for certification maintenance and continuing education; and help to prepare planners for the AICP exam.</p> <p>The programs shall be scheduled and implemented over the course of each year.</p> <p>The Committee shall identify hosts for the programs -- either the Section alone or in partnership with professional affiliates such as AIA, ASLA, ASCE, Public Administrators Association, MO/IL Municipal Leagues, Urban Land Institute, etc., elected representatives, community organizers and activists, school and youth groups, or members of the general public.</p> <p>The Committee shall form subcommittees for many of the programs and work with them to ensure success.</p> | <p>GOAL A: Enhance the professional development process</p> <p>Request the Section Board and Committees, and affiliated planning professionals to help develop themes for the year and for individual programs. Standardize eligibility requirements for CM, CM credits for programs, requests to APA for CM credits, and the approach to logging CM credits with APA for program participants.</p> <p>GOAL B: Expand the reach of the professional development programs</p> <p>Seek national and international partnerships to advance the planning principles of diversity and inclusion, cohesive regional governance, and sustainability. Encourage Section planners to make presentations at national APA Conferences.</p> <p>Expand outreach to increase participation in programs offered. Expand outreach to increase the business community’s awareness of planning and corporate sponsorship of events. Solicit feedback informally and through surveys, and change programs as needed.</p> <p>PROGRAMS</p> <p>Missouri State Conference 3-day event held in October every 3 to 4 years, alternating with Kansas City, Ozark Mountain Sections</p> <p>Illinois State Conference</p> <p>Spring Workshop One day of lectures, workshops, and networking</p> <p>Awards Program Annual local planning awards are made during the Spring Workshop and October Symposium (<i>see page 10 for additional information</i>)</p> <p>Special Programs Tours, webinars, informal gatherings such as Trivia Night, to combine learning with socializing</p> <p>Community Planning Month APA has designated October for this and hosts planning events and national awards across the nation.</p> <p>October Planning Symposium Typically held during Community Planning Month, this one-day event is co-hosted with St Louis University Urban Planning and Development.</p> <p>APA Ambassador Program Section Board members and other professional planners meet with communities of diverse racial, ethnic, cultural, and economic backgrounds to discuss planning practice and its value to communities.</p> <p>Directors’ Luncheons For area planning directors to discuss issues shared by their jurisdictions and departments and to become more involved in Section activities.</p> <p>Monthly Speaker Luncheons 10 per year including the June Picnic; 30-45 attendees</p> |

Public Advocacy Committee

| Responsibilities | Goals & Action Plans |
|---|--|
| <p>The Public Advocacy Committee shall serve the Section Board and membership by increasing their awareness of legislation, governmental positions, and court cases related to planning.</p> <p>The Committee shall monitor legislation, governmental positions, and court cases related to planning, and in particular as related to the Section’s new areas of emphasis:</p> <ul style="list-style-type: none"> • Diversity and Inclusion • Need for greater cohesion among jurisdictions in the St Louis area to achieve regional economic growth • Sustainability in development and reduction of greenhouse gases <p>When necessary, the Committee shall develop positions and ultimately take action.</p> <p>Under Article X of the Section’s by-laws, the Section Board may adopt positions on public issues by an affirmative vote of a majority of a quorum of the Board.</p> | <p>GOAL A: APA in the St Louis Metro Area uses its voice to advocate for good planning</p> <p>Monitor legislation, governmental positions, and court cases related to planning at the federal, state, and local levels. Report key items to the Section Board every month.</p> <p>Attend federal and state-sponsored legislative summits.</p> <p>Prepare statements of position, recommendations for advocacy partners, and recommendations for advocacy actions to be taken. Position papers may be jointly authored or co-signed by organizations such as American Institute of Architects, American Society of Landscape Architects, and American Society of Civil Engineers, or others as appropriate.</p> <p>Present to the Section Board such statements and recommendations for approval to proceed; if granted, proceed with action. Such action is likely to take the form of written documents, authored by the Section and any advocacy partners, signed by the Section Board president, and submitted in writing and presented orally.</p> <p>Identify and avoid negative bias.</p> |

Awards Program Subcommittee

| Responsibilities | Awards |
|---|--|
| <p>The Awards Program Subcommittee shall develop and implement an awards program every year to recognize exceptional planners, projects, places, planning efforts, and planning advocates from the St. Louis region.</p> <p>The Subcommittee shall review the criteria for the awards annually and update them as needed.</p> <p>The Subcommittee shall issue calls for submissions to the Awards Program through the Communications Committee, and further encourage submissions through direct outreach by Section Board members.</p> <p>The Subcommittee shall prepare awards and honor the recipients with the awards at selected events. The Communications Committee shall post notices on the website, in email newsletters, and newspapers and radio.</p> | <p>St Louis Metro Section Awards</p> <p>Award for Outstanding Plan Making Award for Outstanding Plan Implementation Award for Outstanding Best Planning Practice Dwight F. Davis Award for Outstanding Planning Advocate (possibly one for a practicing planner and one for an educator or citizen activist) <i>Nominations in early March, awards presented at Spring Workshop</i></p> <p>Planning Champion Award <i>Nominations in September, award presented in October</i></p> <p>Missouri APA Awards</p> <p>Great Places and Streets Outstanding Plan Outstanding Implementation Outstanding Public Outreach, Program, Project, Tool, Community Initiative Outstanding Student Project Leadership In Planning <i>Nominations in June-July, awards presented at October State Conference</i></p> <p>Illinois APA Awards</p> <p>Daniel Burnham Award for a Comprehensive Plan Strategic Plan Best Practice Public Outreach Implementation Healthy & Active Community Award Student Project <i>Nominations in June, awards presented in August</i></p> <p>APA Awards</p> <p>Great Places In America Awards National Planning Excellence Awards (multiple categories) National Planning Achievement Awards (multiple categories) <i>Nominations in August-September, awards presented in April</i></p> |