# Recognition, Partnership, and Communication Activities

Group Members

* Claire Hemphil - Awards Committee Chair
* Kyle Kingma – Communications Tech / East Section Director
* Heather Nick – Communications Manager
* Christina Sebastian – Secretary
* Tamara Cook – Midwest Section Director

# FY19 Goals

* Focus on Partnerships
  + Identify partnership board positions
* Create Partner Organization Track at #APATX19
* Implement and Review Communications Plan
* Consolidate Goals in Action Plan that are redundant

# APATX 2017-2022 Action Plan Relevant Actions

* See Following Pages

# 1C Action: Design a Texas planning movement. The national APA organization strengthens a planning movement by serving as a "big tent" for involvement by everyone interested in planning, with an internal institute to advance the interests of the profession. APA Texas should apply this model and serve as that single “big tent” organization for the state.

Status: In Progress

Implementation Timeline: 3-5 Years

Responsibility: Past President or other interested board member

May ’18 Status Notes

* Conference Session Committee should try to incorporate other industry speakers if possible.

October ’18 Target

* Chapter Conference should be advertised to other professions and potential partner track.
* Identify responsible board member or subcommittee.

October ’18 Status Notes

* Start collecting a list
* Scenic Texas, ULI, TPHA, ASLA, AIA, THC, USGBC, Texas Downtown Association
* Think about six categories (tracks) which could be incorporated into Waco for partners

May ’19 Target

* Chapter should dedicate a track to partner organizations as part of the conference.
* Ask partners to review nominations for Great Places.

October ’19 Target

* Identify those partners that provide the greatest benefit for APATX and begin to build relationship.

# 1J Action: Develop outreach materials for use during National Planning Month. Every October, APA Texas should use these materials to celebrate the good things planning brings to communities; educate the public about the planning behind Great Places in Texas; and advocate for policies that create better places to live, work, and play.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: President/Communications Tech/Awards Committee Chair

May ’18 Status Notes

* Identify programs to be highlighted during NPM and potential activities.

October ’18 Target

* Launch of National Planning Month outreach materials
* Chapter Awards
* Call for Great Places
* Planning Excellence

October ’18 Status Notes

* Snap your Planning Story
* Social Media Outreach

May ’19 Target

* Evaluate the success of National Planning Month outreach materials and activities and revise/update as necessary.
* Sections compile member cities in Section for National Planning Month activities
* Chapter compiles all ideas and makes available to members

October ’19 Target

* Maintain database for NPM ideas
* Implement ideas

# 2A Action: Finalize, adopt and implement a communications plan.

Status: In-Progress

Implementation Timeline: 1-2 Years

Responsibility: Communications Manager

May ’18 Status Notes

* Adopted Action Plan
* Implementation in Progress

October ’18 Target

* NA

October ’18 Status Notes

* NA

May ’19 Target

* NA

October ’19 Target

* Review Plan for any changes or additions.

# 2B Action: Increase communication between the APA Texas Executive Committee and members. Members need more information about APA Texas programs and the value they provide to planners and their communities.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Executive Committee; Communications Tech

May ’18 Status Notes

* Monthly newsletters are going out now.
* President's Updates are going out via Facebook.

October ’18 Target

* Update to Chapter Membership will take place at Conference.

October ’18 Status Notes

* Media embargo – press releases – coordinating with media.

May ’19 Target

* Evaluate how Sections are communicating with Membership.
* Consider streamlining.
* Consider branding standardization.

October ’19 Target

* Board consider any changes from May discussion.

# 2C Action: Develop a job description for a communications assistant. Once a job position is developed, recruit and hire a part-time communications person.

Status: Completed

Implementation Timeline: 1-2 Years

Responsibility: Communications Coordinator, Executive Committee, Treasurer

May ’18 Status Notes

* Developed job description and hired part-time communications tech. Action Complete.

# 2D Action: Explore connections to get media attention for APA Texas awards and other initiatives.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Communications Tech, Awards Coordinator

May ’18 Status Notes

* Awards will be announced prior to the conference this year to enhance media attention similar to Great Places in Texas.

October ’18 Target

* Measure the success of media efforts from the Chapter Awards.

October ’18 Status Notes

* Press releases issued for awards.
* Continue offering opportunities like filming with Chet for Great Places

May ’19 Target

* Continue offering opportunities like filming with Chet for Great Places
* Begin promoting good planning practices and exercises for cities

October ’19 Target

# 2F Action: Leverage all forms of media. Social media and traditional media should both be used. One focus could be Planners' Month.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Communications Tech

May ’18 Status Notes

* Testing effectiveness of the Facebook Group.
* Testing other forms of media like Facebook Live.

October ’18 Target

* Continue increasing outreach through social media.

October ’18 Status Notes

* Issued press releases for Awards.

May ’19 Target

* Ask sections about use of Chapter’s social media.

October ’19 Target

* Allocate budget towards other forms of media.
* Media concerning Planning Month for TML
  + Identify Sections
  + What is Planning

# 3A Action: Encourage reciprocal partnership relationships. But recognize that some non-reciprocal partnerships may still be worthwhile for APA Texas.

Status: In Progress

Implementation Timeline: 1 Ongoing

Responsibility: Executive Committee

May ’18 Status Notes

* Active partnerships with TML, TPHA, and ULI (Midwest/North Central)

October ’18 Target

* Look at the possibility of having a "partners" track at APATX19 and encourage partner organizations to present.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

October ’19 Target

# 3B Action: Offer sessions geared to partner speakers.

Status: Pending

Implementation Timeline: Ongoing

Responsibility: Executive Committee

May ’18 Status Notes

* No Action to Report.

October ’18 Target

* Look at the possibility of having a "partners" track at APATX19 and encourage partner organizations to present.

October ’18 Status Notes

* See Item 1C for Status.

May ’19 Target

* Evaluate the DFW Urban Planning and Architecture Calendar – Events and consider using as a model for the Chapter.

October ’19 Target

# 3C Action: Emphasize APA as a 'big tent' organization.

Status: Pending

Implementation Timeline: Ongoing

Responsibility: All

May ’18 Status Notes

* No Action to Report.

October ’18 Target

* APATX BOD should discuss how to make progress towards this action.

October ’18 Status Notes

* See Item 1C for Status.

May ’19 Target

October ’19 Target

# 3E Action: Identify potential new partnerships. These opportunities may differ by region. Partnerships should go beyond the other professional associations to include organizations (like USGBC) that support certain aspects of planning.

Status: In Progress

Implementation Timeline: Ongoing

Responsibility: All

May ’18 Status Notes

* Partnership events were discussed at the APATX BOD meeting.

October ’18 Target

* APATX BOD should discuss how to make progress towards this action.

October ’18 Status Notes

* See Item 1C for Status.

May ’19 Target

* Chapter should implement after 1C.

October ’19 Target

# 5C Action: Increase exposure of the 'Great Texas Places' program.

Status: In Progress

Implementation Timeline: Ongoing

Responsibility: President, Executive Committee

May ’18 Status Notes

* Chet Garner doing videos for Bryan and McKinney. Great Places photos used on the Chapter website and social media throughout the year. Applied for grant funding to produce NPC20 video with Chet for Houston Great Places.

October ’18 Target

* Develop handout for Great Places to be distributed at conference and other trade shows. Continue partnership with Chet Garner. Use Great Places for National Planning Month promotion.

October ’18 Status Notes

* Received grant funding from APA CPC to do a NPC20 promotional video with Chet Garner in Houston.
* Chet produced individual videos for McKinney and Bryan showcasing their Great Places.

May ’19 Target

* Evaluate the long-term partnerships strategy for Great Places.
* Update the Great Places handout.
* Considering the Great Places announcement in conjunction with the Chapter’s Planners Day.

October ’19 Target

* Promote Great Places recipients year-round.

# 5E Action: Revamp the Planning Excellence and Planning Awards programs

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Chapter President; Chapter President-Elect; Awards Committee Chair

May ’18 Status Notes

* Several modifications were made for 2018. Committee is meeting to revamp awards for 2019. Chapter is looking into plaques for Planning Excellence.

October ’18 Target

* APATX BOD to approve new changes to Chapter Awards for 2019.

October ’18 Status Notes

* APATX BOD approved new changes to Chapter Awards for 2019.

May ’19 Target

* Implement recommendations from Chapter BOD.

October ’19 Target

* Evaluate changes from the first year of implementation.

# 6G Action: Effectively use resources and services available from National, and disseminate these to APA Texas members.

Status: In Progress

Implementation Timeline: Ongoing

Responsibility: Membership Chair, President, Communications Tech

May ’18 Status Notes

* APATX sending monthly newsletters, which include resources and events from National.

October ’18 Target

* With the creation of the Membership Committee Chair, this will be incorporated into Chapter resources.

October ’18 Status Notes

* No Action to Report.

May ’19 Target

* Communicate national resources and reminders to members.

October ’19 Target

* Include actions in Board Agenda Reports.

# 6I Action: Survey all APA Texas members about what they need and want from the organization.

Status: In Progress

Implementation Timeline: 1-2 Years

Responsibility: Communications Tech, President

May ’18 Status Notes

* A membership survey was conducted in 2017 and a conference survey was completed in late 2017. A survey for the Leadership Forum was conducted in 2018.

October ’18 Target

* Specific targeted surveys should be conducted as needed, including surveys for EPL, Diversity and Inclusion, and the Conference. A new general membership survey will be conducted in 2019 as part of the Action Plan Update.

October ’18 Status Notes

* Chapter Survey issued for Diversity and Inclusion initiative.
* Chapter Survey issued to provide feedback for Chapter Conference.

May ’19 Target

* More member surveys by Sections – ex (what type of media do cities use)

October ’19 Target

* Share results as part of Communication Tech Report