



## APA DIVISIONS COUNCIL

### FY2014 ANNUAL DIVISION PERFORMANCE REPORT

### DUE NOVEMBER 15, 2014

**Division: Sustainable Communities Division**

**Chair: Robert Kerns**

#### 1. **Workplans and Budgets**

We're planners, so tell us what you planned to do this past year and what you're planning for next year. It's easy...just attach your 2013-2014 and 2014-2015 workplans and budget as appendixes to this report. Guidance on how to prepare your work plan and budget can be found here: [Performance Report Instructions](#).

- **Appendix A: FY 2014 Work Plan with Approved Budget**
- **Appendix B: FY 2015 Work Plan with Proposed Budget**

#### 2. **Communications**

So much of our time is communicating with members. How do you do it? Please identify how often each tool was used to communicate with Division members (include weblinks for any posted material and dates if available):

- a. Newsletter (including hard copies, electronic versions, or other):
  - **SCD produces two newsletters annually, in the Fall and Spring. These are delivered electronically and stored on the Division's page on APA's website (<http://planning.org/divisions/sustainable>). The Fall 2014 Newsletter is currently in production and will be released before Thanksgiving. While the latest newsletter is only available to Division members, the archive is available to anyone.**
- b. Website updates:

**Our main site (<http://planning.org/divisions/sustainable>) includes our Newsletter archive, a link to our biweekly email bulletin material, and basic contact information for Division leadership. We also maintain a blog (<http://sustainableplanning.net>), which gives us the flexibility to easily post material that we can link in our email bulletin and other communications.**

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c. e-blasts:

- **SCD sends an Email Bulletin (archived here: <http://apascd.wordpress.com/category/bulletin>) every two weeks to stay in regular touch with our members and interested non-members. The email bulletin features announcements, event listings, job/opportunity listings, and articles and resources of interest. There are currently 1,424 people on the Division's email list, and people can sign up by clicking a tab on the blog's homepage.**

d. Social media sites

- **Generally, the purpose of SCD's social media sites is for anyone interested in our mission (including non-members) to contribute to the general discussion about sustainable community planning. We also use these sites to gather material for the e-bulletin.**
- **LinkedIn (<http://linkd.in/apa-scd>): Interested parties are able to join the SCD LinkedIn group, where they can post their thoughts and comment on those posted by others. We currently have 4,200 persons in the group on LinkedIn.**
- **Twitter (<http://twitter.com/apascd>): The Division's Twitter account is used to share interesting tweets or articles from other organizations, as well as to share Division news for quick dissemination to many people and groups with similar interests. During the conference, the SCD twitter account was also used to "live tweet" events and information about relevant conference sessions. There are currently 1,011 followers.**
- **Facebook (<http://facebook.com/apascd>): We use Facebook to promote involvement in Division initiatives, post email bulletins, and post articles of interest to those who "like" the SCD page. There are currently 438 people who "like" the page.**

e. Membership surveys:

- **A member survey was completed in September 2013, and the results were used in preparing the Division's 2014 Work Plan. Members asked for the Division to provide support in three broad areas: (1) better communicating sustainability to leaders and citizens, (2) developing policies/guides to help implement sustainability, and (3) providing training/certification programs to improve professional practice. The proposed 2015 Work Plan for SCD includes completion of another member survey, as well as efforts to continue addressing the needs and wants expressed by the membership.**

f. Specific outreach for volunteer opportunities:

- **Fall 2013 & Spring 2014 - in our SCD Newsletter there were requests made to propose articles for the next Division Newsletter.**

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- **Fall & Winter of 2013/14 – the SCD made multiple calls for volunteers to serve on our three new committees: Communications & Outreach, Leadership & Policy, and Education & Practice.**
- **Winter 2014 - the Division sought volunteers to serve on the Elections Committee.**
- **Winter/Spring 2014 - the SCD made multiple calls to assist with our National Conference Sustainability Awards & Reception.**
- **Summer 2014 - the Division announced and recruited State/Chapter Sustainability Champions. Our goal over several years is to get one champion in every APA state chapter.**
- **Summer 2014 – the SCD put out a call for session and facilitated discussion proposals for the 2015 APA National Conference.**

g. Other:

- **SCD recently launched a MindMixer site (<http://sustainablecommunities.mindmixer.com/>) to promote and encourage involvement in the update to the APA Sustainability Policy Guide.**

### 3. Annual National Planning Conference Activities

The Annual National Planning Conference is when everyone comes together. What did you Division organize at the NPC? Please identify any and all of your Division's-sponsored sessions at the Annual Planning Conference:

- a. General sessions, facilitated discussion, mobile workshops, or other:
  - **General Sessions: SCD sponsored “Taking Sustainability to the Next Level,” attended by 164 persons.**
  - **Facilitated Discussions: SCD sponsored “From Sustainable Plans to Sustainable Communities,” a facilitated discussion attended by 38 persons. SCD also participated in the Divisions’ Council session “Immigration/Migration,” attended by 35 persons.**
  - **SCD Awards & Reception Event: SCD held our first annual Sustainability Awards & Reception Event at the Double Tree Hotel in downtown Atlanta. Seven awards were included in the presentation and 70 - 80 persons attended the celebration. (A poorly-timed downpour likely kept some people away.)**
- b. Annual Business Meeting (provide date and time, include Business Meeting notes and attendance list as an appendix).
  - **The SCD annual business meeting was held at the conference headquarters hotel, the Marriott Marquis, Sunday, April 27 at 7:15 am. The meeting served as an opportunity for an informal update on the Division’s work plan and a discussion about ongoing and future initiatives. See the business meeting presentation in Appendix D.**

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- c. Staffing of the Divisions Council booth at the direction of the Divisions Council (provide date, time, and name of Division members who staffed booth)
  - **Robert Kerns: Monday, April 28, 4 pm – 5 pm**
  - **Jennifer Koch: Monday, April 28, 4 pm – 5 pm**

#### 4. **All Other Events/Programs**

What did you work on before and after the NPC? Please identify any events/programs sponsored by your Division (other than those at the National Planning Conference), including the number of participants, revenue generated (if applicable), and CM credits offered (if applicable):

- a. Education programs (including webinars, events at local APA conferences, events co-sponsored with other organizations, etc.)
  - **Sustainability Champions Program: The Division's Leadership & Policy Committee led the development of the Sustainability Champions Program. The vision is that these Champions in each APA State Chapter will form a national Sustainability Champions Network (SCN), which will be a resource for planners nationwide. Champions will help keep SCD members aware of emerging best practices at the local level in an effort to replicate success stories, and it will provide outreach for SCD initiatives at the local level. This program is meant to provide a network of people who can be leaders within their chapter or community, as well as leaders for the program in general, which is in a Pilot stage. You can view the call for nominations/applications at [https://apascd.files.wordpress.com/2014/06/champions\\_application\\_final.pdf](https://apascd.files.wordpress.com/2014/06/champions_application_final.pdf). There have been nearly 20 nominations since the launch.**
  - **Webinars: We began to organize a webinar program, but did not execute any webinars in FY2014. The FY2014-2015 Work Plan calls for supplying webinars to our members, either through production that we coordinate or through a Division membership to a webinar series.**
- b. Networking/social events (events at local APA conferences, events co-sponsored with other organizations, etc.)
  - n/a outside of NPC
- c. Recognition events/programs
  - **Awards for Excellence in Sustainability: Though the Awards culminated in an event at the National Planning Conference, the SCD's Education & Practice Committee worked behind the scenes for months to prepare for the first ever round of awards. They were given in seven categories: Sustainable Development Project; Sustainable Building Project; Sustainable Parks, Recreation + Open Space Project; Green Infrastructure Project; Sustainable Plan Award; Emerging Leaders' Sustainable Plan Award; Leadership in Sustainability Award. The award criteria for projects included (1) Originality + Innovation, (2) Compatibility, (3) Effectiveness + Results, (4) Engagement, & (5) Transferability. For leadership,**

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**criteria were (1) Quality, (2) Influence, (3) Innovation + Inspiration, (4) Outreach and Engagement**

- **The award nominations were open to both members and non-members. Nominees were evaluated by a jury of experienced planners.**
- **More info about the awards here:  
<https://www.planning.org/divisions/sustainable/awards/>**

- d. Any Division management meetings/conference calls
- **Conference call with the Executive Committee every two months to discuss ongoing initiatives.**
  - **Coordination calls with the SCD Chair and the Committee Chairs every other month.**
  - **Committee calls approximately every other month.**
  - **The first coordination call of the Sustainability Champions occurred in October.**
  - **Monthly calls for the Sustainability Policy Guide Taskforce.**
  - **Monthly call for the Smart Cities and Sustainability Taskforce.**

- e. Other events
- n/a

**5. Membership**

Who are your members and how many do you have? Please identify the number of Division members at the start of FY 2014 and the end of FY 2014 by member type. (Note: This information will be provided to you by APA National in October).

	<b>Division Only</b>	<b>Early Career*</b>	<b>Faculty</b>	<b>GPBM**</b>	<b>Life/Retired</b>	<b>Regular</b>	<b>TOTAL</b>
End of FY13	2	103	7	1	11	248	<b>372</b>
End of FY14	2	135	5	0	15	339	<b>496</b>

**6. Division Assistance Programs**

Are your Division members supporting the planning community? Tell us all about it. Please identify any assistance provided by your Division:

- a. To other APA divisions, chapters, students, staff, or general membership (provide date, topic, and division member(s) who participated).
- **Sustainability Policy Guide Taskforce: SCD is working with APA's Legislative and Policy Committee to lead the review and update of APA's Planning for Sustainability Policy Guide. This initiative is involving all members of the Division and currently 4 members serve on the Taskforce)**

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- **Smart Cities & Sustainability Taskforce: The Smart Cities and Sustainability Taskforce** (<https://www.planning.org/sustainingplaces/smartcities/>) was formed by APA's President in December 2013. The Taskforce, which is a collaborative initiative between the Sustainable Communities, Technology, and Transportation Planning Divisions of APA, seeks to identify and promote recent advances in technology and innovation to cultivate cities which are smarter, more resilient, and sustainable. The Taskforce will research how technology advances are changing the field of planning and our communities, identify best practices, and demonstrate how planners can lead on these important changes. The Taskforce's work will be presented at the 2015 National Conference. Currently, three SCD members are serving on the Taskforce.
- **The SCD provide several letters of support for APA funding proposals this year, including the recent CDC Health Planning Grant.**

b. In response to external requests (provide date, topic, and division member(s) who participated).

- **n/a**

### 7. **Research and Publications**

Are you conducting technical work or publishing? If so, please identify any Division-sponsored research activities, and/or publications (provide a weblink for all publications)

- **The SCD had no activities in these categories this year.**

### 8. **Elections**

Who's going to write the FY 2015 Annual Report? It's whoever your Division elected this year! If your Division held an election this Fiscal Year, please tell us the names of your Nominating Committee members, names of candidates by position, and final vote totals by position. (Note: This information will be provided to you by APA National in October).

- **Names of Nominating Committee Members: Daniel Lerch and Ben Herman**
- **Names of candidates by position: Jennifer Koch, Secretary-Treasurer**
- **Final vote totals by position: Secretary-Treasurer – Koch: 87**

### 9. **Financial Report**

Show us the money! As an appendix, please provide a final Financial Report for FY 2014. In text, let us know if your Division met its FY 2014 financial plan in terms of revenues and expenses. If your end of year balance is less than your start of year balance, please explain why (especially if this was planned). Please highlight any new revenue generating programs initiated this year.

- **Appendix C: Financial Report**
- **The Division did not exceed its budget. While revenue was lower than expected for sponsorships, rebate income was higher than anticipated, leading to greater overall revenues. Annual meeting**

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expenses were higher than expected, while travel expenses were lower than expected (due to the Chair's employer covering National Conference costs). Marketing costs were also less than expected, as the Division favored low-cost, electronic marketing rather than printed marketing.

- The end of year balance for the Division exceeds the start of year balance by about \$3,500.
- There were no new revenue-generating programs added.
- For FY2014-15, our proposed budget includes greater spending, mostly on scholarships for our new Sustainability Champions to attend the National Conference. Because of this, we expect that the end of year balance will be lower than the start of year balance, but will still be nearly \$2,000.

### 10. Bylaws

Did you make any changes to how you operate? Let us know. If your Division updated its bylaws this Fiscal Year, please tell us the names of the review committee members, summarize the key changes you adopted, and attach your updated bylaws as an appendix. Also, tell us if you updated your bylaws based on the 2014 Model Divisions Bylaws.

- **SCD has not made any changes to our bylaws this year. We have included in our new work program an action to make changes regarding elections, to ensure that our bylaws match up with APA's consolidated elections initiative.**

### 11. Divisions Council Meetings

Who represented your Division at the Divisions Council meetings at the National Planning Conference and Fall Leadership meetings? (Note: This information will be provided to you by APA National in October).

- **Robert Kerns, SCD Chairperson, represented the Division at the National Planning Conference and Fall Leadership meetings.**

### 12. APA Development Plan

Let's show how much Divisions contribute to APA. Please identify any specific efforts your Division undertook to support the APA Development Plan and/or Divisions Council Initiatives.

- **The Division's work plan directly helps to implement Goal 2 -Lead America's communities toward a more just and sustainable future (APA Development Plan). Our communications, policy, and training efforts all substantially assist with achieving this goal. The Division's activities are also complementary and support the Development Plan's other four goals.**
- **SCD's leadership with updating APA's Sustainability Policy Guide and chairing APA's Smart Cities and Sustainability Taskforce are very significant efforts this year in implementing Goal 2.**
- **The Division has also actively worked with Divisions' Council activities and meetings. This year SCD participated in the Divisions'**



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**Council session, “Immigration/Migration” at the APA National Conference. The Smart Cities and Sustainability Taskforce is currently being discussed as a possible new Divisions’ Council initiative.**

### 13. **Division Challenges**

Life’s not always a bed of roses. Has your Division had any challenges this year? Don’t be shy, we’ve all been there. Tell us what happened and let’s see how the Divisions Council or other Divisions can help. Historically, Divisions have struggled with membership, finding active volunteers, and limited funding. Tell us if your Division dealt with any of these, any other emerging issues, and how you addressed them.

- **This year, the Division has struggled with a leader for our Newsletter. Our editor in 2013 stepped down and recommended an enthusiastic replacement who had been volunteering on our Newsletter Committee. The new editor started off strong in 2014, but quickly started missing deadlines for content. The new editor resigned abruptly after working in the position for seven weeks. The previous editor felt responsible and stepped in to complete our Spring newsletter. He agreed to continue if a new, more focused Newsletter Committee could be developed to share the workload. This Summer, the editor again resigned because he was too busy with work and family obligations. SCD’s Communications & Outreach Chair has been providing leadership to fill this role, but it has been a struggle to maintain our Newsletter publication, which has required other SCD leaders to “fill in” to complete the work on short deadlines. Also, our Annual Report was never completed, which was another responsibility of the Newsletter Editor.**
- **Our efforts to address this challenge are currently focused around streamlining the newsletter with a template, so that the content organization is less stressful and does not require as many original articles. We are going to get the other SCD committees more involved in recruiting for original material for the Newsletter. Also, this year, the Division is going to sponsor a student writing competition, which will engage our student members and hopefully provide thoughtful, interesting content for our Newsletter.**
- **The Division welcomes other ideas for improving our Newsletter editor position.**

### 14. **Shout it from the Mountains**

You’ve told us so much already, we want to make sure we really hear the highlights. Even if you’ve mentioned it above, please tell us about your Division's efforts from this year that you’re most proud of, so we can tell everyone about (the answer to this question could be the start of your application for a Divisions Council award!). Also, include any new initiatives you're exploring that you’re excited to try and especially anything focused on growing your membership.



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- **SCD had a great year:**
  - **We have approximately 500 members and our membership increased by over 120 members.**
  - **The Division formed three new committees to direct our work: Communications & Outreach, Leadership & Policy, and Education & Practice. The chairs of these committees also expanded and strengthened our Executive Committee.**
  - **Our high level of communications with our members has been maintained. Our bi-weekly e-bulletin has been a tremendous resource and our social media presence has continued to grow.**
  - **The Division is leading the update of APA's Sustainability Policy Guide and is utilizing new outreach tools to engage APA members in this effort.**
  - **SCD is providing leadership for the APA president's Smart Cities and Sustainability Taskforce working with the Technology and Transportation Divisions in this initiative.**
  - **We are working to grow our state level activities for the Division through creating State/Chapter Sustainability Champions to provide local leadership. Our pilot program launched this Fall and involves representatives from 10 APA state chapters across the country.**
  - **SCD sponsored excellent sessions at the APA National Conference in Atlanta and hosted our first annual Sustainability Awards at the Conference.**
  - **We have successfully continued our financial sponsorship program, which provides the Division with additional financial resources.**

### **Appendices:**

- a. FY 2014 Work Plan with Approved Budget
- b. FY 2015 Work Plan with Proposed Budget
- c. FY 2014 Financial Report
- d. SCD Business Meeting Presentation

**Draft Work Plan and Budget  
for  
Sustainable Communities Division  
FY2013 - FY2014**

Tasks	Actions	Responsible	Budget
1. Realign communications and outreach activities	A. Form a Communications & Outreach Ctte Job description for Membership Cdr	B. A. Executive Ctte/Membership Cdr B. Chair/ Membership Cdr	-
2. Grow member involvement	A. Regular member engagement communications in E-Bulletin Complete a yearly survey of members interests/expertise	B. A. Communications & Outreach Ctte B. Communications & Outreach Ctte	-
3. Develop a member recruitment & retention strategy (see <b>Communications for funding</b> )	A. Continue to manage membership database B. Identify key recruitment opportunities & prepare outreach actions (e.g. National Conference, webinars, awards) C. Send out quarterly notes to members who will need to renew	A. Membership Cdr B. Communications & Outreach Ctte C. Membership Cdr	200
1. Develop nationwide leadership network	A. Form Leadership & Policy Committee Develop a State Champions Program & Leader Guidebook Target one policy initiative	B. A. Executive Ctte B. Leadership & Policy Ctte C. Leadership & Policy Ctte	-
2. Work with APA Sustaining Places Initiative	A. Work with APA Divisions Council Policy Committee / Legislative & Policy Committee on policy guides	A. Leadership & Policy Ctte	-
3. Attend APA annual meeting and other leadership meetings	A. Arrange for Chair or a representative to attend.	A. Chair	2,200
1. Realign communications and outreach activities	A. Form a Communications & Outreach Ctte	A. Executive Ctte/Newsletter Editor	-
2. Provide array of communications options	A. Publish e-bulletin every 2 weeks Update SCD website monthly Grow social media interaction _____ D. Publish SCD newsletter twice a year	B. A. E-bulletin cdrs C. Social Media cdr D. Social media cdr Newsletter editor	-
3. Organize a sustainability marketing campaign	A. Establish a taskforce to develop the campaign Fundraise to support the campaign Implement campaign with designated coordinator	B. A. Executive Ctte B. Communications & Outreach Ctte C. Communications & Outreach Ctte	550
4. Prepare annual report to SCD members	A. Assemble committee reports and prepare annual report with SCD newsletter	A. Executive Ctte / Newsletter editor	-
1. Establish an educational and practice-building program	A. Form Education & Practice Ctte B. Create a webinar series C. Develop member awards program	A. Executive Ctte B. Education & Practice Ctte C. Education & Practice Ctte	250
2. Organize Events for the APA National Conference	A. Prepare "by-right" session Organize SCD Facilitated Discussion SCD reception / Business meeting	B. A. Conference Events Subcommittee B. Conference Events Subcommittee C. Conference Events Subcommittee	3,000
1. Define Executive Committee	A. Appoint additional members to Executive Ctte based on Work Program	A. SCD Officers	-
2. Monthly Exective Committee meetings	A. Chair creates agenda and facilitates monthly meetings of Executive Ctte	A. Chair / Executive Ctte	-
3. Develop SCD Work Plan	A. SCD Officers draft work plan and distribute to division leaders for refinement	A. SCD Officers / Executive Ctte	-
4. Review and update by-laws biennially	A. Distribute by-laws for review and comment via SCD website	A. Executive Ctte Taskforce	-
5. Hold Division elections in winter of 2014	A. Form Elections Ctte as subcommittee of Executive Ctte	A. Elections Ctte	-
6. Ensure finances are managed per APA policy	A. Treasurer will work with APA to ensure compliance and provide reports to the Executive Ctte B. Provide annual financial report to membership in Spring newsletter for vote, and submit to APA by Spring annual meeting	A. Treasurer	-
7. Respond to advice/assistance requests from APA staff on policy issues, research, etc.	Stay in regular contact with APA staff via email and, as needed, conference calls.	A. Chair	-
			<b>\$ 6,200</b>

	<b>Income</b>	<b>Expense</b>
<b>Conference Fees</b>		\$3,000
<b>Dues</b>	\$3,500	
<b>Travel Expenses</b>		\$2,200
<b>Conference Fundraisin</b>	\$2,500	
<b>Special Projects</b>		\$1,000
Member recruitment & retention strategy		\$200
Sustainability marketing campaign		\$550
Educational and practice-building program		\$250
	<b>\$6,000</b>	<b>\$6,200</b>

	Income	Expense		
Conference Fees		\$3,000	597	
Dues	\$3,500		477	120
Travel Expenses		\$2,200		
Conference Fundraising	\$2,500		200	\$450
Special Projects		\$1,000		
	\$6,000	\$6,200	650	
		1500		
		7700		
			1247 travel	
			\$300 food	
Comm & Outreach		\$750	\$600 conf reg	
Education		\$250	2147	
Conference Events				

**Work Plan  
for  
Sustainable Communities Division  
FY2014 - FY2015**

	Tasks	Actions	Responsible	Budget
<b>Member Engagement</b>	1. Grow member involvement	A. Regular member engagement communications in E-Bulletin B. Complete a yearly survey of members interests/expertise (Focus on what communications are helpful to members, what more they would like to see, and what division programs they would be interested in being involved in.) C. Increase opportunities for members to participate via social media. D. Engage planning students with an essay contest.	A. E-Bulletin cdrs B. Communications & Outreach Ctte C. Social Media Coordinator D. Newsletter Editors	\$1000 (Action D)
	2. Develop a member recruitment & retention strategy	A. Identify key recruitment opportunities & prepare outreach actions (e.g. National Conference, webinars, awards) B. Welcome new members and point them to our resources every quarter. C. Provide flyers for recruitment at state chapter conferences. D. Call to join the Division 3-4 times a year.	A. Communications & Outreach Ctte B. Membership Cdr C. Communications & Outreach Ctte D. Committee Chair	\$250 (Action A – printing flyers, etc)
<b>Leadership/ Policy</b>	1. Develop a nationwide leadership network	A. Implement Pilot Sustainability Champions program. B. Provide outreach support for SCD initiatives.	A. Sustainability Champions Cdr. B. Leadership & Policy Ctte	\$3000 (Action A- Scholarships – dependent on sponsorship amounts)
	2. Work with APA Sustaining Places Initiative	A. Work with APA Divisions Council Policy Committee / Legislative & Policy Committee on completing the update to APA's Sustainability Policy Guide.	A. Leadership & Policy Ctte	-
	3. Develop the Smart Cities & Sustainability Initiative	A. Work with the Technology and Transportation Divisions to develop and implement the Smart Cities & Sustainability Initiative	A. Leadership & Policy Ctte	-
	4. Attend APA annual meeting and other leadership meetings	A. Arrange for Chair or a representative to attend.	A. Chair	\$1807 (Action A)
<b>Communications</b>	1. Refine communications and outreach activities	A. Refine Newsletter Committee	A. Committee Chair / Newsletter editor	-
	2. Provide array of communications options	A. Publish e-bulletin every 2 weeks B. Reorganize the website to allow for more blog activity, to better facilitate division programs and support state sustainability committees. C. Grow social media interaction by 25 percent D. Publish SCD newsletter twice a year	A. E-bulletin cdrs B. Webmaster C. Social media cdr D. Newsletter editor	\$100 (Action B)

	3. Increase engagement of 3 audiences (paid members, mailing list members, and social media followers)	A. Recruit field area experts to aggregate news and information. B. Create a “communicating sustainability strategy” for planners to use with boards, councils, and commissions. C. Create original content, or facilitate group discussion, on how an individual can incorporate sustainability into their job.	A. Committee Chair/Newsletter editor B. Communications & Outreach Ctte C. Communications & Outreach Ctte	-
	4. Prepare annual report to SCD members	A. Assemble committee reports and prepare annual report with SCD newsletter B. Produce biweekly social media report for internal use. Track growth, stats, and communicate them through the newsletter and e-bulletin.	A. Executive Ctte / Newsletter editor B. Social media coordinator	-
<b>Education/ Practice</b>	1. Refine SCD’s educational and practice-building program	A. Expand the Education & Practice Ctte B. Make educational webinars available to members on a regular basis, either by developing within the Division or joining existing webinar group C. Further develop awards program	A. Committee Chair B. Education & Practice Ctte/Treasurer C. Education & Practice Ctte	\$150 if we decide to join the webinar group (Action B)
	2. Organize events for the APA National Conference	A. Prepare "by-right" session B. Organize SCD Facilitated Discussion C. Plan SCD reception / Business meeting	A. Conference Events Subcommittee B. Conference Events Subcommittee C. Conference Events Subcommittee	\$4070 (Action C)
<b>Administration</b>	1. Define Executive Committee	A. Develop job descriptions for members	A. SCD Officers	-
	2. Bi-monthly Executive Committee meetings	A. Chair creates agenda and facilitates meetings of Executive Ctte	A. Chair / Executive Ctte	-
	3. Develop SCD Work Plan	A. SCD Officers draft work plan and distribute to division leaders for refinement	A. SCD Officers / Executive Ctte	-
	4. Review and update by-laws biennially	A. Distribute by-laws for review and comment via SCD website in 2015	A. Executive Ctte Taskforce	-
	5. Hold Division elections in winter of 2015	A. Form Elections Ctte as subcommittee of Executive Ctte	A. Elections Ctte	-
	6. Ensure finances are managed per APA policy	A. Treasurer will work with APA to ensure compliance and provide reports to the Executive Ctte B. Provide annual financial report to membership in Spring newsletter.	A. Treasurer B. Treasurer	-
	7. Develop a targeted sponsorship program	A. Grow our SCD sponsorships by 25 percent. B. Create marketing materials to recruit sponsors.	A. Treasurer / Chair B. Treasurer / Communications & Outreach Ctte	\$75 (Action B-Postcards)
	8. Respond to advice/assistance requests from APA staff on policy issues, research, etc.	A. Stay in regular contact with APA staff via email and, as needed, conference calls.	A. Chair	-

Sustainable Communities Division  
 FY2014 Financial Report (10/01/2013 - 09/30/2014)  
 FY2015 Proposed Budget (10/01/2014 - 09/30/2015)

Appendix C

Type	Funds Available 10/01/13	Funds Available 09/30/14
Checking	\$2,236.94	\$5,816.65
Money Market	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$2,236.94</b>	<b>\$5,816.65</b>

REVENUE	Description	FY2014 Budget	FY2014 Actuals as of 09/30/2014	Subtotal	Proposed Budget FY2015
					<b>REVENUE</b>
Rebates	Q4 (trf in November)	1,480	1,436.75		1,437
	Q1 (trf in February)	1,400	1,353.75		1,354
	Q2 (trf May/June)	340	1,984.50		1,985
	FY2014 Q3 (trf August)	280	1,086.50		1,087
	<b>Rebate Revenue</b>	<b>3,500</b>		<b>5,861.50</b>	<b>5,862</b>
[Add other Revenue categories in additional rows, as needed.]					
Sponsorships	Other Revenue	2,500		1750.00	2200
	<b>TOTAL REVENUE</b>	<b>6,000</b>		<b>7611.50</b>	<b>8062</b>

EXPENSES	Description		Amount	Subtotal	EXPENSES
Newsletter	Design	0	0.00		0
	Printing	0	0.00		0
	Handling	0	0.00		0
	Postage	0	0.00		0
	<b>Newsletter Expense</b>	<b>0</b>		<b>0.00</b>	<b>0</b>
Annual Business Meeting	Refreshments	0	2,976.04		3,000
	Printing	0	3.89		30
	Postage	0	37.05		40
	Other	3250	804.05		1,000
	<b>Annual Meeting Expense</b>	<b>3250</b>		<b>3,821.03</b>	<b>4,070</b>
Travel - Division Chair	APA National Planning Conference	1100	0.00		1,500
	APA Fall Leadership Meetings	1100	1,033.23		307
	Other	0	0.00		0
	<b>Travel Expense</b>	<b>2200</b>		<b>1,033.23</b>	<b>1,807</b>
Marketing/Communications	Member Recruitment	200	246.28		250
	Sustainability marketing	550	0.00		0
	Sponsorship marketing	0	0.00		75
	Possible website upgrade	0	0.00		100
	<b>Marketing Expense</b>	<b>750</b>		<b>246.28</b>	<b>425</b>
Education	Webinar - possible involvement in webinar group	0	0.00		150
	<b>Education Expense</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>150</b>
Scholarships	Scholarships/rewards: Scholarships for conference for Champions & essay	0	0.00		4,000
	<b>Scholarship Expense</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>4,000</b>

Revenue over (under) Expenses for reporting period:	-200		2,510.96	-2,240
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Submitted by: Jennifer Koch  
 Date: 11 - 14 - 2014



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AMERICAN PLANNING ASSOCIATION  
SUSTAINABLE COMMUNITIES DIVISION

2014 CELEBRATION +

AWARDS FOR

EXCELLENCE IN SUSTAINABILITY

2014  
NATIONAL PLANNING CONFERENCE | ATLANTA

APA

Sustain

## CELEBRATION HIGHLIGHTS

- ✓ Showcase the Division
- ✓ Spotlight the Best Examples of Sustainability

APA

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# SUSTAINABLE COMMUNITIES DIVISION

*"The APA Sustainable Communities Division (APA-SCD) supports planners who are committed to planning for sustainable communities by integrating all aspects of sustainability into our work through the combined economic, social, and ecological factors that shape our communities."*

SCD Leadership is Building the Division

Add Value to Members Planning Efforts





# SUSTAINABLE COMMUNITIES DIVISION

## Executive Committee:

Chair: Rob Kerns

Secretary-Treasurer: Mark Teschauer

Past Chair: Daniel Lerch

Communications & Outreach Ctte Chair: Beth Otto

Policy & Leadership Ctte Chair: Anne Miller

Education & Practice Ctte Chair: Becky Bradley

## Coordinators:

E-Bulletin: Jennifer Koch, Stephanie Weigel

Website & Publications Design: Andrew Parish

Newsletter: Christopher Ryan, Peter Lowitt

Social Media: Lisa Nisenon

APA Conference Coordinator: Matt Bucchin

Elections Coordinator: Daniel Lerch



# SUSTAINABLE COMMUNITIES DIVISION

Communicating .... to Inform & Promote Dialogue

LinkedIn

Newsletter Published Twice a Year

Website

Over 3500 LinkedIn Members

Twitter – Up to 742 in Last 2 Weeks

1300+ E-bulletin Subscribers



Members – Add your voice online, writing articles & passing on news



# SUSTAINABLE COMMUNITIES DIVISION

Leading ..... with Local & National Initiatives

Sustainability Champions

APA Sustainability Policy Guide Update

APA Smart Cities & Sustainability Initiative

*"We want representation and action across the Country and in each APA chapter"*

Members – New leaders wanted to advocate for sustainability



# SUSTAINABLE COMMUNITIES DIVISION

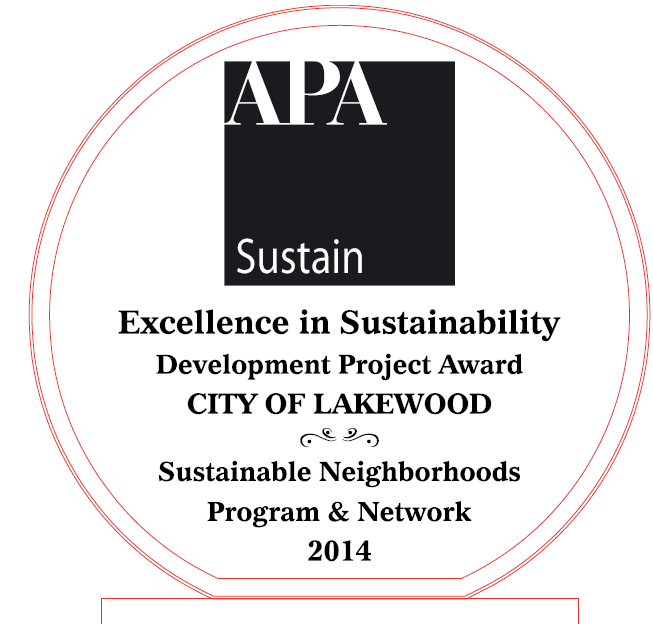
Educating.....by supporting research and practice-building

Inaugural Awards for Excellence in Sustainability

Webinars

LEED ND Case Studies in Fall Newsletter

2015 ICMA Local Government Survey



Members – Access the latest research & best practices for sustainability



APA

Sustain

# SUSTAINABLE COMMUNITIES DIVISION

We're Growing.....

Over 450 SCD Members

Sustainability Champions in Each Chapter

Widening Membership Thru Action

