

SCD Annual Performance Report 2019-2020

Authors:

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Workplans, Financial Report and Budgets

We're planners, so tell us what you planned to do this past year ending September 30th, 2020 and what you're planning for next year (to September 30th, 2021). We understand the challenges that COVID-19 has presented, so feel free to elaborate on how your Division adapted. You need to upload your past and present work plans, as well as the standard combined financial report and budget form on the next pages. Please highlight any comments you'd like us to specifically note in the next form field. **Bottom of Form**

Workplan

Please highlight any comments you'd like us to specifically note in the form field below.

Our Divisions' Work Plan for FY19/FY20 and FY20/FY21 were attached.

The FY21 Work Plan includes several of SCD's core activities, such as membership development and support, communications, leadership and policy initiatives, education and practice opportunities, and various administrative functions, including enhancing our sponsorship program and supporting division members in their FAICP applications. Overlaying these core activities this year will be new initiatives and investments based on our strategic planning process, set to be completed by the end of 2020. With new mission and vision statements to guide us, we intend to optimize our programs to give the planning profession much-needed resources and opportunities related to planning for climate change and to integrate equity considerations fully into all of our work.

Budget

Show us the money! Using the standard Divisions Financial Report and Budget Form found on APA Engage, please upload your FY2019/20 report and FY2020/21 budget here. Note that if you have revenues (other than dues, received last year or projected for this coming year) or expenses (other than communications, business meeting, or travel incurred last year or

projected for this coming year), please insert extra rows as needed onto the spreadsheet and note with some detail in the form field below. Also, explain how any anticipated deficit will be addressed to close any budget gap and how the Division is working toward balancing the subsequent budget.

Our FY2019/FY20 Financial Report and FY20/FY21 budget were attached.

Communications

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

Does your Division offer a newsletter (including hard copies, electronic versions, or other)? How often? Do you have any insight around how many members are opening and/or viewing your newsletter?

Our final Division newsletter from August 2020 was uploaded.

Based on significant feedback from our members, APA SCD has moved to more frequent and dynamic communication techniques and have discontinued the quarterly newsletter.

Website updates

Has your Division webpage or website been updated recently? If not, does your Division have a projected schedule to do so (please describe below)? If yes, what updates were made and when? If you've opted to update to the new APA format, at what stage is your Division in contemporizing your webpage/website?

Yes- we are very excited to announce our new website! It will go live this week and allows us to focus on expanding our communications capabilities and capacity over the next year. We have automated many of our operations within the new Squarespace site and have secured a new domain. All past domains will be redirected to the new site, apascd.com. We have also integrated our Mailchimp and have automated RSS feeds set up for our blog postings and all social media content. In addition to purchasing a new url, we have also acquired Google Suite subscription to enable specific email and file directories to better enhance communication and organization across the Division.

We initially began the process of migrating our website to the new APA format but found that it would not allow us to fully integrate our existing communications platforms and our strategies.

Onboarding

Did your Division have a chance through your membership communications to onboard students and young professionals with a welcome message or introduction to the APA

organization and/or your Division? How about letting them know about and promoting the annual Student Design Competition each autumn that Divisions sponsor and organize with the SRC annually? There is an SRC publication called the “Student Scoop” with a call for materials at the end of each month for you to promote student-specific activities and involvement (volunteerism) in your Division that goes out to the universities, and component leaders at the start of each month. Has your Division considered (or used) this vehicle in your outreach?

APA SCD has specifically oriented outreach to address the needs of both students and young/emerging professionals within our industry. We recognize that the interests and needs of our emerging professionals expand beyond student needs. For example, students often have substantially discounted pricing for attendance or participation in events/professional organizations while emerging professionals are new in their career and have limited resources or approvals to attend professional events. As a result, APA SCD has established an APA SCD emerging professionals scholarship (initially pre-Covid to attend the annual conference). This scholarship will be competitive and will offer a reward that will enable an emerging professional to fully and meaningfully participate in APA/APA SCD events and activities.

APA SCD publishes a Welcome Letter for new student and young professional members each year, introducing our Student/Emerging Professional Co-Chairs, summarizing past initiatives, and announcing upcoming opportunities to learn/become involved. We inform them of the Student Design Competition, our Young Professional Scholarship, social meet-ups, and our educational webinar series in the Welcome Letter and via our regular E-Bulletin.

APA SCD has not yet considered involvement with the “Student Scoop,” but will actively participate in the coming year.

e-Blasts

Does your Division use a service such as MailChimp, Constant Contact, or other? If so, include any relevant strategies, metrics and/or feedback (positive or negative). If not, just respond with “N/A”.

APA SCD heavily utilizes Mailchimp for our master mailing list and has recently conducted a major cleanup to better track performance of our outreach efforts/mailings. As a result we reduced a substantial number of duplicates and undeliverable email addresses. We also added in groups/segments/tags for targeted campaigns/mailings and added several new mechanisms/links back to the mailing list to grow interest and our membership base. These new landing page links are integrated throughout all social media, mailings and into the new website.

Social Media

Does your Division use platforms such as Twitter, Facebook, Facebook Live, or Instagram? If so, include any relevant strategies, metrics and/or feedback (positive or negative). If not, just respond with “N/A”.

APA SCD heavily utilizes Twitter, Facebook, and LinkedIn. We are in the process of revamping our Youtube page, re-doing our website, and recently been expanding our Instagram presence for the 2020-2021 FY. We have grown our social media following over the past year and have been working on a social media plan as part of an overall communications strategy to increase

social media campaigns and increase engagement, particularly among our student and emerging professionals.

Facebook: 1,440 follows (1251 - in 2018)

Twitter: 2227 followers (2151 - in 2018)

Linked-In : 6,939 followers (6418 - in 2018)

Instagram: 178 followers (17 -established in late 2018)

Youtube Channel: 11 subscribers currently. We are actively working to grow our subscribers in 2020-2021.

We also updated our social media policy statement to have a guide going forward and to continue our commitment to inclusive, fair, respectful discussions.

Membership Surveys

Please describe the survey planning, any outreach, total responses/response rate, and results of what you found. Include a copy of the survey as an attachment on the following page. If your Division did not conduct a survey this year, please indicate "N/A", but confirm the biennial schedule on which the Division is meeting its survey requirements of Division membership.

Materials from our Division's Membership Survey were uploaded.

Our bi-annual membership survey was updated/redesigned for 2019. We conducted the membership from 1/2020-5/2020 and received 166 responses, an increase over the 2017 bi-annual survey (64 respondents). As a result of the membership survey, APA SCD has identified and made substantial improvements in modernizing our communication strategies/techniques and increasing our presence across our membership and in encouraging volunteerism, growing new membership and participation opportunities.

One noticeable observation resulting from the bi-annual survey was that there is a low % of "very involved" individuals including perceived involvement across the division. As a result, APA SCD has significantly increased our outreach efforts, especially for those expressing interest in volunteering and have been expanding our student outreach efforts as a substantial % of our members are students and emerging professionals.

Specific Outreach for Volunteers

How do you recruit and communicate with Division volunteers throughout the year?

There are coordinated efforts with the Communications team and the Student Co-Chairs to recruit new volunteers. Several new volunteers are actively participating in the upcoming fiscal year on various initiatives. These initiatives include: web development, blog and social media content creation, and newsletter and E-Bulletin assistance. We have recruited a social media specialist, a new E-Bulletin creator/distributor, and a blog/LinkedIn content creator in the past year. We have our monthly SEC meetings with volunteer updates, and separate communications meetings based around our outreach calendar, which engages volunteers on a task-specific basis. We received a high degree of interest from potential volunteers at NPC2020 @ Home.

Other

Please share any additional comments about member communications. Do you use doodle polling to schedule meetings? Meet by conference call? Use Adobe Connect or Zoom calls? Please identify what works best for you (or doesn't), as it may be important to share within our Divisions family!

Zoom, Cisco WebEx, and similar platforms have been very helpful in student and young/professional membership communications, in addition to being critical components of the Division's strategic planning process, annual business meeting, meet-and-greets, and bylaw amendment process. One example was our hosting our recent Idea Exchange with APA's Federal Planning Division and the Hazard Mitigation and Disaster Recovery Division via Zoom. Another example was our rolling Zoom happy hour with the Environment, Natural Resource, and Energy Division.

Doodle polls are used by the Communications team and Student/Emerging Professional Co-Chairs to coordinate events regularly.

Mural is a new platform we began using during our strategic planning process to get interactive feedback from the SEC.

Meetings and Events

COVID 19 provided us with new opportunities and challenges. How did your Division plan and organize events in a virtual environment? Please identify your Division sponsored virtual activities both independent of, or jointly with other Divisions, Chapters, or the SRC. Don't forget the Divisions Virtual Happy Hour during NPC20@Home.

General sessions, facilitated discussions, social events, mobile workshops, Planners Day of Service sponsorship/involvement, SRC Competition support, or other.

Annual Business Meeting (please provide date and time here), and upload your meeting minutes and sign-in sheets on the following two pages, if possible. Please indicate if your Division e-televised (in real time or recorded) your meeting so that others not present at the conference could access it online.

Minutes from your Annual Business Meeting were uploaded. These included the names of attendees.

SCD's Annual Business Meeting was held virtually via Zoom on May 28, 2020 and was combined with a "Beverages and Networking Session". At least 19 attendees (listed on the minutes so not attached separately) viewed and participated in the meeting, through which some valuable direction was gathered for SCD's future work. A comprehensive presentation about SCD's current programs and initiatives was made. The slide show is also attached.

Staffing of the Divisions Council booth at the direction of the Divisions Council Executive Committee (provide date, time and name of Division members who staffed booth).

Idea Exchange with APA's Federal Planning Division and the Hazard Mitigation and Disaster Recovery Division via Zoom. Rolling Zoom happy hour with the Environment, Natural Resource, and Energy Division. Social following the Annual Business Meeting. NPC20@Home Virtual Happy Hour.

Other Events / Programs

What did you work on before and after NPC? Please identify any events or programs sponsored/endorsed/created 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).

Education programs (including webinars, events at local APA conferences, events co-sponsored with other organizations, etc.).

[SCD hosts a series of webinars on SCD's AnyMeeting webinar platform](#)

Note: Due to complications and delays related to COVID-19, we held fewer webinars in FY 2020 than in previous years. However, we continued to connect our membership to other available webinars through the e-Bulletin and other resources.

- Free Webinar: November 13, 2019 (38 attendees, 0.5 CM) - Award-Winning Sustainability 2019 (Part 1)
 - For this webinar, speakers representing one of the 2019 SCD award winners demonstrated how their project used innovative methods to tackle a variety of challenges and needs related to sustainability, across the country. Representatives from the 2018 Cleveland Climate Action Plan team (winner in the Community Sustainability or Resilience Plan category) provided an overview of their project.
- Free Webinar (presented twice, CM 1.0 each): July 28, 2020 (125 attendees) & August 6, 2020 (62 attendees) - Preparing to Plan for Climate Change - What Tools do We Need?
 - With the Environment, Natural Resources and Energy (ENRE) Division, SCD asked planners how prepared they were to face the climate crisis. Over 300 Division members responded to a survey on how planners address climate action in their jobs, how their jobs are changing due to climate policy, and what assistance, training, or tools planners they need. This webinar presented the survey results, placed the Sustainable Communities "climate champions" programs in the context of pending new climate policy initiatives and research by APA, and engaged webinar participants to contribute to the ongoing effort to build the planning toolkit to meet these new challenges.

[SCD also hosts webinars in partnership with APA Ohio's Planning Webcast Series](#)

- Free Webinar: December 6, 2019 (CM 1.5)- Award-Winning Sustainability 2019 (Part 2)
 - For this webinar, speakers representing three of the 2019 SCD award winners demonstrated how their projects used innovative methods to tackle a variety of challenges and needs related to sustainability, across the country. Speakers

represented Building a Better Norfolk: A Zoning Ordinance for the 21st Century (Winning Category: Sustainable Policy, Law, or Tool), the Los Angeles County Master Plan for Sustainable Parks and Recreation, Phase I (Winning Category: Sustainable Park, Recreation, or Open Space Plan or Project), and the Sustainable Design Assessment Team (SDAT) Program (Winning Category: Leadership in Sustainability).

In an ongoing partnership, SCD is also co-hosting a series of free webinars with USGBC

- May 20, 2020 - Milan and New York Communities at the Forefront of Sustainability, Livability and Learning from the Pandemic (CM 1.25)
- June 20, 2020 - Urban Nature: Ensuring Access to Green Spaces for All (CM 1.0)
- June 24, 2020 - Disrupting Urban Mobility: The New COVID Landscape in Cities (CM 1.0)
- June 30, 2020 - Creating Sustainable Olympic Communities (CM 1.0)
- July 23, 2020 - Climate Action and Energy Policy in the Post-Pandemic World (CM 1.5)
- August 26, 2020 - Energy Equity: Improving Access and Affordability for All (CM 1.0)

Networking/social events (events at local APA conferences, events co-sponsored with other organizations, etc.).

Awards you give out (student papers, scholarships, diversity, etc.)

SCD runs an annual awards program called the Awards for Excellence in Sustainability

- In 2020, we had 25 submissions and we made eight awards in nine categories.
- For 2020, we once again used a web form for submissions rather than having nominations submitted via PDF. This allowed for more clarity in both what we were seeking and the requirements/format for each part of the submission.
- We revised our categories, recognizing the need to recognize multiple scales of planning projects, and clarified the scoring structure by including a rubric for how the jury would evaluate the submissions against the criteria. Every year, we aim to learn from previous years in order to make the process and criteria more clear, and we also work to gather more participation.
- Though we were not able to present the awards in-person at our annual NPC reception, we worked to promote the award winners through other venues, and are holding our annual award winner webinar series in fall 2020.

Any Division management meetings / conference calls.

Other Events and Opportunities

Sustainability Champions Program

A grant from the Divisions Council was awarded to the SCD to energize the Sustainability Champions program through Climate action. The project is underway and has included a national survey on planner’s needs on local climate action, multiple webinars on the initiative and survey results, and research on climate action best practices for planners. The project is rebooting the Champions program, and has identified several dozen planners in over 25 states who would like to participate in a newly branded “climate champions” initiative.

The initiative included a number of revisions and updates to the web materials for the Champions programs, and new initiatives for Champions on climate action tools for planners. Champions will participate actively in shaping the climate action tool inventories and examples that are being developed through the grant.

New tools for Champions to promote to state chapters and colleagues include:

- Guide for acquiring data needed to set local goals and track progress
- Priority actions for reducing GHG emissions in specific sectors (transportation, buildings, energy procurement, land use)
- Ordinance examples and an inventory of model ordinances and ordinance guidance compiled by others
- Model development review checklist and guidance for linking climate goals to staff and Commission review of new development projects..

Membership

Who are your members and how many do you have? Please identify the number of Division members at the start of FY2020 (October 1st, 2019), and the end of FY2020 (September 30th, 2020). Note that this information will be provided to you by APA National in October. Please list this here. Also attach by “member type” on the following page: FCLT, LIFE, MEM, NOM, RET, STF, STU by sorting your membership roster on the “member type” column.

A sorted Division roster was uploaded.

- SCD Members at the start of FY 2020: 5,263 members
- SCD members at the end of FY 2020: 4,107 members. The substantial change in membership can most likely be attributed to changing membership classifications by APA, including last year’s reclassification of graduating students as full division members.

Member Type	Start FY 2020 4,107(9/30/19 Roster)	End FY 2020 (9/30/20 Roster)
FCLTI	0	0

FCLTS	1	1
FSTU	0	0
GPBM	1	0
LIFE	25	25
MEM	541	2,230
NOM	2	0
NP	0	0
RET	4	3
STU	4,690	1,848
TOTAL	5,263	4,107

Students and young professionals make up a significant portion of membership for many Divisions. How many students/young professionals are members? How many did you gain, retain, or lose compared to the previous year?

As of September 30, 2020, SCD has 1,848 student members, who are granted free membership in the division. Student membership has grown substantially since FY19's report of 1,270 student members (FY20's report of 3,207 was based on erroneous information in the membership data).

Emerging professionals are also a significant group within our membership and, though their numbers are not quantified among our general membership, their participation in our membership survey yielded crucial information about their needs and interests.

Also, does your Division have any committees, task forces, or other groups? If so, tell us the name of the group, who's on it, and what they're working on.

Executive Committee

Chair - Matt Bucchin

Chair Elect - Merrill St. Leger-Demain

Secretary-Treasurer – Karla Ebenbach

Communications Committee

- The Communication Committee manages all of the Division communications, including social media, email bulletins, newsletters, and a website. The committee works on “getting the word out” about Division activities, as well as facilitating sustainable community planning discussions that are relevant and meaningful to our members.
- **Members**
- Committee Chair: Teresa Townsend
- Social Media: Prahallad Badami
- Publications Design & Webmaster: Prahallad Badami
- e-Bulletin: Larissa Via, 1 pending
- LinkedIn Manager: Matt Bucchin, Teresa Townsend, and Jenny Koch
- Membership Survey Coordinator: Teresa Townsend
- Student & Emerging Professional Messaging: Kate Poppel and Fiona Coughlan
- Sustainability Champions: Anne Miller and Brian Ross
- Smart Cities & Sustainability: Rob Kerns

Education & Practice Committee

The Education & Practice Committee provides webinars and other learning opportunities for members. It also coordinates the Awards for Excellence in Sustainability.

- Members
- Committee Chair: Jenny Koch
- Scott Turner
- Merrill St. Leger
- Anne Miller

- Matt Bucchin
- Kate Poppel (student award)
- Fiona Coughlan (student award)

Leadership & Policy Committee

Committee Chairs: Anne Miller, AICP, and Brian Ross, Sustainability Champion from Minnesota

Climate Champions Program: The Division’s Leadership & Policy Committee led the continued development of the Champions Program through FY2020. This group is led by Brian Ross and Anne Miller. Nine Sustainability Champions in 9 states across the country make up this leadership group. These Champions are involved in outreach and education efforts to promote sustainability planning. They have also provided outreach for SCD initiatives at the local level. Additionally, the program is undergoing new investment through a joint DC Council/SCD/ENRE grant and will be “rebooted”, and will be expanded and strengthened in near future.

Current Sustainability Champions

- Colorado - Peter Vitale
- Georgia - Rebecca Keefer, AICP
- Iowa – Allison van Pelt
- Kentucky - Scott Southall, AICP
- Minnesota – Brian Ross, AICP
- Massachusetts - Toryl Hanna
- Nevada - Marco Velotta, AICP
- Rhode Island – Jim Riordan

- Texas – David Abraham

National Planning Conference Committee:

- Members:
 - Merrill St. Leger (Committee Chair)
 - Matt Bucchin
 - New volunteer (pending)

Planning Student & Emerging Professional Committee:

- Members: Fiona Coughlin, and Kate Poppel, Co-Chairs
- Teresa Townsend

SCD Strategic Planning Committee:

- Members:
 - Merrill St. Leger (Committee Chair)
 - Matt Bucchin
 - Scott Turner
 - Anne Miller
 - Karla Ebenbach

- Rob Kerns
- Brian Ross
- Kate Poppel
- Fiona Coughlin
- Jenny Koch

Division Assistance Programs

What are your Division members doing for the community? Tell us all about it.

Did your Division provide support to other APA Divisions, Chapters, students, staff, CPAT's, or general membership? Please provide date, topic, and Division member(s) who participated.

Did your Division provide support in response to external requests? Please provide date, topic, and Division member(s) who participated.

[Fiona Coughlan was an NPC19 and NPC20 Proposal Reviewer, and continues to apply for this position each year.](#)

Were any of your members quoted or cited in a publication? (We recommend you highlight it to your whole Division too.)

[SCD does not have any member citations to share this year.](#)

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

[SCD does not have any technical research or publications to share this year.](#)

Elections - Who's going to write next year's Performance Report for year ending September 30th, 2021? HINT: It is those who got elected this past summer for your Division! If your Division held elections this summer, please tell us the names of not only the winners (new incoming officers or those re-elected), but also the candidate names, and who made up your Division's Nominating Committee (or your nominating officer). The election results were made public to you by APA National in August. All names, names, names and positions here please.

[Karla Ebenbach AICP, Secretary-Treasurer and Merrill St. Leger Demain, Chair Elect, term to begin January 2021](#)

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 below. Also, tell us if you updated your bylaws based on the 2014 Model Divisions Bylaws.

Yes, we each contributed to and voted on our updated bylaws at our Annual Business Meeting. The updated bylaws were unanimously approved.

Attach your Division's updated bylaws here.

Who represented your Division at the Divisions Council meetings at the National Planning Conference and Fall Leadership virtual meetings? If your Division was not represented at one of these meetings, please explain why and how this will be corrected in the future.

Matt Bucchin, SCD Chair, attended the January 30th virtual Division Council Business meeting.

APA Development Plan - Let's show how much Divisions contribute to the overall American Planning Association organization. Please identify any specific efforts your Division undertook to specifically support the APA Development Plan, ongoing Divisions Council initiatives, and/or the APA-focused primary initiative ("Planning Home").

SCD had budgeted to make yearly donations to the APA Foundation in support of its scholarship program. SCD Executive Committee members also participate regularly in APA initiatives such activities around climate change, including a forthcoming PAS Report, the recently approved Climate Change Policy Guide, the Sustainability & Resilience Mandatory CM Credit Task Force, and the new Inclusive Growth and Equitable Economic Development Policy Guide working group. SCD is also partnering with DC Council and ENRE on funding and overseeing a reboot of the Climate Champions program.

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.

As the FY20 Financial Report indicates, the economic downturn caused by the COVID-19 pandemic has impacted our division as well. Membership rebates were down and we coincidentally reorganized the sponsorship cycle for the division, moving the start date for the new sponsorship year to January 1st, thus forgoing revenue that we might have had in the Fall. Despite these financial challenges, we are fortunate to have a substantial reserve of funds from which we could weather the shortfall while still reserving some for our planned, forthcoming Strategic Plan Special Projects. We are also, of course, ever in need of more volunteers and will be trying new avenues to recruit them in the coming year, including from our university-based sponsors.

Shout it from the mountains

In 500 words or less, bulleted or otherwise, please summarize your highlights from the past year. You've told us so much already, but this is the part in your own words that highlights what you're most proud-of, the activities, education, outreach efforts, community engagement, mentorships, member enhancements, NPC leadership, growing of interest of our profession on a wider scale, and even what you'd like to put forward for an annual award (yes, think about that, as the very next deadline is Award Submissions!) The Performance Committee takes "this section" of your report to put in a compendium with all of the 22 Divisions, what you write here to prepare a report to the APA Board of Directors about the amazing happenings that we've accomplished this past year or are setting out to do. The more you tell us, the more we all shine together, so please use this as an honest self-promotion of who you are, and the value you've brought and continue to bring to the American Planning Association, our profession, and the communities we serve!

Strategic Planning Process

In the late Summer and Fall of 2020, SCD embarked on its first-ever strategic planning process. The intent was to reevaluate the division's vision and mission to ensure its overarching purpose was still relevant in a world which had greatly changed over the previous decade. The process was led by SCD's current, but outgoing Division Chair, and the elected Chair Elect, who will take over in January 2020. The Strategic Action Plan will guide the Division over the next two years.

Membership input was gathered as part of a year-long formal and informal engagement process, including two annual business meetings, a membership survey, feedback on changing bylaws, input received during webinars related to the Divisions Council grant process (on the Champions program), and through informal discussions of several happy hours.

Over the course of several months, the SCD Exec. Cmte. met virtually almost 10 times to develop a new vision, mission, and priority objectives. The priority objectives include:

PEOPLE

- Actively engage and empower our membership
- Increase and diversify our volunteer base
- Mentor students and emerging professionals to create new leaders

EDUCATION

- Build on, expand and diversify SCD's educational offerings
- Spur action by providing relevant content to address timely issues
- Maximize the channels through which we communicate

LEADERSHIP

- Elevate our resilience and climate action leadership
- Interweave equity into all programs and initiatives

PARTNERSHIP

- Foster partnerships with outside organizations and other divisions to amplify outreach and influence

The updated vision, mission, and priority objectives were then used to generate a two-year strategic action plan to improve existing programs and add several new ones. Collaborative tools, like the interactive Mural web-interface and GoogleDocs, were used to improve virtual collaboration to flesh out next steps.

One of the new programs was to reestablish a legislative and policy committee. This led to a comprehensive discussion about leadership and volunteer membership capacity, and legislative priorities. An overwhelming consensus was determined that the SCD would focus efforts to help move planners forward on climate action over the next two years. This would be accomplished by a concerted effort to address this priority issue through all programs and initiatives.