

## American Planning Association Community Planning Assistance Team



### Community Application - Deadline for submission is **June 13, 2012**

Thank you for your interest in participating in the Community Assistance Program. As a priority of APA and its professional institute, AICP, the Community Planning Assistance Team (CPAT) initiative focuses broadly on addressing issues of social equity, inclusion, accessibility, and sustainability in planning and development. CPAT projects seek to foster community education and civic engagement. The program is designed to bring planning resources and opportunities to communities with a demonstrated need for assistance and to strengthen the ability of local residents and other community stakeholders to influence or determine decisions that affect their quality of life. The CPAT is a pro bono program, meaning that the program provides the time of senior-level planning experts to a community without compensation. However, the community is expected to raise funds to cover travel expenses and accommodations.

When preparing your submission, please keep in mind that your project should be as focused as possible in scope. The scope of CPAT projects is limited due to the constraints of time and resources provided by APA staff and the volunteer experts. While experts spend time preparing for a project before they arrive in the community and additional time completing project elements after they leave, actual time spent in the community is generally only three to five days, plus an initial visit by the Team Leader and APA staff to meet with stakeholders. A sample timeline for a typical CPAT project is provided in this application (*section 11*) along with a sample budget (*section 9*). While thorough preparation of briefing materials before a Team's site visit is a tremendous help, your project must be achievable within a limited amount of time.

Applicants seeking to submit their project should complete this application and submit the application fee (\$50.00) to the address below. *Applications will not be reviewed until the application fee is received.* CD/DVDs containing the application and all supplemental materials are the preferred submission format. All completed applications must be sent to the address below or via email to CPAT@planning.org by the deadline stated above.

**American Planning Association**  
**ATTN: Community Planning Assistance Team**  
**1030 15<sup>th</sup> Street, NW, Suite 750 West**  
**Washington, DC 20005**

#### **Application fee: \$50.00**

*Please submit your payment along with the Payment Form on page 11 of this application.*

Your application is used by APA to select among competing requests for community assistance. The quality of your submission is not the primary selection criteria. However, APA's ability to commission a team of experts to successfully address the issues and needs of your community may be limited by the care and thoroughness of the submission.

**PLEASE READ:**

*A Note about the Format of Your Submission:* The format of your application (font, spacing, margins, heading styles, embedded images, etc.) is flexible. Please note, however, that it is *required* that your submission explain each section *in the same order with the same section headings* as it appears in the application below. All sections must be completed unless otherwise stated in the application. You must submit the completed application, including an appendix with all supporting materials such as letters of support, resume, and multi-media resources (preferably on a CD/DVD) through the mail to the address above. You may also send your application and materials via email to CPAT@planning.org.

**1. Title of Project:**

Provide a short name for your project. For example, *Andersonville Transportation Project: Connectivity, Community, & Coordination*. This should be the title/main heading of your submission.

**2. Brief Summary of Project:**

Provide a short standalone paragraph (3-5 sentences) summarizing and outlining the key points of your community's project/issue.

**3. Description of Project / Statement of Problem (5 pages maximum):**

This section will serve as the main body of your application. Please do not exceed five pages. We encourage you to include images and maps to define the study area and highlight any key issues. The following guidelines and questions should be used when writing your statement.

1. Draw the boundaries of the study area on a map. Most projects focus on the scale of a neighborhood or project site.
2. Describe the issues affecting your community that influence or have led to the need for community assistance. Include the degree to which the problem is recognized by leadership and the community, and the obstacles (social, political, economic, physical, etc.) to addressing and overcoming these issues.
3. Describe how this project will build on past efforts or advance current work within the community. Please describe any approaches used and the level of success they had or are having.
4. What types of expertise are you most interested in receiving? (For example, urban design work, site planning, economic development planning, transportation planning, implementation assistance, capacity building, etc.).
5. From your perspective, why would a team of expert planners from around the country provide a more effective result than hiring consultants or using other resources?

#### 4. Outcomes (1-2 pages):

In this section, please discuss what your community expects to achieve from receiving assistance. In general, CPATs are short-term community initiatives that frequently work to help build momentum around a community's vision or strategy. What plans do you have to maximize the opportunity and follow through with the project and the Team's work? The following questions should help guide your thoughts on this section:

1. What are the major objectives of your project?
2. How do you plan to leverage the Team's work to achieve the goals of the project and community?
3. How will you attract local media and gain public attention for the project?
4. What do you imagine will be different after the Team's work is completed?

#### 5. Description of Major Stakeholders:

List the major stakeholders in your community such as government agencies, major property owners, private sector participants and relevant community groups. What is their role in this project? In what ways will they work with APA staff and the Team? What kinds of resources will they provide? Will they have representatives who meet with the Team during their visit? How will they follow-up after the project? Please include any relevant websites and contact information.

#### 6. Letters of Support:

Please provide three letters of support (no more, no less) from major stakeholders.). Letters should state reasons why the project is important to the community and why APA's community planning assistance is needed. Include the contact information of each letter's author using the format below in the body of your submission. Attach the three letters as an appendix to your application.

Jane Doe  
Director of Planning, City/Town  
(555) 555-5555, jdoe@citytown.gov  
1234 First Street, Suite 567

\* Include all three letters of support in appendix.

## 7. Community Capacity / Partnerships

*\*This section is not required, but strongly encouraged, if possible.*

APA and the CPAT initiative strongly encourage diverse community participation. Strategic partnerships build stronger community support and, ultimately, create more successful projects. Potential partners may include: local businesses, business improvement districts, the chamber of commerce, nonprofit organizations, among others. Another partner may be a university, community college, or other educational institution. Their participation may come in various forms, including the incorporation of the CPAT into a studio or class project, student volunteers during the Team's visit (particularly those with skills in drawing or GIS and other design software), and meeting space. APA understands that this is not possible for every community due to reasons of proximity. Partners often include schools of urban and regional planning, urban design, architecture, landscape architecture, environmental studies, economics, business administration or other relevant disciplines related to your project. If you are planning any partnerships for your project, please include the following:

- Name of partner institution
- Partner contact information
- Description of partnership

## 8. Primary Contact Person Information

The primary contact person will be the main community resource for APA staff and the Team. This person will be responsible for connecting APA staff and the Team to stakeholders and building community involvement. The primary contact person will help organize local logistics for the Team's visit, collect and organize materials for the Team briefing book, among other project tasks as needed. The person should include a resume in the appendix of the application. Include the following information in the body of the application.

Community/Neighborhood Name, Location: \_\_\_\_\_

Primary Contact's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Full Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Short Description of how the contact represents or speaks for the interests of the community:

\_\_\_\_\_

\* Include resume in appendix.

## 9. Budget:

Please draft a tentative budget for the project. While a budget will ultimately be developed in cooperation with APA staff, please provide basic information such as cost of meeting space, hotel accommodations, food and beverage, local transportation, printing, etc.

What kind of financial support or in-kind donations can your community provide for the project? (For example: meals, hotel accommodations, meeting space, work supplies, etc.). If funds are not available at this time, what fundraising strategies will you employ (local donations, partnerships, sponsorships, etc.)? In the past, communities have requested food and beverage from local businesses, meeting space has been provided by local governments, hotels and universities, hotels have given special rates to communities for Team members, etc.

Below is an example that should help get you started in preparing the project's budget. Any budget format is acceptable. However, please be as specific as possible and explain any in-kind services or donations in the budget.

<b>PROJECT NAME: <u>Samletown, USA: Sustaining Our City for the Future</u></b>					
<b>Line Item</b>	<b>Amount</b>				
<b>A. Travel</b>	<b>Traveler</b>	<b>Airfare</b> (\$400/per person)	<b>Lodging</b> (\$200/night/per person)	<b>Food</b> (\$100/day/per person)	<b>Total</b>
	Team Leader (preliminary visit to community)	\$400.00	1 night \$200.00	2 days \$200.00	\$800.00
	Experts (x5) *All experts' time is pro bono	\$2,000.00	4 nights \$4,000.00	5 days (\$75/day) Lunch provided to Team by University (see section B. below) \$1,875.00	\$7,875.00
	APA Staff (x2) *All staff time is covered by APA	\$800.00	5 nights \$2,000.00	5 days (\$75/day) Lunch provided \$750.00	\$3,550.00
	<b>TOTAL</b>	\$3,200.00	\$6,200.00	\$2,825.00	\$12,225.00
<b>B. Meeting Space</b>	Meeting space will be provided free of charge for all 5 days by: The University of Samletown. The University will additionally provide A/V equipment, space for the community meeting, student volunteers, and lunches for the Team and APA staff. More details are provided below.				\$0.00
<b>C. Local Transportation</b>	Transportation services for the site tour will be provided free of charge by: Samletown Tours Company will provide a 10-person van for the Team's site tour and from the Team's work room to the two community meetings. More details are provided below.				\$0.00
<b>D. Printing</b>	Any printing services needed will be provided free of charge by the University of Samletown.				\$0.00
<b>E. Other</b>	The City of Samletown will provide notepads and pens and other basic office supplies for the Team's use.				\$0.00
<b>TOTAL</b>					<b>\$12,225.00</b>

## 10. Multi-media Materials (include in appendix):

Please include any maps, pictures, planning documents, graphic illustrations, newspaper articles, tourist brochures, chamber of commerce materials, demographic information, history, form of local government, regional context, geographical/topographical information, etc. that will help give APA a better understanding of your project. *Include all materials in the appendix of your application (preferably on a CD/DVD with all other application materials).*

## 11. Availability:

When would you like to conduct the project? **The target dates focus on the Team's visit to the community**, which is typically three to five days.

If there are any strategic dates for the Team's visit that may assist the goals of the project, such as a conference, a community event that may boost media attention, etc., please explain.

Please include multiple dates, if possible. Below is a sample timeline of a typical project to help you think through the scheduling of your project. Project timelines will be worked out with APA staff upon official selection.

- Review and Selection by APA
- Initial Site Visit by Team Leader and APA Staff
- Team Visit to Community
- Follow-up and Final Report

See below for a more detailed timeline of a typical CPAT project.

Time Frame After Selection	CPAT Activity
Month 1 – 2	<ul style="list-style-type: none"> <li>• APA staff and community contact person(s) discuss project in more detail; identify all stakeholders and compile a contact list; finalize dates for the initial Team Leader visit and the Team’s visit.</li> <li>• APA staff works with community contact person to develop a timeline</li> </ul> <p><b>Please note that the remainder of the timeline from the initial discussion with APA staff will depend on the finalized dates for the site-visits.</b></p> <ul style="list-style-type: none"> <li>• APA staff identifies Team leader and confirms dates/timeframe for project</li> <li>• APA begins discussions with Team Leader and community contact person about additional expertise needed</li> <li>• Coordinate/arrange preliminary site-visit with Team Leader, APA staff, community contact person(s), and stakeholders</li> <li>• Community contact person gathers and prepares materials for the briefing book</li> </ul>
Month 3	<ul style="list-style-type: none"> <li>• Preliminary site visit/meeting (Team Leader, APA staff, and community stakeholders)</li> <li>• APA staff and Team Leader begin selection process of additional Team members (based on the outcomes of the preliminary site visit/meeting with stakeholders)</li> <li>• APA staff finalizes and confirms all Team members</li> <li>• APA staff and community contact person coordinate all logistics for Team’s site-visit with community members and key stakeholders</li> </ul>
Month 4 – 5	<ul style="list-style-type: none"> <li>• Community contact person finalizes briefing book and sends to APA staff for review</li> <li>• APA staff sends briefing book to Team</li> <li>• Press release - APA staff works with community contact person to develop press release for CPAT</li> <li>• Team’s on-site visit (3 to 5 days); public meeting; stakeholder interviews; intensive Team work sessions; preliminary report is presented to community at public meeting on the final day; Team Leader establishes responsibilities among Team members for the final report</li> <li>• APA staff posts preliminary report to the APA website for the community comment period (45 days)</li> <li>• APA staff posts photos, news releases, quotes from participants and stakeholders, media hits, and project outcomes on APA website</li> <li>• Community contact person posts links to APA website where possible</li> <li>• Community contact person encourages community members and other stakeholders to review the Team’s preliminary report and give feedback on APA website</li> </ul>
During the event and immediately thereafter	<ul style="list-style-type: none"> <li>• Team works independently on final report</li> <li>• APA staff works with Team to add graphics/pictures, review and edit, and synthesize the contents of final report</li> </ul>
Month 6 – 8	<ul style="list-style-type: none"> <li>• APA staff finalizes and formats the contents of the final report</li> <li>• APA staff issues copies of final report to community, stakeholders, and Team members; release and announce final report on APA website</li> <li>• Community contact person promotes final report through appropriate local/regional outlets</li> <li>• (No time limit) Community contact person follows up with APA staff regarding any news or developments related to the CPAT project</li> </ul>

## 12. Evaluation of Applications

APA staff will conduct the review process of all applications. Applicants will be notified no later than one month after the close of the application period.

*Criteria used to evaluate applications:*

- Clarity of issue(s) to be addressed; the scope of the project is appropriately focused and well defined
- Commitment and support for project by community and key stakeholders (including partnerships)
- Funding and logistical support available for project
- Primary contact person's demonstrated ability to coordinate project from the community perspective
- The probability of commissioning a project Team with skills/experience matching the needs of the community

## 13. APA's Planning Advisory Service (PAS)

As part of APA's commitment to follow-up with communities who are selected for a CPAT project, APA offers a one-year complimentary subscription to APA's Planning Advisory Service (PAS). Since 1949, planners have turned to APA's Planning Advisory Service (PAS) for the information they need. The subscription provides a suite of PAS resources, including customized research through the PAS inquiry answer service, the latest PAS Reports, *PAS Memo*, *PAS Quicknotes*, and PAS Essential Info Packets. You can learn more about PAS by visiting the APA website: <http://www.planning.org/pas/about/>

APA staff will work with the primary community contact person to determine who will receive the complimentary one-year subscription to PAS.

## 14. Requests for Information

If you have questions during the submission period, please contact us via email at [CPAT@planning.org](mailto:CPAT@planning.org)

## PLEASE READ AND SIGN BEFORE SUBMITTING APPLICATION

Please read and initial each of the boxes acknowledging that you understand and agree to the following statements:

- I understand that the Community Planning Assistance Team initiative is a pro-bono effort. While APA provides staff support and a team of subject matter experts, a substantial commitment from the host community in the form of financial resources or in-kind donations (lodging, food, meeting space, etc.) is required to sustain the program.
- I understand that, as the host community, I am responsible for developing briefing materials for the team of subject matter experts to review prior to, during, and after the Team visit, in consultation with APA staff.
- I understand that, as the host community, I am responsible for providing timely review and feedback needed by APA staff and the team of experts to finalize reports and other project-related materials.
- I understand that the Planning Assistance Team will provide objective, unbiased recommendations based on their consultation with the community. The community retains the authority to implement these recommendations as they see fit.
- APA seeks to foster lasting relationships with communities, from the beginning of the Community Planning Assistance Team process through implementation and follow-up.

\_\_\_\_\_  
Signature of Community Contact Person

\_\_\_\_\_  
Date

Name: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Community Planning Assistance Team

**Application Fee Payment Form**

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Name:

\_\_\_\_\_

CPAT Project Name:

\_\_\_\_\_

Mailing Address:

\_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**Application Fee: \$50.00**

**Method of Payment (please check one):**

Check enclosed \_\_\_\_\_ (Make checks payable to: American Planning Association)

Credit Card \_\_\_\_\_

*If paying by credit card, please fill out the following information:*

Visa       MasterCard       American Express

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name (as it reads on credit card) and Billing Address (if different from name and address above):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Questions? Email us at [CPAT@planning.org](mailto:CPAT@planning.org)