

# **Increasing Diversity in the Planning Profession:**

## **A Report on the 2004 Minority Planning Summit and Recommendation for Future Action**

**March 2005**

**Prepared by the  
APA Diversity Task Force**



**American Planning Association**

*Making Great Communities Happen*



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## **Executive Summary**

### **What is the purpose of this report?**

In November 2004, APA President Mary Kay Peck appointed a Diversity Task Force. The task force was charged with (1) holding a Diversity Summit at the 2005 APA National Planning Conference in San Francisco and (2) developing concrete ways for APA to attract, retain and better serve minority members. The Task Force will officially sunset in April 2005.

The report provides background information on minority membership; lists APA and AICP's accomplishments as they relate to minority members/concerns; summarizes the 2004 Minority Planning Summit and findings; draws on the APA Growth Strategy and, finally, offers the Diversity Task Force's recommendations to APA which are aimed to attracting, retaining and better serving minority members.

Although this report was developed in response to the APA President's charge, the purpose of the report is twofold: (1) to present recommendations for adoption to the APA Board and AICP Commission with input from the Chapter President's Council, Division's Council and Student Representative's Council and (2) to memorialize the activity and input that occurred during and after the 2004 Minority Planning Summit.

### **Why is this report needed?**

Based on the APA membership data, APA has lower percentages of minority members than the U.S. population at large. Less than 10% of APA members are minorities, compared with over 30% in the general population. This under representation is based on several factors which APA has sought to substantiate through membership surveys, focus groups and the minority summit.

In 2004, the APA Board adopted a Growth Strategy, which identified minorities as one of five key groups to be targeted for membership growth. The Growth Strategy listed nine strategies to increase minority membership. One of the strategies called for a Minority Summit to be held in order to find out from APA members and non-members: why minorities are not joining APA or retaining their membership; what type of opportunities, programs and services APA should establish to attract minority planners; what type of planning issues in minority communities that APA should cover; what programs, products or services APA should offer; and, to validate the nine strategies the APA Board adopted in the Growth Strategy as it relates to minorities.

### **What happened at the 2004 Minority Planning Summit?**

The Minority Planning Summit was held on April 28, 2004 during the APA National Planning Conference in Washington, D.C. More than one hundred APA members and nonmembers participated. Over 470 comments were collected at the summit through

facilitated discussions and questionnaires. APA Staff and Summit volunteers then transcribed, sorted and grouped the comments. The concerns raised at the Summit are grouped into ten general categories:

1. Lack of outreach to the minority community.
2. Lack of training and educational opportunities geared toward minorities.
3. Lack of knowledge about planning and APA.
4. Financial considerations, cost and value of membership and quality of service.
5. Perceived racism, lack of social equity within APA.
6. Relevancy of planning and impact of planning on society.
7. Lack of opportunity for career advancement and recognition by the profession.
8. Limited number of conferences or special events targeted to people of color.
9. Lack of partnerships among minority organizations or Community Development Corporations.
10. Topics such as environmental justice, gentrification, displacement, and the impact of smart growth on urban areas are not sufficiently covered in APA publications.

The following summarizes the suggestions made on the Minority Planning Summit questionnaire:

1. Increase knowledge of the profession and strengthen relationships with academic institutions.
2. Make APA membership and conferences more affordable and offer more scholarships.
3. Promote the profession as appealing: good pay and positive contributions.
4. Make APA more relevant and show how planning can have a positive impact on minority communities. APA should focus more attention to environmental, justice, community economic development, and faith-based issues.
5. Change perception that APA is not inclusive when it comes to leadership, programs, services and recognition.

Participants requested that a task force be appointed to develop recommendations to submit to the APA Board and AICP Commission to review and adopt. The participants also requested that APA hold a follow-up summit in 2005 and that APA strongly encourage APA leadership to attend.

### **What happened after the Minority Planning Summit?**

The participants agreed to continue the momentum generated at the summit and pledged to hold programs in their chapters. A chronology of post summit activity can be found in Appendix C of this report. Highlights of post summit activity include:

- 1 Creation of an APA Diversity Listserv.
- 2 Articles on APA's website and *interact*.
- 3 Appointment of a Diversity Task Force.
- 4 Oregon/Washington Chapters Joint Planning Session on diversity.
- 5 New Jersey Chapter Annual Conference, two sessions on diversity/social equity.
- 6 National Capital Chapter Diversity Committee (in formation).

- 7 Virginia Chapter, Diversity Networking Breakfast.
- 8 NY Metro Chapter, multiple programs and awards will have a focus on diversity.
- 9 Illinois Chapter, Special Diversity Program (in planning stages).
- 10 California Chapter adopted a diversity award category.
- 11 Diversity Summit II to be held at the APA National Conference in San Francisco.

### **What is the Diversity Task Force asking the Board to adopt?**

The Diversity Task Force is presenting recommendations for adoption by the APA Board. The recommendations fall into five categories: (1) outreach; (2) education; (3) inclusiveness and accountability; (4) recognition and (5) planning topics. These recommendations build on the nine strategies that have already been adopted by the APA Board as part of the Growth Strategy.

#### *Outreach*

- 1 Create an Ambassador's Program to recruit minority members.
- 2 Reach out to and establish partnerships with non-profit organizations where many minority planners are employed.
- 2 Promote APA and planning through magazines and publications that target minority markets.
- 3 Create a "diversity and planning" link and section on APA's website.

#### *Education*

- 4 Develop packages for high school and college career counselors and encourage National APA and chapter involvement at high school and college career fairs.
- 5 Increase the dollar amount and number of scholarships APA offers to minorities. APA should also expand the promotion of these scholarships at career fairs and other venues.
- Increase outreach to planning schools with a high concentration of minority students.

#### *Inclusiveness/Accountability*

- 1 Ensure there are adequate staff resources to implement the minority growth strategies and to work on minority and diversity programs and issues.
- 2 Ensure bi-annual budget clearly illustrates how minority and diversity programs are funded.

#### *Recognition*

- 1 Create an APA National Diversity Award category, similar to the "National Women in Planning Award" to recognize individuals or organizations that promote diversity.
- 2 Broaden the "Planning Story" by acknowledging the accomplishments of planners of color in Planning Magazine, Practicing Planner, Interact and on APA's website.

#### *Planning Topics*

- 3 APA should conduct research and feature articles that deal with issues such as environmental justice, gentrification/displacement, and faith-based and

- community development initiatives.
- 1 APA should complete the social equity reader, which would consist of articles that have appeared in APA publications over the past few years. More than 50 articles have been identified thus far.

The Task Force did not address several issues that were raised repeatedly at the Minority Planning Summit. The issue was either considered beyond the scope of the Task Force or APA is already addressing the issue. Those issues include:

- *Mentorship.* APA as well as Planning and the Black Community Division have mentorship programs.
- *Affordability.* Cost of dues and conferences is a common concern members raise with APA members regardless of race or income. APA should continue seek ways to increase the value of membership and seek ways to make APA affordable.
- *Leadership Development.* The Growth Strategy lists a “Diversity Leadership Program” as one of its strategies.
- *Career Advancement.* APA has limited control over hiring practices. AICP, chapters, and divisions offer professional development opportunities and are open to ideas to address the member needs.

## Overview

### APA, AICP and Diversity

APA is committed to increasing minority membership and serving minority members well. These goals are embodied in the APA Growth Strategy adopted in 2004 as well as APA's current 2004-2005 Development Plan (DP). Although similar goals have been included in several previous DP's, identifying practical ways to implement these goals has been a challenge.

Capturing data on minority members has also been a challenge. APA does not require its members to provide information about race or ethnicity. Any information provided by members about race or ethnicity is voluntary. According to 2004 data, approximately 2.9% of the APA members identify themselves as Asian, 2.7% identify themselves as Black or African American, 2.2% identify themselves as Hispanic, 0.4% identify themselves as Native American and 0.2% identify themselves as multiracial. APA currently has no race or ethnicity data for 6,500 (19%) members.

The 2004 APA Growth Strategy outlines APA's commitment to engage in a variety of strategies designed to both clarify the issues it faces with existing minority members and to improve its recruitment of new minority members. The strategies identified required APA to:

1. hold a Minority Planning Summit;
2. benchmark APA minority participation at the national and local levels;
3. involve leaders of big-city planning agencies in APA;
4. explore direct mail marketing to more minority groups;
5. highlight diversity issues in APA publications (Planning, Practicing Planner, etc.) and on the APA website;
6. create a Diversity Leadership Program;
7. help chapters in states with large minority populations attract minority members;
8. expand AICP's Community Assistance Program (CAP); and
9. improve the AICP Exam pass rates among minority candidates.

These strategies were vetted at the 2004 Minority Planning Summit by way of questionnaire and they have been added to the recommendations section of this report for consistency as APA moves to the budget and implementation phase of the APA's

Growth Strategy.

### **Summary of APA and AICP Accomplishments (1979 to 2004)**

APA and AICP have continually engaged in efforts to increase social equity, diversity and minority participation, including:

- 1 1980: APA creates Planning and the Black Community Division
  - o The Planning and the Black Community Division hold retreats and conferences and continues to serve its members through newsletters, website and listserv, as well as activities at the conference.*
- 2 1994: *Planning and Community Equity Book* published with support of AICP.
- 3 1994-1995: AICP adopts agenda for America's Communities.
- 4 2000: APA Research completes Central American project.
  - o APA developed a Spanish-language training manual on proper site planning and worked with Central America-Caribbean countries that were ravaged by Hurricanes Mitch and Georges in 1998.*
- 5 2001: APA establishes minority scholarships
  - o APA Fellowship program: Awarded annually to 4-6 minority students. (\$20k per year, divided among several students)*
  - o Judith McManus Price Scholarship: Offered to minority students and women each year, as a result of a generous donation from Tom Price.*
- 6 2003: AICP holds a symposium on social equity, "Getting to Equality: Better Transportation Choices for Underserved Communities."
- 7 2003: AICP forms a task force to address AICP Exam Minority Pass Rates.
- 8 2004: APA creates the Indigenous Planning Division.
- 9 2004: APA adopts a program that offers free membership to all first year students in planning school, which benefits all students, including minority students.
- 10 2004: APA initiates a mentorship program which available to all professionals.
- 11 APA works closely with the central and local governments in the People's Republic of China (PRC). APA officially offers consultation and advice to the PRC's Ministry of Construction (MOC), Ministry of Land and Resource (MLR), State Environmental Protection Agency (SEPA) and other agencies.
- 12 APA continues to publish numerous articles in *Planning, Practicing Planner*, and *PAS Memo* highlighting social equity.
- 13 APA created a minority seat on the Board of Directors.

- 14 APA and AICP seek minority participation on committees.
- 15 AICP created Community Assistance Program (CAP). Formerly known as Community Planning Teams.
- 16 AICP recognizes the accomplishments of minority planners through awards and *Practicing Planner*.

## **2004 Minority Planning Summit**

Over one hundred people from around the country attended the American Planning Association's first Minority Planning Summit, which was held in Washington, D.C. on April 28, 2004. The summit offered insightful information, raised excellent ideas and energized the summit participants. APA's Membership Committee and the Planning and the Black Community Division sponsored the summit. Mitchell Silver, AICP, former APA Board Member, organized the event with support from APA staff.

Opening remarks by Silver; APA Executive Director Paul Farmer, AICP; and former AICP Commissioner Chandra Foreman, AICP, set the stage for discussion. A brief PowerPoint presentation highlighted the disparity between the demographics of APA membership and those of the general U.S. population. Silver then discussed some of the APA's recent efforts, noting the creation of the Indigenous Planning Division during the conference in Washington, D.C.

AICP Commissioner Sue Schwartz, FAICP, highlighted past and current AICP initiatives aimed at improving diversity. She noted that a study is currently underway to examine the AICP exam pass rates of planners of color.

Summit participants were asked to discuss and comment on three pre-selected questions:

1. Why do you believe people of color are not choosing planning as a profession and/or not joining APA?
2. What type of programs and services should be offered by APA to serve the needs of people of color?
3. What type of planning issues or stories should APA cover, which would be of interest to people of color?

Facilitators at each table were responsible for keeping the discussion on track and ensuring the major outcomes were recorded for further study and action. Each question was discussed for approximately 30 minutes, with three to five tables reporting out at the end of each discussion session. Near the end of the facilitated discussion, Mary Kay Peck, AICP, President of APA, thanked the participants for their valuable input and reaffirmed APA's commitment to diversity.

The summit concluded with a remarks session open to all. General comments from the summit include:

- 1 Lack of outreach to the minority community.
- 2 Lack of training and educational opportunities geared toward minorities.
- 3 Perception about or lack of knowledge about planning and APA.
- 4 Financial considerations, cost and value of membership and quality of service.
- 5 Perceived racism, lack of diversity and social equity within APA.
- 6 Relevancy of planning and impact of planning on society.
- 7 Lack of opportunity for career advancement and recognition by the profession.
- 8 Lack of conferences, or special events targeted to people of color.
- 9 Lack of partnerships among minority organizations or Community Development Corporations.
- 10 Topics such as environmental justice, gentrification, displacement, and the impact of smart growth on urban areas are not sufficiently covered in APA publications.

Suggestions from the summit include:

- 1 Expand campus outreach and scholarship opportunities for planning students.
- 2 Implement diversity leadership training.
- 3 Develop technical assistance programs for low-income communities.
- 4 Create a network of APA divisions to promote the issue of diversity.
- 5 Expand APA's smart growth information to include issues on equity.
- 6 Develop mentoring programs for students and young professionals of color.

# Recommendations

## Recommendations of Diversity Task Force

### 1. Outreach

*(Also see Growth Strategies #3, #4, #7 and #8 below)*

#### ***1.1. Create an Ambassador's Program to recruit minority members.***

Face to face contact and recruitment is an effective way to introduce and expose young people and people of color to planning. Ambassadors (senior minority APA members) would work with APA, local chapters and undergraduate colleges/universities to hold seminars and career days to introduce planning profession early in their educational experience. Ambassadors would visit three to five educational institutions per year. Institutions with a high concentration of people of color would be targeted, such as Historically Black Colleges and Universities (HBCUs) and Tribal Community Colleges.

#### ***1.2. Reach out to and establish partnerships with non-profit organizations where many minority planners are employed.***

#### ***1.3. Promote APA and the planning profession through magazines and publications that target minority markets.***

#### ***1.4. Create a "diversity and planning" link and section on APA's website.***

Issues related to diversity are on APA web site, but can be difficult to find. APA should establish an online clearinghouse for diversity issues and create quick link on the home page tool bar to make diversity topics easier to find.

### 2. Education

*(Also see Growth Strategy #9 below)*

#### ***2.1. Develop information packages for high school and college career counselors and encourage National APA and chapter involvement at high school and college career fairs.***

#### ***2.2. Increase the dollar amount and number of scholarships APA offers to minorities. APA should also expand the promotion of these scholarships at career fairs and other venues.***

#### ***2.3. Increase outreach to planning schools with a high concentration of minority students.***

### 3. Inclusiveness/Accountability

*(Also see Growth Strategies #2 and #6 below)*

***3.1. Ensure there are adequate staff resources to implement the minority growth strategies and work on minority and diversity programs and issues.***

APA and AICP have traditionally included minority and social equity goals in the Development Plans (DP). However, little to no funds have been allocated in the budget and few programs have been implemented. Consequently, DP goals as they relate to minorities have consistently been neglected due to limited staff resources. Assigning a staff person to work on minority issues would ensure that APA's DP goals are implemented and budget requests are made. A search of APA's minority-related initiatives conducted for the 2004 Minority Summit illustrated the limited accomplishments APA and AICP have achieved in its 25-year history. This recommendation would serve as a major catalyst in reversing that trend.

***3.2. Ensure bi-annual budget clearly illustrates how minority and diversity programs are funded.***

**4. Recognition**

*(Also see Growth Strategy #5 below)*

***4.1. Create an APA National Diversity Award category, similar to the "National Women in Planning Award" to recognize individuals or organizations that promote diversity.***

Some minority members have expressed concern regarding the lack awards or recognition for people of color. Some chapters, NY Metro and California for example, have implemented diversity awards for their local awards program to recognize specific projects, planners of color, or organizations that promote planning and diversity.

***4.2 Broaden the "Planning Story" by acknowledging the accomplishments of planners of color in Planning Magazine, Practicing Planner, interact and on APA's website.***

Over the past century, planners of color have made significant contributions to planning and the profession, yet little is known about their story. Today, planners of color are making great places, great plans and great communities, yet little is known about their story. Planners past and present should be acknowledged to not only recognize their contributions, but to inspire young people to pursue planning as a profession and to continue tradition of "Making Great Communities Happen."

**5. Planning Topics**

***5.1. APA should conduct research and feature articles that deal with issues such as***

*environmental justice and gentrification/displacement, and faith-based and community development initiatives.*

*5.2. APA should complete the social equity reader, which would consist of articles that have appeared in APA publications over the few years. More than 50 articles have been identified thus far.*

## **Recommendations of the APA Growth Strategy**

*(As adopted by the APA Board of Directors, April 2004)*

### **1. Hold Minority Planning Summit**

At APA's 2004 National Planning Conference in Washington, D.C., APA will conduct a half-day moderated workshop to explore why APA and planning are not more diverse and develop a strategy to help APA pursue its goal to be more inclusive, diverse, and equitable.

*(please note: this strategy has been met)*

### **2. Benchmark APA minority participation at the national and local levels**

A significant component of APA's strategy to increase minority membership is to make sure that APA is perceived as an organization that involves and values the minority members it already has. This is a challenge the 2000 Membership Committee presented to the APA Board. The APA Board adopted a motion to "endorse and encourage the inclusion of minority planners in the full range of committees and other leadership positions both at the national and the local levels."

### **3. Involve leaders of big city planning agencies in APA**

APA's strategy to strengthen its ties to big city planning directors also reinforces its goal to increase minority membership and involvement in APA. Leaders in the nation's largest agencies are one of the most diverse cohorts of planners in the country and include some of the profession's most prominent minority and female planners.

### **4. Explore direct mail marketing to more minority groups**

APA regularly recruits members using direct mail. Current mailing plans include several groups with a strong minority focus. We will evaluate the success of

these mailings and continue to search for new groups to contact. We are also exploring ways to reach minority audiences using e-mail marketing.

**5. Highlight diversity issues in Planning magazine, Practicing Planner, and on APA's website**

APA will feature diversity issues regularly in Planning magazine and Practicing Planner will highlight case studies with a diversity focus as well. In addition, APA will create a website presence on the subject of diversity, highlighting minorities' efforts in planning, and add an e-mail alias for the general public to comment and offer suggestions on the issue of diversity in planning, e.g. [diversity@planning.org](mailto:diversity@planning.org).

**6. Create a Diversity Leadership Program**

Leadership staff will develop a program to recruit and groom minorities for future APA leadership.

**7. Help chapters in states with large minority populations attract minority members**

Leadership staff will work with select chapters with concentrations of minorities to develop focused recruitment efforts. To focus these efforts, staff will consult with the CPC Executive Committee to identify a cluster of chapters who will partner with national to develop pilot programs appropriate for broader chapter implementation efforts.

**8. Expand AICP's Community Assistance Program (CAP)**

Formerly known as the Community Planning Teams, AICP's Community Assistance Program will provide opportunities for planners to provide pro bono planning assistance—especially on social and economic issues—to America's communities. The CAP will provide socially informed planning assistance to communities for projects that would benefit from an impartial team of volunteer professional planners whose expertise would give new insight on local and regional planning issues. The programs will provide models of how this assistance can be effectively delivered at the chapter, section, or local levels. This focus on the profession and on the skills of planners will also help AICP attract greater interest in certification, especially among minority planners.

CAP will enhance and sustain sound, ethical, inclusionary, and discrimination-free planning by using charrettes, technical assistance, and other new initiatives. Programs will continue to be hosted at the annual National Planning Conferences, but will be expanded to other venues as well. The types of assistance offered

range from helping a community prepare for a planning process to evaluating existing plans and policies. Technical assistance teams may also be asked to advise planning agencies or commissions on specific projects or issues.

**9. Improve AICP pass rates among minority candidates**

AICP has identified that minority candidates have a lower success rate on the AICP certification exam. AICP is contracting with a consultant to analyze existing data on minority performance on the certification exam and draw conclusions on how AICP can target efforts to improve minority pass rates. AICP will use this study as the basis for a strategy to recruit minorities to AICP.

# Appendix A

## **2004-2005 Development Plan (DP)**

*(As it relates to social equity, diversity, or minority members)*

**Goal 2. Pursue social and economic equity, and racial inclusion by advocating planning activities — social, economic, and physical — at all levels of government that effectively move America's communities toward a more just future.**

*Strategies:*

2.1 Form partnerships and engage in activities that will assist in implementing this goal (e.g., the proposed Planning and Social Responsibility Symposium and collaboration with the Association of Collegiate Schools of Planning).

2.2 Assist members in fulfilling their obligations under the APA Ethical Principles of Planning and AICP Code of Ethics to provide pro bono services to disadvantaged communities, and report on these activities.

2.3 Develop programs, materials, continuing education offerings, and practices to support our members in advancing inclusiveness and diversity in their communities; and in building a climate conducive to sound, inclusionary, non-discriminatory planning.

2.4 Make social justice and advocacy for inclusionary planning part of our legislative agenda.

**Goal 5. Better serve minority members and better utilize the skills and interests of minority members.**

*Strategies:*

5.1 Develop a defined strategy to increase minority membership throughout APA and its constituent bodies, increase educational opportunities and scholarships for minority students.

5.2 Recruit a greater proportion of minority planners to leadership positions, on committees and task forces, and on special projects.

5.3 Work with minority members and nonmembers in redesigning products and services to meet their needs more effectively

**Goal 6. Develop and deliver products and services so that APA is recognized as the premiere authority and source of planning information in America.**

6.3 Use *Planning* magazine, the national conference, chapter conferences, division activities, and APA's website to highlight the accomplishments of

minority planners and successful initiatives in minority communities.

6.4 Honor planners and planning academics for their work in disadvantaged communities.

## **Appendix B**

**2004 Minority Summary Questionnaire Results**

**2004 Minority Summit Comments from Topics 1, 2, and 3**

**Results from Minority Planning Summit Questionnaire  
Washington, DC, April 28, 2004**

<b>1. Hold a Minority Planning Summit</b>	<b>Response</b>	<b>Percent</b>	<b>Rank</b>
<input type="radio"/> Strongly agree	64	84%	2
<input type="radio"/> Agree	9	12%	
<input type="radio"/> Neutral/No response	2	3%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	1	1%	
	76	100%	
<b>2. Benchmark APA minority participation at the national and local level</b>			
<input type="radio"/> Strongly agree	57	75%	3
<input type="radio"/> Agree	16	21%	
<input type="radio"/> Neutral/No response	2	3%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	1	1%	
	76	100%	
<b>3. Involve leaders of big planning agencies in APA</b>			
<input type="radio"/> Strongly agree	44	58%	9
<input type="radio"/> Agree	23	30%	
<input type="radio"/> Neutral/No response	9	12%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	0	0%	
	76	100%	
<b>4. Explore direct mail marketing to more minority groups</b>			
<input type="radio"/> Strongly agree	45	59%	8
<input type="radio"/> Agree	20	26%	
<input type="radio"/> Neutral/No response	11	14%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	0	0%	
	76	100%	
<b>5. Highlight diversity issues in Planning magazine and on APA's website</b>			
<input type="radio"/> Strongly agree	66	87%	1
<input type="radio"/> Agree	9	12%	
<input type="radio"/> Neutral/No response	0	0%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	1	1%	
	76	100%	
<b>6. Create a Diversity Leadership Program</b>			
<input type="radio"/> Strongly agree	56	74%	5
<input type="radio"/> Agree	14	18%	
<input type="radio"/> Neutral/No response	5	7%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	1	1%	

<input type="radio"/> Agree	19	25%	
<input type="radio"/> Neutral/No response	1	1%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	1	1%	
	76	100%	
<b>8. Expand AICP's Community Assistance Program (CAP)</b>			
<input type="radio"/> Strongly agree	47	62%	7
<input type="radio"/> Agree	18	24%	
<input type="radio"/> Neutral/No response	10	13%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	1	1%	
	76	100%	
<b>9. Improve AICP Pass Rates Among Minority Candidates</b>			
<input type="radio"/> Strongly agree	57	75%	3
<input type="radio"/> Agree	16	21%	
<input type="radio"/> Neutral/No response	3	4%	
<input type="radio"/> Disagree	0	0%	
<input type="radio"/> Strongly disagree	0	0%	
	76	100%	
<b>10. Are you a member of the American Planning Association?</b>			
<input type="radio"/> <b>Yes</b>	58	76%	
<input type="radio"/> <b>No</b>	16	21%	
<input type="radio"/> <b>No Response</b>	2	3%	
	76	100%	

**Question 11: Please list other suggestions**  
*(Transcribed from hand written notes)*

Glossary

HBC	Historically Black College
HBU	Historically Black University
HBCU	Historically Black College/University
CAP	Community Assistance Program (an AICP Program)
PBCD	Planning and the Black Community Division
MPO	Metropolitan Planning Organization

1. Increase knowledge of student scholarships programs.

2. Develop partnerships with other organizations, e.g., American Sociological Association's Race/Ethnicity and Community and Urban Design Studies.
3. Leadership Plenty, New School University, NYC.
4. Name year's theme: "Celebrate Diversity"
5. Change the name of PBCD to: Planning and Communities of Color.
6. Provide scholarships.
7. Have another summit with a specific agenda and implementation plan.
8. Create a Diversity Leadership Program only if a specific agenda and implementation action plan is devised.
9. Benchmark minority participation in APA, but not only in minority issues, but also be involved in the general planning body.
10. More scholarships for students of color in planning programs
11. Need a minority mentoring program for graduate students and young professionals.
12. Georgia Planning Association.
13. AICP should not be the sole focus of CAP.
14. Involve small to mid-size planning agencies in APA to support minority planners.
15. Lower membership dues.
16. Match incoming planning students with an existing APA member, practicing planner.
17. Provide resources to Urban Planning Programs to recruit minority students at high schools and undergraduate institutions with large minority populations.
18. All chapters in states with large minority populations should have a subgroup "Minority Planners Group" to provide mentors and spotlight Minority Planning leaders at the State level.
19. Make sure that research is cross-disciplinary and doesn't leave out the impact of diverse communities.
20. We need to help people to understand that our issues should not be seen as "special" or an exception, but part of everyday life that touch all aspects of life and planning.

21. Organize Latino Planners.
22. APA/AICP needs to conduct more grassroots community outreach to minority neighborhoods, HBCUs and minority planners. APA must open its arms and mind and embrace the changing population demographics.
23. Non-member strongly disagreed with the summit and proposed initiatives. Lip service is not enough.
24. Hold summit prior to the last day of the conference.
25. Provide more information on the long distance participation on committees, etc. Costs and time commitments involved in participating.
26. All this stuff (on survey) is important to do, but a more appropriate exercise would be to rank them.
27. Ensure that minority students are included in all steps of the process.
28. Create a regional and local network of black planners
29. Develop a mentoring program linking professionals from local planning offices to local universities and elementary, junior and high schools.
30. Encourage chapters of the NAACP to advertise/publicize info concerning APA and actively recruit membership
31. Get information relative to APA to all HBCUs, especially senior students.
32. Get involved with HBCUs in the planning major.
33. Local chapter of NAACP.
34. Transportation Planning (MPOs).
35. I think its important that the local chapters take a leadership role in this initiative to increase minority participation/membership.
36. All Chapters should strive to attract persons of color regardless of population numbers.
37. More persons of color should advance to positions of executive management. What can APA do to encourage this? Mentoring, Professional fellowships, professional development initiatives.
38. Create a diversity education program for use at the local level - local APA boards

- and local government.
39. Better relationships with universities and local (state) minority scholarships and retention in the profession.
  40. Need an Asian-American Division, committee and leadership.
  41. Need local leadership (regional if needed) universities, State APA Boards and National level.
  42. Continue discussion at every APA National Conference and each APA Chapter Conference.
  43. Create a Diversity Division to incorporate all people of color and also women.
  44. Schools (universities should have minority instructors (professors) in the planning programs to take leadership in promoting minority professional planners and explore retention strategies incentives.
  45. AICP does not support or promote minority issues. Professional development officers at the state chapter level should provide leadership and education on diversity and also provide those opportunities.
  46. More required diversity on APA Conference panels (women, people of color). I know they can find them.
  47. Provide us (at the summit) names, addresses, phone and e-mails for all attendees for networking.
  48. What is the Community Assistance Program (CAP)?
  49. Consider direct phone calls or e-mails for marketing to minority groups.
  50. Also, explore the one-on-one process of gaining membership and attracting members. Like the PICO Model - Pacific Institute of Community Organizations.
  51. Strongly agree with creating a Diversity Leadership Program if you could create a partnership with Planning and Woman Division, Gay and Lesbians Division and new Indigenous Division.
  52. Don't know much about CAP and I've been an APA member for 3 to 4 years.
  53. The only way I see this division and others that target non-traditionalist people increasing the views and audience to our issues is to create a strong front by PBDC, Planning and Women, GLBT Division and new Indigenous Division. Let's have a joint summit next year because we're all facing these issues and we need to work together to have power in APA. Unity through Diversity!

54. Conduct another survey to determine how many minorities are in the planning field. The State APA Chapters can assist/administer the survey to hopefully increase the response rate.
55. Engage in quarterly networking sessions for minorities. Create minority planning website link that features news, accomplishments, e-mail lists, discussion boards, job listings, events, organization contacts, etc. The website link would promote and encourage minority participation in APA and help link minorities across the country.
56. Work with communities (in particular communities of color) to empower citizen planners, thereby growing the pool of new planning professionals.
57. Not familiar with CAP.
58. This was my first APA Conference. I wish that this summit had been held the first day rather than the last. I feel very fragmented throughout the conference. I am typically outgoing and outspoken, but I feel isolated and I never connected with others in my similar role.
59. Prepare more planners for community/neighborhood planning that educates and engages members of the population who feel like they are not being heard or don't know how to become involved in the planning process.
60. Emphasize a mentoring program for minority students.
61. Target internship opportunities for minority students.
62. Students on hand at conference - reduction in fees for students - will increase attendance and encourage continued membership and participation.
63. Highlight special group meetings: Indigenous Division, Asians, Latinos & Hispanics, African Americans.
64. We do not need a quota system.
65. What does "involve leaders of big planning agencies in APA" mean?
66. Include those who are not AICP in the CAP.
67. Past members for a number of years felt that the organization did not meet the need of students and professionals.
68. Summit is a start, but has to beyond the summit.
69. Benchmarking minority participation in APA at national and local level is very

important.

70. Involving leaders of big planning agencies in APA is a great idea, but not sure what it would do towards minority planning.
71. Highlighting diversity issues in planning magazine and website should be done, but will not solve the issue.
72. Have a mentoring program that involves planners and young people of color in communities of color - in high schools where students are considering careers.
73. Even take this one step further and look into the establishment of magnet (high) schools in a few cities where planning-related careers are highlighted — preparing students for careers in planning, environmental justice, social services, architecture, real estate, and transportation.
74. Increase visibility of profession to high school, college students and general public.
75. Locally based mentoring.
76. Hire some staff (intern, part time, full time) to give continuity to the issues.
77. Hold 2-3 summit, not 3 hours. Hold every 6 months not just at each APA national conference. Venue in the community or at HBC.
78. Involving leaders of big planning agencies in APA depends on how committed they are to doing something (most aren't and most won't).
79. Outreach must go way beyond highlighting issues in planning magazine and website.
80. Have an associate member category.
81. We need corporals not generals.
82. Support CAP only if APA is willing to put significant resources into this.
83. Major effort to preserve, then improve the expand planning programs and departments at HBUs & HBCs, especially HBUs in urban planning and predominantly rural jurisdictions. Also, if APA don't commit absolutely to anything else, it must commit to this or stop pretending to be committed to this.

## **Summary of Topic #1: Why do you believe people of color are not choosing planning as a profession and/or not joining APA?**

(148 comments)

### ***Outreach/Education***

1. Reach children about planning at an early age
2. APA needs to be stronger on college campuses. Lots of feeders into planning: HBCUS, HIHE, Native American
3. Grad schools needs to recruit at undergrad
4. Reach children about planning at an early age
5. APA needs to be stronger on college campuses: HBCUs, HIHE, NAIHE
6. Low level of leadership in the communities of color and APA
7. APA to graduate planning schools need to recruit at undergraduate programs (sociology, geography, etc).
8. Planners in colleges do not know APA exists
9. Planning profession should be introduced at the high school and middle school level
10. Students are not being encouraged to enter the field of planning. Lack of knowledge about the field
11. Need to be more educated in knowing what planning is
12. Practitioners should interface with HBCU and others even high schools as an educator & recruiting tool
13. Advertising not readily available done in “trare” magazines soliciting minorities as students/professionals
14. College campuses do not have minority professors to promote field
15. Exposure to the profession, know about city management but not ‘planning’
16. Recruit at high school and undergraduate institutions to complimentary professions; i.e. social work, engineering, public admin
17. REAL marketing! Measurable goals & objectives to quantify milestones
18. High school “charrettes” and “community & you” workshops for communities
19. Re-institute planners’ day at schools
20. People in general don’t know what planning is. We do so many different things so they can’t grasp the profession
21. As a student was not even aware that the profession exist – stumbled on it by “googens”
22. “Ht” career days at high schools – in a public school – there was not city planners. Need to start at the elementary, “penn” high a high school. We also need to see how we can go back to schools and participate in career days to tell what we do
23. Stumble into planning after taking a class senior year. Took more than 9 years to go back to pursue a career in planning
24. Got into planning by accident was going to get a Masters in Int’l Econ. Development people back home have no understanding of planning – people.
25. How many of our parents understand what we do
26. Through questions how a city get built and knowing that architecture was not the way I wanted to go sort of found out about planning
27. People don’t know what planning is? Don’t know how comprehensive planning is.
28. Need to get the message out that planning is comprehensive
29. Some people in certain geographic regions are not knowledgeable of the field of

planning

30. Need to put more energy in exposing persons of color to planning prior to college entry
31. Need more planning recruiters in high schools
32. Visibility is not strong about planning. Lay the foundation through aggressive campaign at HBCU's/high schools/NAACP
33. Define what is planning and what planners do for the community
34. Reach out to HUD Fellows and foster a better relationship
35. Planning in the Schools" pram. Students recognize power and influence – however, the planning profession is not seen as power or influential. Lack of understanding of what planners do.
36. "A visibility issue – you can 'see' other professionals
37. A marketing issue. Format – how do you present what planners do? More outreach needed to undergraduate programs.
38. Team up with other disciplines / related professions – e.g. engineers, architects, land use lawyers, social workers. Outline how you advance your career as a planner. Lack of understanding of what planning is throughout local governments from agency to agency.
39. Need of comprehensive approach to teaching – of what planning is and how it relates to other disciplines and decision-making bodies
40. They don't know what planning is? Not knowledge able of planning process; don't know
41. Not enough nurturing on university level – or encouraging the profession. More interested in theory
42. Connecting with school aged kids – showing our relevance to our communities
43. Establish mini Caucus on regional/state level to address local issues; make sure there's a critical mass of folks
44. Need to utilize multiple venues for getting message out

### ***Perceptions/lack of knowledge***

1. Change name of APA
2. Negative image of government
3. May need an adjective that defines planning (name change)
4. Negative image of government exist in come communities and planners/planning are associated with government.
5. Is APA better vehicle to accomplish those tasks that the profession cannot?
6. We need to define what we do
7. Exposure planners/planning departments get is not positive; familiar with planning and negative impacts
8. Planning is not 'sexy', hard to communicate the good things that come from planning
9. People do not understand how planning can be combined with other professions
10. Organization is elitist, need to make it non-threatening
11. For a Hispanic person, the profession is not well known as a way to make a professional income that will keeps them with their family's economic development. They don't see it as a quick fix – as it is not well known
12. In community most kids have not seen someone who is a planner to know that person does & what APA had not "illigezed" itself as to what we do in the society – know

what doctors, lawyers, etc do. Here's how you benefit from what we do. Planners are the keepers of the dream.

13. APA seems passive on some issues (example: everyone knows what NRA does); if APA raises a ruckus on the issues
14. Particularly for 1<sup>st</sup> generation college educated family member – we are often steered away from the creative more unknown
15. Planning profession (APA) should continue to check the pulse of the community and planning profession on these issues.
16. Sometimes planners have a negative stigma
17. Design of our communities were left to architects – many of whom were white. The architects may feel planners have encouraged their territory
18. Disconnect for persons of color in selecting planning as a profession vs. law, pre-med, or other fields
19. Perception that there are not jobs

### ***Financial Considerations/Value of Membership/Quality of Service***

1. Profession organization / APA may be too expensive (some organizations do not cover cost (federal government). Race profile. “lteamdoling” = catch-22 (By predominantly white & sometimes perceived as unwelcoming).
2. Higher salaries
3. Professional membership of APA may be too expensive. For example, some organizations do not cover cost “lihs” like to federal government. Planners need higher salaries
4. Membership fees too high
5. Services are not comparable to other memberships
6. Many members are participants with other organizations that are more effective or more suitable to their profession
7. Planning is not lucrative career (at least at the entry of the profession)
8. Salary is not comparable to other careers
9. Students are unaware of benefits within the profession and APA
10. Dues are too high!
11. Something that the government does, not the private sector
12. APA does not promote the field including advocating for higher salaries
13. Salary is not comparable to other professional degrees
14. Definition is too narrowly focused and does not cover the gamut; e.g. Community development is done by a lot of non-profits
15. Match APA members with incoming planning students for reduced membership dues
16. Salary survey needs to be evaluated to reflect market trends for private, public, and non-profit
17. Always been a service of planning in the terms of cultural & sacred sites the Native American communities have but “ciraird” those sites. However, because of the limited tribal lands the Native American tribes are moving more towards planning around cluster sites, the importance of planning have become more important as they tried to plan around environments “contrants” & more limited money
18. Planning schools are very expensive
19. There is also a lack of monetary opportunities at the universities and schools
20. Conference dues & conference too expensive & AICP members don't know why the cost is so high (what are the benefits?).

21. APA website not user friendly / don't attract potential minority members
22. Persons of color often do not join APA for financial reasons: employer will not pay for APA membership or conference cost thus, some persons will not pay out of pocket
23. Persons of color may not see the value or benefit of participating in APA
24. Encourage scholarships for the conference; include community organizers and other CDC professionals
25. There is a "disparity" of planning graduates vs. new APA memberships
26. Must create a culture of added value of APA membership
27. A reality that there are not jobs
28. APA could be a 'gateway' for citizen planners (citizen planners = exec. Director of CDCs, community activists). However, dues can be especially cost-prohibitive membership.
29. APA is too expensive; what are we getting for joining?
30. APA is not relevant, doesn't focus on
31. Relevance "for us"
32. APA – how is it more relevant practicing planners
33. APA should focus on private public practitioners.
34. Most critical: Relevance to what I do
35. Support for 'Friends of Planners' status

### ***Racism/Lacks Diversity/Social Equity***

1. Profession organization / APA may be too expensive (some organizations do not cover cost (federal government). Race profile. "It's a catch-22" = catch-22 (By predominantly white & sometimes perceived as unwelcoming).
2. Catch 22- organization is predominantly white and sentiments perceived as unwelcoming
3. APA doesn't have the social agenda
4. Retention of existing professionals in APA is difficult due to availability of other professional associations that better represent member and social equity needs
5. Historically, inclusion in APA/AICP has been superficial
6. A great divide exists and increasing between black planners & AICP
7. Persons of color do not see themselves reflected in the planning agencies
8. Persons of color need to be more integrated into APA
9. The movement from behavior studies to more of an architecture studies program (less focus on people).
10. White professionals are still clinging to stereotypes – even consciously & unconsciously
11. Multi-language planners on staff; cultural training staff
12. APA is seen as a good old boy network
13. Chapters don't have a clue of their demographics
14. APA wrongly assumes we only care about social planning issues. We need to be involved in transportation, land use
15. Not inclusive enough
16. APA puts planners of color in box
17. Underlying racism needs to be addressed.

### ***Impact on Society***

1. Planners have a minimal effect on the blight of minority communities
2. What effect do we have on the minority issues?
3. Do not know what planning is and the significance of planning in their lives
4. Also as planners we have a tendency to get involved in organizations beyond what we have to do for our jobs

### ***Opportunity/Career Advancement/recognition***

1. Lack of training & internships
2. Low level of leadership in the community. (In community & APA)
3. There is a lack of training & internships. More are needed for communities of color
4. There's no federal support of planning
5. Students in graduate programs need more scholarship funds
6. Few events and networking (should have need more frequent contact & involvement).
7. Need to examine how conference topics are chosen and ensure more topics of interest to persons of color and communities of color
8. Divisions representing persons of color, women, or other ethnic minorities should collaborate more
9. Must link APA membership with career advancement
10. Develop strong mentoring program for minority planners
11. APA should provide planning profiles on website
12. Directing students to more lucrative areas of planning – e.g. GIS modeling
13. “Old boy” network on jobs and opportunity
14. Not enough bachelor programs
15. Because of the cultural and money and personal changed and having had an architectural degree “ioken t”
16. Planning programs have been buried in some schools – meaning stuck under other programs. For one school i.e. Planning concentration of Public Administration program “whl” is housed in College of Business Administration
17. No mentorship, no minority leadership
18. State chapters need to promote diversity training for leaders
19. More journals/discussion boards on line for networking & info
20. Need more minority planning directors
21. Hospitality suite, reception, special events
22. New planners track at APA conference
23. In offices – only high managed encouraged to participated in APA - only managers paid to attend conferences
24. PBCD has an important role in encouraging minorities to become involved
25. Poor communication with other groups who might include minority planners – more partnership
26. A local APA issue – sectors + chapters have to do this
27. Create more opportunities for people of color to be on APA board of directors
28. Distribute list of people in attendance at minority summit prior attending national conference
29. Profiles for non-traditional. Traditional, student peers.

***Topic #2: What type of programs and services should be offered by APA to serve the needs of people of color?***

(125 comments)

***Programs***

1. The programs and services should be the same for all but target to communities of color (especially citizen planner)
2. Integrate people of color into programs and services
3. The programs and services should be the same for all but targeted to planners working in communities of color and citizen planners too
4. Possibility of having a paid staff person for the Planning & the Black Community Division (part-time staff or student internship)
5. Help us to prepare for being only person of color on staff. Develop program to help us become effective trail blazers
6. APA has opportunity to fill a void for Asian Americans & Native Americans – these groups don't have as many other similar associations for them. Native-Asians
7. Encourage planning commissions of color to attend APA conferences
8. Integrate people of color into program & services (comprehensive forums, etc)
9. Re-institute Planners Day in the school
10. Develop “planners strike team”
11. Look at community involvement outreach program provided by AIA, ULI or similar organizations and develop an appropriate forum for APA
12. Need to get planners to see issues discussed at this summit as universal issues; all members should want to hear the issues
13. Need to create leadership development programs to train ‘citizen planners’ to address environmental justice issues in local community
14. APA should recognize or offer incentives for community planning efforts by APA members and/or citizen planners. i.e. like continuing education credits
15. APA needs to create a program as a model on a larger scale – regional planners / students day
16. Make sure suggested programs & services are funded in part by APA
17. Summer enrichment programs for children
18. Establish an agenda for minority service to the community and actively work with the community to achieve certain goals
19. Gallery 37 program in Chicago

***Outreach***

1. Creating more connections with citizen planners
2. Have community members, grassroots activist to present at conference
3. Need to promote the idea that we need advocacy planner – many people of color are interested in making people in the community aware of the planning process, this is what about to happen.
4. To attract the younger generation we need to incorporate technology such as GIS

- using those to identify social indicators, which can help promote social justice issues.
5. Bring in middle school students with a census data center where they were taught how to mine down through the American Fact Finder to information they were interested in e.g. it's an older community with no senior center, there are brownfields without no "remediation"; being able to track whether "most" improvements in community have or have not been realized
  6. Reach out at undergraduate level
  7. Hold high school career days
  8. We need to plan in out (minority) communities
  9. Advertise in minority reports
  10. PPIA – (political) AKA public service institute
  11. Multi-language brochures and integration/"coterature"

### ***Training/Education***

1. APA provide more training in process of community participation in community for all planner that respects cultural differences.
2. Planners need to training to deal with diversity
3. APA should provide more training in the process of community participation that respects cultural differences to differences in organizing and enhancing participation. This training should be offered to all planners working in communities of color
4. Planners need training to deal with diversity
5. Develop interest for public charter high schools
6. Cultural diversity and sensitivity training for APA staff and APA/AICP division
7. Professional development/mentor to encourage greater advancement opportunities to promote to executive management
8. When serving people of color we need to learn more about our communities and understand the issues of the communities and there needs to be recognized for the value of those differences & skills
9. Getting people the knowledge base so they can make an informed decision. Getting the every day person true information
10. Educate general population on technical aspects on planning
11. APA should formulate and implement programs to establish and promote planning degrees in more colleges and universities
12. Offer executive development training
13. Emphasize real estate & cost benefit analysis. Schools no longer teach the finance piece
14. Identify ways to strengthen negotiation and mediation skills of minority planners
15. Planning program on the academic level
16. National commitment to preserve and improve planning in the black schools
17. Upward bound program – high school level

### ***Conferences/Special events***

1. Often more relevant regional conference with subject matter that will entice non-APA professionals in planning to participate based on career specialty

2. A minority summit on chapter levels
3. Stop pitting sessions of interest to people of color against one another.
4. Panels at conferences need to be diverse – not just sessions for ‘us.’ People of color with instead of just a panel of us.
5. Sponsor conferences with divisions providing support to communities of color; provide more resources to divisions serving persons of color for greater impact
6. Have minority summit / orientation at beginning of conference to facilitate networking
7. More networking events for people of color
8. Create focused track focused on planning and minority community or where ‘minority ↔ majority’ issues arrive
9. Bring environmental justice issue to conference. Medical.
10. At conferences – particularly for first-timers and students, there needs to be a way to help them become more familiar with the conference for students – there needs to be a student track making it more inviting for students also sessions (1 or 2) to address student issues. Conferences are very big, cold, and difficult to get. Need a student / new professional track. Need student/new professional rate for the mobile workshops and/other out-of-pocket cost/fee activities
11. Need to bring more interesting sessions on the core social and cultural issues about how & where people live everyday. Need to be more sensitive about those needs

### ***Mentorship***

1. Mentoring programs – in local planning offices to work with local universities & high & junior high schools
2. Mentoring
3. Other associations have stronger mentoring programs
4. Mentorship
5. Promote mentoring programs for 1<sup>st</sup> and 2<sup>nd</sup> year students in planning and pairing them with professionals in the field
6. Mentoring program
7. Regional representative to mentor planners

### ***Membership***

1. Description of what divisions do on membership application
2. Description of what APA “divisions” do on application materials
3. Clarify what members are getting for their membership money
4. Reduced membership for APA members mentoring to schools

### ***Pro Bono***

1. Panel Advisory Services modeled ULI Scholarships to conference esp. citizen planners
2. Become more engaged with the work at the ground level model after ULI’s Panel Advisory Services
3. APA should engage in more community service or volunteer activities: charrettes

- / community planning team
4. Establish a pro bono requirement for AICP
  5. APA/AICP should have a skill bank that could be tapped to provide TA to community or organization as part of their pro-bono requirement
  6. APA needs to promote minority planner panels to go out and provide TA to planners of color. (AICP membership not necessary)
  7. Provide “pro bono” work

### ***Partnerships/Linkages***

1. Links to other organizations i.e. National of Organization of Color
2. Link to other National organizations of color such as NFBPA, NOMA, etc.
3. Joint conferences or other events with other professional organizations
4. Better liaison between APA and CDCs or other groups focusing on planning in communities of colors
5. It is OK for non-people of color to be minority
6. APA should partner with legal professional organizations to recruitment to planning profession and to reflect cross-disciplinary nature
7. Local levels having planning director go into schools about planning public private partnership marketing the field
8. Clear and defined relationship with top ranked schools of planning. i.e. APA scholarships at XYZ university, APA fellowship at ABC college, etc.
9. Reach out to private sector for funding and additional support

### ***Scholarships/Fellowships***

1. Provide scholarships to National APA conferences to planners especially citizen planners. Could model the trust for Historic Preservation
2. Other associations have stronger scholarship programs
3. Series of scholarships & fellowships for students
4. Fellowships and grants for education

### ***Jobs/Careers/internships***

1. Career Marketing Program highlighting options towards a planning careers
2. Offer programs and services at the local/state/regional/section level encourage participation by non-APA planners
3. Internship programs
4. Secure funding to have Summer Planning Institute for minority students
5. APA can solicit Planning Directors to influence them to encourage planners to joining and become divisions... (Xerox cut the rest off)
6. Fund internship program internationally
7. Summer internships

### ***Research***

1. Conduct case studies
2. Social justice foundation to resolve issues in communities of color
3. APA should fine feasibility studies to identify and address the needs of people of color then formulate ways to address these needs

### ***Recognition***

1. Provide planners profiles on the website & mailings
2. World Town Planning Day – Philadelphia model
3. Need to publicize and reflect that progress has been made in getting more people of color in planning profession
4. Create recognition for citizen planners (subsidize conference dues, awards)
5. Highlight minorities doing work in communities of color

### ***Chapters and Divisions***

1. Stronger connection at local levels (chapters & section)
2. Some chapters are not active
3. New professional events on chapter/section levels
4. Basics – like updating websites on chapter or section level
5. No minority leaders on chapter or section levels
6. State/chapter – Community Assistance Programs
7. Implement national successes on local levels
8. If local chapter to the grassroots organizations such as CDC by geo-coding mapping their neighborhoods around an issue they are attempting to address – thus empowering the community to be more effect advocates for their community – by identifying issues such as parks, schools, liquors store, etc.
9. Identify ways to improve local support systems for minority planners
10. PBCD become active on chapter/section levels
11. APA “tout” divisions more
12. Divisions – are too narrow – broader categories
13. Joint activities sessions “blt” divisions

### ***Marketing/Media***

1. Marketing – joint marketing with black schools. Joint partnerships with other minority associations have strong college organizations or components
2. We don't know what APA is doing
3. If APA members knew funds were going to subsidize citizen planners' membership, it might seem more worthwhile
4. Create marketing campaign to create clear definition of planning
5. APA sponsored programs to market
6. Ad campaign – comprehensive to lead to an actual sitcom show
7. Send articles to other trade magazines

### ***Leadership***

1. Not welcomed – existing leadership don't want new people of color
2. Establish or strengthen a policy that focuses on issues of equity. Existing policy needs to be restructured to be less academic and more practitioner-bases
3. Budget
4. Planners, APA, AICP, etc need to agree on social agenda and develop an ongoing collaborative relationship with communities to accomplish the goals of the agenda.

### **Topic #3: What type of planning issues our stories should APA cover, which would be of interest to people of color?**

(121 comments)

#### ***Community Economic Development/Revitalization***

1. More revitalization/development planning as opposed to large-range planning
2. More revitalization/development articles needed as it relates to current planning as opposed to long-range planning
3. More HUD related issues such as CDBE funding, HOPE VI, fair housing laws, and enterprise zones / empowerment communities.
4. Articles on CDCs and their work (local)
5. Research on reverse job commute and welfare to work
6. Faith based community development
7. Writing for support of specific policies. Policies – HOPE VI, TEA-21, etc. grant authorizations
8. Highlight issues surrounding non-profits/neighborhood organizations, including topics such as capacity building, community/economic development, code enforcement, grant writing, etc. with a direct correlation/impact in minority communities
9. Case study review of some of the “common” land use and planning practices such as eminent domain for public purpose project such as highways – how much land was taken, who was most affected?
10. Impact of Hope VI on displaced residents & the impact on community development
11. Impact of faith-based institutions on communities
12. Affordable housing (affordable to whom?)
13. Predatory lending
14. How do we balance affordable housing needs with economic development in minority communities?
15. What is community development planning in the minority communities?
16. More publications on financing redevelopment projects – financing solution

#### ***Neighborhoods/Quality of Life***

1. More articles about neighborhood issues/series and quality of life at the neighborhood level. Could model neighborhood workers, Shelterforces, ULI, etc.
2. Health & Communities – communities becoming more walkable – take this a step farther – more applied, less academic (various fields of medicine)
3. Less big city, trendy issues and more local issues
4. Gentrification/displacement
5. Talk about how new urbanism & gentrification are related
6. Articles on politics & planning
7. APA needs to be better connected to issues within communities, particularly where conferences are held (ex: housing issue in Chicago 2 years ago)
8. Cultural resources – profiles on communities’ indigenous assets
9. Recognize that community change is an issue and that planners are trying to figure out how to address this
10. Real estate acquisition in deteriorating urban areas

11. Gentrification – urban issues in terms of the displacement of minorities. Also included a discussion of the benefits of the revitalization vs. the drawbacks
12. How to revitalize historic neighborhoods, what are the benefits of keeping a minority neighborhood what new use are appropriate, what’s the appropriate mix of uses & income?
13. More well-rounded research in Planning Magazine articles that discuss the underlying issues of existing communities
14. Study on renewal of gentrification – black on black – white on black

### ***Land Use/Smart Growth***

1. Smart growth articles should address equity issues such as fair growth & race & class issue
2. Ethics of annexation boundaries
3. Inner-ring suburbs – how inner city has affected them in terms of access to funding resources
4. Research on displacement of urban residents into outer-ring suburbs and the resultant deterioration of those neighborhoods and gentrification. ‘Neighborhood evolution’
5. Minorities communities in the suburbs what is their continuing connection to the old neighborhood & when do they establish connections in the new communities suburbs (Rockville + Staten Island)
6. Highlight successful communities that have developed strategies in planning & environment
7. Cities with middle class communities who grow and move on and leave homes in the urban core and then resulting deterioration
8. Article recognizing signs of ‘residential apartheid’
9. Red lining

### ***Public Participation/Outreach***

1. Articles on comm. outreach/communication case studies
2. More articles on community outreach and citizen participation case studies needed
3. Highlight communities that have successful engagement
4. More publications on creative strategies xxxx
5. Community participation/reaching unreachable groups
6. Divisions of color should engage community “charrettes”
7. How to engage minority participation in community planning meetings
8. Education of community preparing them for participation in public meetings
9. Innovations in citizen participation in the African-American community
10. Latino issues; bi-lingual issues
11. Focus on getting the right people at the table i.e. community leaders, political official, etc.
12. Educate the public about planning
13. Social advocacy

### ***Environmental Justice***

1. More articles needed on environmental justice
2. Environmental Justice
3. Environmental justice: impacts on communities of color (especially rural communities)
4. Some best practices on healthy, sustainable, revitalization efforts where the communities were empowered and their history & culture was maintained, what are the pressuring issues that have to be addressed
5. How do the sovereign indigenous lands are being developed (e.g., Salt River Dima - Maricopa) and the pressures that they experience as the surrounding cities / communities that are developing around them. The trade-offs and land use jurisdictional uses come in conflict.
6. LULU's in black communities – i.e. prisons and detention centers
7. Transit issues in rural communities of color
8. Environmental Justice in minority and rural communities
9. Impact of transportation development on minority communities
10. Environmental impacts of development on communities

### ***Professional Development***

1. Showcase African-American and other minority planners in leadership positions. The same for students, too.
2. Dealing with politics – working in the political arena
3. More how to articles
4. Conference sessions don't go far enough (more tool based)
5. Articles designed to inform planners about cultural differences people of color/immigration
6. Encourage minorities to submit articles to our journals, magazines, online publications
7. Direct link with black caucus and legislators with large populations of color
8. Profiles on planners – especially early and mid-career folks to publicize academic profile
9. Need to have articles on being the only person of color in the planning department or academic program
10. Diaries of planners of color – what do they feel their impact is? How did they get their position?
11. How do planners (especially of color) move from non-profit to public and private sectors?
12. Minority planners / directors & commissioner profiles in Planning Magazine.
13. Hiring practices – what are the informal networks; how are agencies inbred, to how do we truly go out and do outreach, when will new leadership come
14. Black planning directors & their impact on the profession
15. Getting historically black colleges and educational institutions involved in community development issues & planning
16. Allow professionals opportunity to communicate research needs to graduate students in search of thesis
17. What the profession is about and what African-Americans planners bring to the table

### ***Expanding overall coverage to address issues in minority communities***

1. Innovative programs that are impacting communities of color
2. APA should help re-frame and expand the coverage issues that are perceived as minority issues but are more universal to the larger population (i.e. affordable housing, access to education/health care/transportation)
3. Highlight successful redevelopment efforts in minority communities
4. Highlight positive youth programs/workshops in minority communities such as community gardens, neighborhood pride projects. Use these opportunities to possibly encourage a new generation of planners
5. Highlight HBCUs offering planning degree programs, twin students and their faculty and alumni regardless of whether they are academic or not
6. Dealing with rural communities of color
7. Series on minority communities
8. How can blacks in predominantly white communities have a voice (i.e. where blacks make 3% of the population in rural communities)
9. Black Economic Development
10. Rural Black Neighborhoods. Black Belt Countries
11. Affect of planning on black farmers
12. Impact of zoning on our communities
13. Minority Immigrants – issues of importance to minority immigrants – how planning impacts their integration and cultural existence – a study of their living behavior so we can prepare effectively
14. Reversing negative trends in communities with large populations of color
15. Grassroots leadership in planning
16. Tell the real story; don't just focus on site-specific projects
17. Assessing success of Smart Growth based on specific criteria including affordability of housing (i.e. Smart Growth in the black community – how has it affected us? What does it mean?)
18. Affordable housing in tourist based communities such as Williamsburg and social economic implication of the workers, lack of transportation, housing, wages, etc.
19. Transit oriented development in minority communities / communities of color are low income. How they were funded what were the economic implications.
20. Articles recognizing contribution of black neighborhoods to overall city development
21. Socio-economic impacts of Smart Growth on the African American community
22. New urbanism impacts on minority communities

### ***Procedural Issues (related to content selected for APA publications)***

1. Remove restrictions within various APA divisions that prevent students from participating in sanctioned activities such as scholarship competitions
2. Review the editorial decision making process for article submission for all APA sanctioned media → website magazines, journal
3. Articles which are cross-disciplinary
4. APA should create an annual theme (like 'War on Poverty' or 'War on Drugs') in order to deal with broader societal issues
5. APA should try to Planning articles in newspapers (through op-eds) or major

- magazines (Time, Newsweek)
6. Civil disorders & urban forum issues are not dissected enough to the Planning level
  7. More implementation and follow-up on previous articles as we can learn more about outcomes and impacts. Case studies appropriate.
  8. More application, less academics

### ***Making APA resources more accessible***

1. In the APA magazine, list topics in the APA Journal that all members may not subscribe to
2. APA should ask other publications to run their articles (other professionals and how do we as planners respond to other disciplines)
3. Summit results should be discussed in Planning Magazines and other national forum
4. Toot APA's horn on what they have done right in with regards to minority inclusion and involvement
5. Use our publications to affect rural policy
6. Article workshops – provide contacts & follow up opportunities
7. Role of APA divisions and how to improve them
8. Example of good article – JAPA's article on school desegregation's Planning could have major highlights from JAPA article.
9. Have an article in JAPA/Planning on Minority Summit
10. What is the geographic distribution of the minority population of APA – where are they in terms of leadership positions in APA, the chapters and the committees.
11. Is there a role for minorities in the APA?
12. What is APA involved in which they have the ability to reverse; some of what is considered 'good planning' has negative results

## **Appendix C**

### **Chronology of Post-Minority Planning Summit Activity**

#### **April 2004**

1. Minority Planning Summit held, over 100 attend. Positive feedback. Participants requested a follow-up summit, but with more APA/AICP leaders and on an earlier day in the conference.
2. Article by Lynn M. Ross summarizing the Summit was posted online at <http://www.planning.org/conferencecoverage/2004/wednesday/minoritycoverage.htm>
3. Summit resources were posted online (photos, PowerPoint).
4. Received extremely positive feedback (phone and e-mail) on the Summit. Several recommendations were made to hold a follow-up summit in San Francisco to include APA and AICP leadership participation.

#### **May 2004**

- 1 Volunteers tabulated summit questionnaires and transcribed suggestions from the questionnaires.
- 2 APA Staff transcribed 30 pages of notes from three topical discussions.
- 3 Request was made to APA President to create Task Force to follow-up on the Minority Summit (issue report and recommendations by December 2004 and organize Summit II for March 2005). APA President agreed.
- 4 APA Staff sent list of summit registrants, which was converted to e-mail distribution list of 160 names.
- 5 Summit participants were sent transcribed summit notes to review and comment by June 20.

### **June 2004**

- 1 Requested APA host a Diversity Listserv due to the limitations of the e-mail distribution list. APA agreed.
- 2 Mitchell Silver wrote article on Minority Summit for July Interact. Diversity Listserv was mentioned in article.
- 3 APA freelance journalist contacted Mitchell Silver and Leo Vazquez, Fernando Costa (Task Force members) to provide information for October 2004 Planning Magazine article on diversity.
- 4 Minority Summit topics notes and questionnaires were finalized.
- 5 Several chapters (Oregon, Washington, Virginia, National Capital, Illinois, New Jersey and New York Metro) inform Mitchell Silver that they will host a diversity session in their chapter as a result of their enthusiasm generated at the Minority Planning Summit.
- 1 Participants requested that name of task force and summit be changed to "Diversity Summit." The term "minority" may have alienated some planners from attending the Minority Planning Summit in April 2004.

### **July 2004**

- 1 Suggested names for task force were submitted to APA.
- 2 170 names/e-mail addresses were sent to APA to be included on the Diversity Listserv.
- 3 Twenty people contacted Mitchell Silver regarding the July 2004 Interact article. Most wanted to be added to the Listserv.
- 4 APA agrees to hold Diversity Summit II in San Francisco. APA and AICP leadership attendance would be strongly encouraged.
- 5 NY Metro and California chapters discuss a National Diversity Award to recognize people or organizations that promote diversity in planning.

### **August 2004**

- 1 Some summit participants started to complain that APA was not taking action on Summit issues.
- 2 Diversity Summit II was tentatively scheduled for Monday, March 21, 2005 at the APA National Conference in San Francisco.

- 3 Since task force had not been appointed by late August, volunteers from the Minority Summit starting sorting comments from the Summit and drafting the Diversity report.
- 4 New Jersey Chapter proposed to hold sessions on Planning and Race and social equity at its annual conference in November 2004.
- 5 National Capital Chapter starts to develop a Diversity Committee for the chapter members.

### **September 2004**

- 1 APA launches the Diversity Listserv.
- 2 Diversity Summit II was confirmed as a session at the 2005 APA National Conference.

### **October 2004**

- 1 Mitchell Silver attends the Joint Washington/Oregon Planning Conference in Portland and makes a presentation on Planning and Diversity.

### **November 2004**

- 1 Mitchell Silver attends New Jersey Chapter Conference to serve on a panel on social equity and the State Development and Redevelopment Plan and to co-facilitate a policy session on Planning and Race.
- 2 Diversity Task Force Members are officially appointed.

### **December 2004**

- 1 Task Force members are sent background information on activity that occurred after the Minority Planning Summit in April 2004.

### **January 2005**

- 1 Task Force holds its first conference call and creates two subcommittees to complete work in time for the 2005 National Planning Conference.
- 2 Virginia Chapter holds a successful networking session on Diversity.

### **February 2005**

- 1 California Chapter agrees to add a diversity category as part of its local awards program
- 2 Task Force meets via conference call to develop the Diversity Task Force Report and plan the 2005 Diversity Summit
- 3 Task Force submits Diversity Task Force report to APA