

# National Association of County Planners and County Planning Division Membership Evaluation

## 1. What is your experience in the planning field?

| # | Answer             |  | Response | %    |
|---|--------------------|--|----------|------|
| 1 | Student            |  | 0        | 0%   |
| 2 | Up to 5 years      |  | 5        | 8%   |
| 3 | 6 - 10 years       |  | 5        | 8%   |
| 4 | 11 - 20 years      |  | 20       | 33%  |
| 5 | More than 20 years |  | 31       | 51%  |
|   | Total              |  | 61       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 2     |
| Max Value          | 5     |
| Mean               | 4.26  |
| Variance           | 0.86  |
| Standard Deviation | 0.93  |
| Total Responses    | 61    |

## 2. What is your age?

| # | Answer                 |  | Response | %    |
|---|------------------------|--|----------|------|
| 1 | Under 25               |  | 0        | 0%   |
| 2 | 25 - 34                |  | 7        | 11%  |
| 3 | 35 - 44                |  | 8        | 13%  |
| 4 | 45 - 54                |  | 16       | 26%  |
| 5 | 55 - 64                |  | 24       | 39%  |
| 6 | 65 or over             |  | 6        | 10%  |
| 7 | I prefer not to answer |  | 0        | 0%   |
|   | Total                  |  | 61       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 2     |
| Max Value          | 6     |
| Mean               | 4.23  |
| Variance           | 1.35  |
| Standard Deviation | 1.16  |
| Total Responses    | 61    |

## 3. How long have you been a member of the County Planning Division (CPD) of the American Planning Association (APA)?

| # | Answer            |  | Response | %    |
|---|-------------------|--|----------|------|
| 1 | Less than 1 year  |  | 2        | 3%   |
| 2 | 1 - 2 years       |  | 14       | 23%  |
| 3 | 3 - 5 years       |  | 26       | 43%  |
| 4 | More than 5 years |  | 13       | 22%  |
| 5 | Not a member      |  | 5        | 8%   |
|   | Total             |  | 60       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 5     |
| Mean               | 3.08  |
| Variance           | 0.93  |
| Standard Deviation | 0.96  |
| Total Responses    | 60    |

#### 4. How long have you been a member of the National Association of County Planners (NACP) of the National Association of Counties (NACo)?

| # | Answer            | Response | %    |
|---|-------------------|----------|------|
| 1 | Less than 1 year  | 1        | 2%   |
| 2 | 1 - 2 years       | 9        | 15%  |
| 3 | 3 - 5 years       | 9        | 15%  |
| 4 | More than 5 years | 20       | 33%  |
| 5 | Not a member      | 22       | 36%  |
|   | Total             | 61       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 5     |
| Mean               | 3.87  |
| Variance           | 1.25  |
| Standard Deviation | 1.12  |
| Total Responses    | 61    |

## 5. Why did you join the CPD? (please check all that apply)

| # | Answer   |  | Response | %   |
|---|--|--|----------|-----|
| 1 | Identify work opportunities                                |  | 5        | 8%  |
| 2 | Connect with other planners/networking                     |  | 36       | 60% |
| 3 | Keep up with county-based issues in planning               |  | 52       | 87% |
| 4 | Participate in committees and/or hold leadership positions |  | 13       | 22% |
| 5 | Write articles/contribute materials/present in sessions    |  | 8        | 13% |
| 6 | Other (please list)  |  | 4        | 7%  |
| 7 | Not a member   |  | 5        | 8%  |

| Statistic       | Value |
|-----------------|-------|
| Min Value       | 1     |
| Max Value       | 7     |
| Total Responses | 60    |

## 6. Why did you join the NACP? (please check all that apply)

| # | Answer   | Response | %   |
|---|--|----------|-----|
| 1 | Identify work opportunities                                | 3        | 5%  |
| 2 | Connect with other planners/networking                     | 30       | 52% |
| 3 | Keep up with county-based issues in planning               | 36       | 62% |
| 4 | Participate in committees and/or hold leadership positions | 13       | 22% |
| 5 | Write articles/contribute materials/present in sessions    | 10       | 17% |
| 6 | Other (please list)  | 2        | 3%  |
| 7 | Not a member   | 20       | 34% |

### Other (please list)

#### CPD asked

To maintain the best possible relations with County Commissioners and to share and promote the best County planning practices possible both locally and nationally

| Statistic       | Value |
|-----------------|-------|
| Min Value       | 1     |
| Max Value       | 7     |
| Total Responses | 58    |

**7. Which of the following have you used/attended/read in the last 3 years? (please check all that apply)**

| # | Answer   | Response | %   |
|---|--|----------|-----|
| 1 | CPD Newsletter   | 44       | 72% |
| 2 | CPD Website  | 31       | 51% |
| 3 | Annual Division meeting at the APA National Conference | 22       | 36% |
| 4 | CPD-sponsored session at the APA National Conference   | 22       | 36% |
| 5 | NACP-sponsored session at the NACo Annual Conference   | 13       | 21% |
| 6 | NACo/NACP website                                      | 32       | 52% |
| 7 | None   | 8        | 13% |

| Statistic       | Value |
|-----------------|-------|
| Min Value       | 1     |
| Max Value       | 7     |
| Total Responses | 61    |

## 8. Overall, how satisfied are you with the value you receive from your membership in the CPD?

| # | Answer             |  | Response | %    |
|---|--------------------|--|----------|------|
| 1 | Very satisfied     |  | 12       | 25%  |
| 2 | Somewhat satisfied |  | 29       | 60%  |
| 4 | Very dissatisfied  |  | 0        | 0%   |
| 5 | Not a member       |  | 7        | 15%  |
|   | Total              |  | 48       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 5     |
| Mean               | 2.19  |
| Variance           | 1.56  |
| Standard Deviation | 1.25  |
| Total Responses    | 48    |

## Comments:

### Text Response

I attend state APA conferences and an occasional national conference and would be interested in the CPD

Need some activities or ongoing communication between APA conferences to feel a continuing thread of involvement in county planning.

So far have not received anything.

It seems that APA is often a deterrent in promoting County planning and effectiveness at the local level. It seems control of the Divisions is more important that effectiveness.

I'm not sure how to get involved locally or participate. I'd like to but I don't know how.

Again, I just have limited participation time in anything and am hip deep in other things so can't really contribute. Have responded to a few emails for assistance, correction or referring people to people, but that's about it. In my case, I'm not asking for much in the way of service. Rare, I know.

I am not entirely convinced that APA in general is worth the dues, but it is the professional organization and I am a planning professional so I should belong.

Have not seen many opportunities other than conference sessions from the division. Would like to see increased activity.

At times it seems we are spending a good deal of time pleasing the APA - time that should be spend serving the county planner

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 9     |

## 9. Overall, how satisfied are you with the value you receive from your membership in the NACP?

| # | Answer             | Response | %    |
|---|--------------------|----------|------|
| 1 | Very satisfied     | 13       | 24%  |
| 2 | Somewhat satisfied | 24       | 44%  |
| 4 | Very dissatisfied  | 1        | 2%   |
| 5 | Not a member       | 17       | 31%  |
|   | Total              | 55       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 5     |
| Mean               | 2.73  |
| Variance           | 2.61  |
| Standard Deviation | 1.62  |
| Total Responses    | 55    |

## Comments:

### Text Response

Do not see any separate benefit to being a member from the Division membership. Need a continuing thread throughout the year of info flowing that selects planning related items happening at NACo.

They have proven to be a very helpful ally to achieving local planning objectives

National county news or planning issues often differ with local direction or settings.

I have not participated. I didn't even know there was a specific website.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 4     |

## 10. How would you rate the CPD's communications through the newsletter and/or website?

| # | Answer             | Response | %    |
|---|--------------------|----------|------|
| 1 | Very satisfied     | 13       | 27%  |
| 2 | Somewhat satisfied | 28       | 58%  |
| 4 | Very dissatisfied  | 2        | 4%   |
| 5 | Not a member       | 5        | 10%  |
|   | Total              | 48       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 5     |
| Mean               | 2.13  |
| Variance           | 1.39  |
| Standard Deviation | 1.18  |
| Total Responses    | 48    |

## Comments:

### Text Response

More frequent.

There is always room for improvement.

I like it when it comes, but not very frequent.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 3     |

## 11. How would you rate the NACP's communications through the newsletter and/or website?

| # | Answer             | Response | %    |
|---|--------------------|----------|------|
| 1 | Very satisfied     | 14       | 28%  |
| 2 | Somewhat satisfied | 20       | 40%  |
| 4 | Very dissatisfied  | 2        | 4%   |
| 5 | Not a member       | 14       | 28%  |
|   | Total              | 50       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 5     |
| Mean               | 2.64  |
| Variance           | 2.60  |
| Standard Deviation | 1.61  |
| Total Responses    | 50    |

## Comments:

### Text Response

I receive email requests periodically and see through those some aspect of what is happening across the country.

There is always room for improvement.

I like it when it comes, but not very frequent.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 3     |

## 12. Do you believe the CPD's services have improved over the past several years?

| # | Answer  | Response | %    |
|---|---|----------|------|
| 1 | Yes, significantly                                      | 6        | 17%  |
| 2 | Yes, somewhat   | 22       | 61%  |
| 4 | There has been no change, services are still inadequate | 3        | 8%   |
| 5 | No, services are worse                                  | 1        | 3%   |
| 7 | Not a member  | 4        | 11%  |
|   | Total   | 36       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 7     |
| Mean               | 2.64  |
| Variance           | 3.21  |
| Standard Deviation | 1.79  |
| Total Responses    | 36    |

### Comments:

#### Text Response

Can't say I have paid attention.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 1     |

### 13. Do you believe the NACP's services have improved over the past several years?

| # | Answer  | Response | %    |
|---|---|----------|------|
| 1 | Yes, significantly                                      | 7        | 16%  |
| 2 | Yes, somewhat   | 16       | 37%  |
| 4 | There has been no change, services are still inadequate | 3        | 7%   |
| 5 | No, services are worse                                  | 0        | 0%   |
| 7 | Not a member  | 17       | 40%  |
|   | Total   | 43       | 100% |

| Statistic          | Value |
|--------------------|-------|
| Min Value          | 1     |
| Max Value          | 7     |
| Mean               | 3.95  |
| Variance           | 6.66  |
| Standard Deviation | 2.58  |
| Total Responses    | 43    |

## Comments:

### Text Response

I didn't even know the CPD or NACP existed.

The organization is member driven and focused on needs as identified by the NACP's members

Can't say I have paid attention.

I receive very little information from NACP, other than email messages asking to vote on certain issues and a few email messages forwarded from other members. I see very little information about county planning practices and news.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 4     |

**14. How can we improve the visibility and value of the NACP/CPD to its members (i.e. offering awards for exemplary county planning projects, strengthening communication among county planners, strengthening relationships among other APA divisions or NACo affiliates)?**

Text Response

I was unaware of NACo's Planners interest.

Awards for good county projects; data and info sharing through blog; best practices examples.

Need more advertisement.

Have A County Planning Director of the Year award....for great Planning and great administration.

Strengthening communication among county planners

All of the above

Every month there needs to be communication from a person that begins a discussion about an article or planning situation to involve county planners. There is a real need to offer to take questions and for all members of CPD and NACP to offer advice, links, and resources.

Send notices of accomplishments and offerings to every APA member working for a county.

expand communication among other APA divisions & NACO affiliates

Provide a regular newsletter on County issues/challenges

Awards are okay, but I am more interested in just seeing examples, case studies, best practices, etc. of County Planning. If awards encourage more participation or reasons to provide this than that is great. Awards and lunch are good ways to get people to show up at the annual meeting, but I'd like to see continued collaboration in the newsletter or other means. Websites are good, but I think Facebook works better as a way to keep up communication and is likely to be viewed more frequently. The one APA site that I have bookmarked is the Daily Planning News, but that is likely difficult to maintain.

If NACP/CPD is interested in its members, there should more connections via NACO and the elected officials that we work for.

Communication and networking. County planners need a forum to network outside the traditional workshop/conference format (which is getting beyond the abilities of many budgets). Also, some county-specific training webinars (see the efforts of the APA Chapter PDOs) would be helpful.

Offer awards and scholarships (or partial scholarships) to trainings/conferences. Have a get-together at conferences.

Yes.

Receive recognition and promotion from both sponsoring organizations: APA and NACo

Presence at state conferences and word of mouth

Continue to highlight pertinent county projects.

regional or zone meetings

Communication and collaboration on hot topics affecting particularly county-level planning would be

good, such as stormwater management/NPDES Phase II/Erosion & Sediment Control, Ag Preservation Ag Tourism, Wineries, etc.

Provide and sponsor opportunities to get involved, and make it local in partnership with other related professional organizations.

I think you are doing the right things now.

While bringing the two organizations together was a good idea, I think it is somewhat confusing as far as branding goes. Most organizations have a single national organization. Possibly marketing with a single easy name and leave the two organizations more in the background would help from a marketing perspective. Something like National County Planning Division.

More frequent communications.

You need to be more aggressive in sorting out those Professionals that actually have Planning background through HR. in the County. Evaluate their position in the County and where they are instrumental.

awards planning program

I'm guessing "news they can use" that they cannot get from anywhere else. Tough with Planetizen around. In these times when government isn't paying for anything (I pay for all my own memberships, travel to out-of-office or out-of-city meetings...even county related meetings, conferences etc),it is a tough sell for those to whom networking is just not that important or a less important choice than being able to buy office supplies, as an example.

All of the above.

Awards for exemplary county projects would be a good idea.

Work with County Administrators to identify the "County Planners" whether they possess planning degrees or not and recruit them.

County planner listserv or bulletin board would be nice for communication between planners. More frequent newsletter.

Work with APA in sponsoring session/s. Work alongside the APA city planning division.

While I'm a member of the CPD, I've not spent much time with the newsletter or website. It is more my issue than I believe the organizations.

Provide more information on modern county planning issues and techniques - more technical information, and information on county planning resources.

NaCo has many committees - most of them have no planner(s) as part of that committee. Planners need to be more of a part of those committees.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 35    |

## 15. How do we encourage greater participation among current members or generate new members to join?

### Text Response

Offer AICP CM credits for conferences, programs, etc.

By making NACP/CPD one of the 'go-to' locations for advice for county planners.

Need more advertisement and outreach.

We're overbooked, overworked and have no extra time for anything.

Have each State Affiliate send the County Planning Directors up-to-date list and hit them Quarterly with E-mails about membership.

Make it easier to communicate with each other, provide greater quantity of resources, and promote more participation (leading training sessions, etc.) in state and national Association of County events (especially when they are nearby).

Contact the state APA and infiltrate that way

Start online conversations. Ask for speakers at conferences in chapters all over the country. Offer speakers to chapter conferences on "hot" county planning topics.

Send direct solicitations to every APA member working for a county.

Both

Do outreach through email, web, League of Zoning Official organizations

Keep relevant information coming on a more frequent basis.

Good question, County Planners just do their jobs without any fanfare.

Reach out to the county planning director organizations at the state or regional level. There are many of these that are not associated with national organizations.

Same as above.

Their needs to be better/more communication from APA that we exist and are looking for members.

Create focused committees on specific issues and ask for volunteers

Continue to do outreach.

identify with other organizations such as zoning administrators or code enforcement

On core issues, economic development, housing, natural hazard planning it would be interesting to hear the issues faced nationally.

Audio/Web Conferences (AICP credit would be nice)

Partner with other professional organizations. Ask members what other organizations they are members of and build relationships with those. Co sponsor events.

personal contacts is a good way to get new members

Single marketing focus mentioned above.

Free three month trial membership.

peer review, listserv, share successes

promote the benefits of membership; do the benefits outweigh the cost to join

more free on-line events open only to members, perhaps

All of the above.

Don't know; difficult to generate membership & interest in any professional organization these days.

Identify and emphasize what the benefits of membership are ---I'm not sure I know what they are--- and what is their value to the individual or organization

Reach out to county planners through social media and interactive discussions through listserv or bulletin board. Facebook and LinkedIn have great opportunities for social interaction/networking.

Keep getting the word out

Webinars on topics of major concern. For example, for the last three, the planning community has been devastated, at least in the West Coast, due to the economic downturn. Yet, I don't recall any articles/discussions regarding this trend, what best practices that have come from working with less, etc. It would have been interesting to see how people adapted.

Provide an online forum on your website for sharing and requesting information on various topics.

Participation is tough. All organizations find themselves with decreasing memberships and greater competition from other groups. We have to try harder but the question is how do we try harder?

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 36    |

**16. Please provide any additional comments on how CDP/NACP can improve its services to members:**

**Text Response**

Send an E-mail blast once a month with a lively topic.

I really want this organization to succeed and fear that it will lose members if the continuous communication is not emphasized. The last annual meeting was excellent with the award winners very impressive and providing good presentations that could be shared is some way to reach out to the members.

Keep web based services open.

Stay in touch with the needs of the constituency. Some do this better than others. We can all agree, generally, that planning is not what it was 50, 40, even 20 years ago (maybe not even 10). Organizations set up a few decades ago need to lay everything on the table for evaluation and reconsider the scope, mission and direction to keep themselves relevant, the reconstruct accordingly.

cover material that is

generate enthusiasm

More outreach to students.

Service is great!

It would be interesting, and maybe there is, to have a place to go where people can ask questions and get responses to them regarding county planning.

Although we are doing a good job of providing service to members it definitely can be improved. To improve service requires more commitment from the Board members --However most if not all members are giving near 100% now. It's an endless cycle.

| Statistic       | Value |
|-----------------|-------|
| Total Responses | 10    |