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Latinos & Planning Newsletter

A Division of the American Planning Association (APA)

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*Message from the Division Chair Leonardo Vazquez,
AICP/PP*

¡Bienvenidos!

Dear colleagues,

Welcome to the first issue of the Latinos and Planning Division newsletter. If you are a member of the Latinos and Planning Division, thank you for your support and confidence in this new venture. If not, I hope the newsletter will encourage you to join our community.

Latinos and Planning is the only national organization focused on planning challenges facing Latino communities and professional challenges facing Latino planners. There are a lot of groups around the United States that work to improve the quality of life of Latinos. We strive to complement their work and to be a voice for Latino planners. Whether in a group of professional colleagues – most of whom are not Hispanic – or among stakeholders – most of whom are not planners – the Latino planner has been an often-overlooked minority. It's no wonder that despite being the largest ethnic minority population, Latinos make up a tiny percentage of the members in the American Planning Association, and a small percentage of planners overall.

What is Latinos and Planning and what are we trying to achieve? We are a diverse group of planning and related professionals who want to address planning problems that are particularly acute in Latino communities and the barriers that affect how Latino planning professionals progress in their work and careers. Not all of us are Hispanic. There are many non-Hispanic white and black

members who want to work more effectively with or in Latino communities. And our members are as diverse as the regions they live in and the countries of their heritage. Some members work in organizations and communities where Latinos are the majority and have significant political and social power. Others are the only Latino planners in their agencies in communities where Latinos are a distinct minority. Some have reached the top levels of their organizations; others are just starting out. We all share a belief that planning can help improve the quality of life of Latinos in the United States, and that we should support our fellow planners.

The Latinos and Planning Division was formalized in November 2006 by the American Planning Association Board of Directors. The movement started in April 2005, and we took a distinctly grassroots approach to getting where we are. To create an agenda for Latinos and Planning, the earliest organizers wanted to know: "What are the biggest planning challenges facing Latino communities? What are the biggest professional challenges facing Latino planners?" Instead of answering the question themselves, they asked other planning professionals.

Between October 2005 and January 2007, a dozen *dialogos* (dialogues) were held in a variety of regions – from New York to Los Angeles, and from Minneapolis to Washington D.C.

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Become a Member of Latinos & Planning

We invite you to join the Latinos and Planning Division of the American Planning Association. As a division we are able to influence the 39,000-member APA, the most influential planning association in the world. Membership in the Latinos and Planning Division means access to a nationwide network of professionals and the following benefits:

Member Benefits

- Access to Division Business
- Newsletter (including archives)
- Mentoring Program
- Networking
- Special discounts to L&P events, conferences
- Access to published RFP's or RFQ's

How do I become a member of the Latinos & Planning Division?

Go to APA website at <http://www.planning.org/joinapa/> where you can print out a division-only application as well as an APA membership application. Dues: APA regular members \$25; APA student and new professional members \$10; Nonmembers \$40

Existing APA members - Your division dues will be prorated so your next division dues invoice will coincide with your APA and other related memberships and subscriptions.

Non-APA members – Print and fill-out a division-only application. You do not have to be a member of the APA in order to join the division.

Make the most of your membership right away by connecting with your regional

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ea.

Organizers from all corners of the United States are planning on more dialogos. In November 2006, we collected the comments to create the first national agenda for Latinos and Planning.

The top six issues we plan to address are:

- Lack of participation in planning by Latinos
- The relationship of planners and planning profession to Latino communities
- Urban design as it relates to Latino communities
- The capacity of Latino communities and organizations that serve them to engage in planning efforts
- Planning methods as they relate to Latino communities
- The impact of redevelopment and gentrification on Latino communities

We have begun our strategic planning to determine how best to address these issues with limited resources. One thing is for sure – anything we do will require the

Latinos and Planning is an open, welcoming community to anyone who shares these attitudes. Actually, the term “division” is a misnomer. We have no intention of splintering from the mainstream planning profession. We hope of Latino communities and organizations that serve them to engage in planning efforts.

Planning methods as they relate to Latino communities to work with all of the other APA divisions, as well as other planning organizations that share our focus. A better term for us would be *vecindad* -- neighborhood. We want you to feel welcome here.

Leonardo Vazquez, AICP/PP

Director, Professional Development Institute and Instructor Edward J. Bloustein School of Planning and Public Policy, Rutgers, the State University of New Jersey

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Student Representative

Join us at the American Planning Association Conference in Philadelphia April 13-18, 2007

The Annual American Planning Association conference provides attendees an opportunity to learn about the latest trends and best practices in the planning field. It is important to take advantage of the wide variety of networking events, workshops, tours, and resources available. We invite you to join us at the following events:

SAVE THE DATE

Please join us for the following events:

Monday April 16th 11:00am - 12:30pm
Tour/Reception offered to L&P members from Philadelphia's Latino leaders and colleagues

Join us for a buffet lunch (\$10.00 for professionals and \$5.00 for students) and participate on a tour around Philadelphia's Latino Neighborhoods. Following the lunch, join us for a tour guided by Anabella Roig, Deputy Director Division of Social Services of the City of Philadelphia and David Ortiz AICP, Philadelphia's City Planning Commission member.

This event will take approximately 3 hours.

All Latinos and Planning members can attend special activity events and bring a guest. Registration to APA conference is not required. Pre-registration to this event will be set separately. Registration details will be posted on the website www.planning.org/latinosandplanning.org in March.

Tuesday April 17. 7:00am
Latinos and Planning Business Meeting
(Conference code X031). Board elections will be in the Agenda.

Tuesday April 17. 4:00pm to 5:15pm
**Minority Populations and Social Equity,
Land Use and Planning Law**

CPD Credits: 1.5

Scholars and planning practitioners discuss how Hispanic-Latino communities use urban space and how they differ from other groups living in U.S. cities today. What kind of challenges do these communities present to existing planning and zoning regulations? What opportunities may arise?

Cecilia Giusti, PhD. Assistant Professor, Department of Landscape Architecture and Urban Planning, Texas A&M University, Michael Rios, PhD. Associate Professor, School of Architecture and Landscape Architecture, Pennsylvania State University, James T. Rojas, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA, and Irayda M. Ruiz, AICP, Virginia Commonwealth University, Richmond, VA.

Leonardo Vasquez, AICP, Edward J. Bloustein School of Planning and Public Policy (Moderator)

Tuesday, April 17 5:15pm to 7:00pm
Diversity Reception (X023)

Sponsored by the APA, Planning and the Black Community, Gays and Lesbians in Planning, Indigenous, Latinos and Planning, and Planning and Women Divisions.

APA CONFERENCE DEADLINES IN PHILADELPHIA

February 27, 2007

- Student volunteer applications due.

March 15, 2007

- Last day to pre-register. Forms received after March 15 will not be processed. You must register on-site.
- Last day to register for APA's child care service.
- Vega Tours Registration deadline.
- Last day for refunds or exchanges.

March 16, 2007

- Hotel reservation deadline. Don't wait until the last minute. Make your hotel reservation early!!

For more information, visit www.planning.org

Resources

Tourism, Ethnic Diversity and the City, *Edited by Jan Rath, Routledge, 2007*

Tourism, Ethnic Diversity and the City fills a gap in existing research in terms of how immigration relates to urban tourism and investigates the new theoretical insights and challenges for empirical research using informative case studies drawn from several advanced economies in Europe, North America and Australia.

This book explores the frontiers of knowledge on the inter-relationship between tourism, migration, ethnic diversity and place. It presents a multidisciplinary approach drawing on key names from the field of geography, sociology, planning and political science and will appeal to those with an interest in any of these areas.

Barrio-Logos: Space and Place in Urban Chicano Literature and Culture by Raul Villa, *University of Texas Press 2000*

Struggles over space and resistance to geographic displacement gave rise to much of Chicano history and culture. In this pathfinding book, Professor Villa explores how California Chicano/a writers, journalists, artists, activists, and musicians have used expressive culture to oppose the community-destroying forces of urban renewal programs

and massive freeway development and to create and defend a sense of Chicano place-identity.

Guidelines for Developing Traffic Safety Educational Materials for Spanish-Speaking Audiences

The AAA Foundation for Traffic Safety has released a report that includes guidelines designed to help organizations and others seeking to create culturally and linguistically appropriate traffic safety educational materials for Spanish-speaking people in the United States. The process outlined in the report addresses primarily print materials such as brochures, posters, booklets, and fotonovelas; however, according to the AAA Foundation, the guidelines can also be used to develop videos, public service announcements, and other materials that promote safe driving, riding, walking, and biking. The guidelines cover the process of planning, creating, disseminating, and evaluating educational material. To view these guidelines click on,

http://trb.org/news/blurb_detail.asp?id=6744

We're on the Web!

Visit us at:

www.planning.org/latinosandplanning



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ADDRESS CORRECTION REQUESTED

