



# REBUILDING AMERICA

APA National Infrastructure  
Investment Task Force

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Town Hall Meeting Toolkit

*2010 – 2011*

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# 1.0 Summary of the APA National Infrastructure Investment Task Force, its initiative *Rebuilding America*, and the Charge for Town Hall Meetings

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**Rebuilding America: APA National Infrastructure Investment Task Force: Town Hall Meeting Toolkit, 2010 – 2011** continues APA's *Rebuilding America* initiative by delivering the charge for nationwide town hall meetings regarding the nation's growing infrastructure needs. The *Toolkit* provides step-by-step instructions for organizing an effective town hall meeting, tips for promoting your event and gaining media coverage, as well as the procedures for reporting your meeting's results to the Task Force.

## TASK FORCE MISSION

The mission of the task force is to evaluate current conditions and challenges affecting the nation's vital infrastructure, develop a new vision for the nation's infrastructure, and identify specific recommendations for changes in public policy, funding, and planning practice needed to meet the infrastructure needs of the 21st century. This work will lay out a blueprint for action needed to increase and improve performance, competitiveness, community quality of life, citizen choice, equity, and efficiency. The task force's work and recommendations will become linked to key legislative initiatives, federal infrastructure commissions, existing and potential programs, and funding mechanisms.

## TASK FORCE STRUCTURE

The task force is led by three co-chairs: APA President Bruce Knight, FAICP; APA Immediate Past President Robert Hunter, FAICP; and APA Past President David Siegel, FAICP. Additionally, eight planning experts are appointed to (co-)chair six infrastructure sub-categories: *Transportation* – Robert A. Leiter, FAICP and Diana C. Mendes, AICP; *Water and Wastewater* – Kelli Sertich, AICP and Joseph A. Scorcio, AICP; *Energy* – Ingrid N. Kelly; *Technology and Telecommunications* – Kathleen McMahon, AICP; *Public Facilities* – Paul S. Tischler; and *Green Infrastructure* – Karen S. Walz, FAICP. (See [Exhibit G](#) in the Appendix for a diagram of the Task Force's organizational structure).

## PHASE ONE: REPORTS FROM THE FIELD

On October 20, 2008 APA hosted the National Design Professionals Infrastructure Summit in Washington, DC. The Summit brought planners, architects, landscape architects, and engineers together to engage in a focused discussion on the state of the nation's infrastructure. Participants set their sights forward by beginning to outline a new vision for federal infrastructure policy and investment. During the day-long series of sessions and events, U.S. Representative Earl Blumenauer (D – OR) – a strong proponent of infrastructure policy reform – challenged the group to consider new dynamics and funding structures to renew America's transportation systems, infrastructure, and economic engines.

Following the October 2008 Summit, the task force began conducting a series of regional field hearings throughout the United States to identify major issues of local regional concern related to infrastructure policy and investment. The seven nationwide hearings convened regional leaders, planners, issue experts, academics, allied professionals, and engaged citizens (See *Exhibit A* in the Appendix for a brief outline of each of the *Rebuilding America* regional field hearings).

## **THE CHARGE OF THE TOWN HALL MEETINGS**

The regional field hearings enabled the task force to hear current issues, concerns, and new studies from regional leaders, planners, issue experts, academics, allied professionals, and engaged citizens across the country. With a goal of 50 town hall meetings to be held throughout 2010 and 2011, APA will engage planners, local leaders, and allied professionals in a sustained discussion on infrastructure investment, the implementation of policy, and practice recommendations.

The Task Force will release a preliminary recommendation report at the APA 2010 National Planning Conference in New Orleans (<http://www.planning.org/conference>). The report will summarize the Task Force's findings and propose specific recommendations covering both policy and practice at all levels of government.

Based on the information gained from the 2008 – 2009 regional field hearings and the preliminary report of by the Task Force, the town hall meetings provide a structured approach for local communities to join this national conversation.

APA would like Chapters to lead the charge in hosting town hall meetings, but also encourages anyone interested in holding a town hall meeting to do so. Anyone interested in hosting a town hall will be directed to contact the APA Chapter that represents their community at the earliest stage of planning an event. This will help prevent any duplicating efforts and foster a broader, more collaborative discussion on strategy and expectations. By working closely with the Chapters, the Task Force can stay informed of all nationwide events.

This toolkit is a practical guide for considering, coordinating, facilitating, and reporting a town hall meeting in your community. As expanded herein, a successful event should involve the following:

- Working within the Chapter or contacting the appropriate APA Chapter (<http://www.planning.org/chapters/>) to begin organizing an event;
- Designating a local or regional Facilitator as well as an Organizing Committee;
- Considering the level of interest in your area;
- Identifying potential collaborative partners;
- Determining the appropriate venue for the event;
- Drafting an agenda with representation from various infrastructure sectors;
- Reaching out to potential interest groups for participation and sponsorship;
- Promoting the event to the general public and media;
- Setting up registration and tracking attendance;

- Hosting and memorializing the event; and
- Reporting to APA's National Office.

The value of a town hall depends on both the organizers' vision and engagement of the community. This toolkit offers resources to guide you through each step of the process. In addition to the procedures outlined, an appendix of sample documents and relevant materials are included.

Thank you in advance for your support of *Rebuilding America*. By joining this critical dialogue, your efforts strengthen the future of infrastructure investment at the federal, state, and local levels – creating communities of *lasting* value!

## 2.0 Coordination and Scheduling

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APA Chapters are encouraged to host a town hall meeting for their community as part of already-scheduled chapter activities like conferences or workshops, or be organized with local partners who can provide in-kind support.

If you are not Chapter leadership and you would like to host a town hall, you must contact the APA Chapter that represents your community. Please refer to the Chapter section of the APA website (<http://www.planning.org/chapters/>) to determine which one to contact.

As a Chapter, it will be important to determine the level of commitment and resources that can be provided to promoting and organizing a town hall meeting. Scheduling and venue choice should be discussed to maximize attendance and visibility at the state level.

Any town hall meetings or other events held without the approval of an officially recognized APA Chapter or the APA National Office shall neither use the name of the Task Force nor the initiative, *Rebuilding America*, in any of its promotional efforts.

## 3.0 Designation of Facilitator/Organizing Committee

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One individual with local/regional knowledge should be selected as the primary Facilitator. However, it should be noted that several volunteers will most likely be needed at different stages throughout the process of organizing a town hall meeting. Therefore, the Facilitator should consult with local professionals in the field of infrastructure and policy to form an effective Organizing Committee. APA Chapter leadership and members should remain involved with the Facilitator and Planning Committee throughout the process. APA

Chapters may be able to help in locating local/regional infrastructure professionals. Various duties of the Facilitator and Organizing Committee will include:

- Brainstorming and visioning the possibilities for a town hall meeting;
- Outreach to potential speakers and partners/sponsors;
- Confirming an appropriate venue;
- Administering online activities (registration, promotion, forums);
- Contacting the news media;
- Staffing the event, memorializing the discussion; and
- Drafting the report to APA National Office.

In some cases, creating subcommittees that focus on specific elements of the town hall may be an effective strategy. These subcommittees could be organized around key areas such as: speakers, media, partnerships/sponsors, venue, event registration and staffing, and refreshments/snacks.

The Facilitator and Organizing Committee should be well organized, self-motivated, and detail-oriented. While the APA Chapter will provide a level of support, the Facilitator and Organizing Committee's effectiveness will ultimately define the program.

## 4.0 Collaborative Partners/Sponsors

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Seeking collaborative partners and sponsors will help promote and potentially fund your town hall meeting. Private planning, architecture, and urban design firms may be interested in sponsoring the event. Local and state chapters of other non-profit organizations or trade associations, such as American Society of Landscape Architects (ASLA), American Society of Civil Engineers (ASCE), American Institute of Architects (AIA), American Public Works Association (APWA) and any others associated with infrastructure and the built environment may be willing to lend their support (with promotion, speakers, venue, and funding).

Other possible partners and sponsors may include:

- Metropolitan Planning Organizations (MPOs) and Councils of Government (COGs)
- Civic organizations (Rotary clubs)
- Chamber of Commerce
- Business Improvement Districts (BIDs)
- Academic Institutions
- Environmental Groups

When seeking partners and sponsors, be prepared to answer questions and have materials ready to send to contacts via email, mail, or fax. Ask them to put the event on their website, in their print and online calendars, e-newsletters, or any other promotional vehicles. Offer to put partner/sponsor names and logos in the final agenda and promotional flyers. For an

example of a final agenda, see *Exhibit B* in the Appendix. For an example of a promotional flyer, see *Exhibit C* in the Appendix.

## 5.0 Determination of Venue/Date

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In coordination with the APA Chapter, the Facilitator and Organizing Committee should determine the best venue and date for the town hall meeting. When considering a date and location, the Facilitator and Organizing Committee should review related activities or conferences that the town hall could be held in conjunction with to boost visibility and attendance. In many cases, town halls will be held in conjunction with APA Chapter conferences. When looking for possible venues, here are some options:

- Municipal buildings;
- Metropolitan Planning Organizations (MPOs) and Councils of Government (COGs);
- Academic institutions;
- Libraries;
- Civic institution facilities;
- Conference centers (in hotels or convention centers); and
- Auditoriums.

When gauging the potential venue's capacity, the Facilitator and Organizing Committee should carefully review local/regional interest and expected participation. Additionally, when at all possible, organizers should seek in-kind sponsorship for the venue, including any materials needed for the event such as audio/visual equipment, printing, and refreshments.

## 6.0 Program Description

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The purpose of the town hall meetings is to strengthen and build momentum for a national dialogue regarding the state of the nation's infrastructure. Moreover, one of the primary goals of the town hall meetings is to find, at the various state and local levels, ways of building upon and advancing the recommendations provided by the National Infrastructure Investment Task Force. The task force's recommendations should help lead the discussion of the town hall meeting.

No town hall meeting will be the same, but the format chosen should reach target audiences (elected officials, local leaders, media, and infrastructure professionals). Selected

speakers should offer their insights on the needs of infrastructure planning and investment at the local, state, and regional levels. The Facilitator and Organizing Committee should discuss which strategy will be the most effective in their community. Here are some example formats:

- *Briefing*: Panel of three to five speakers, with a moderator, introduces the issues/topics, including the recommendations of the task force (30 minutes to an hour); followed by questions/comments from the audience with answers/replies from the panel (30 minutes). The moderator should making closing remarks to end the event and encourage participants to stay involved.
- *Briefing with breakout groups*: Panel of three to five speakers, with a moderator, introduces the topics/issues, including the recommendations of the task force (30 minutes to an hour); followed by breakout groups with town hall participants (facilitated by each of the panel speakers). Each breakout group is designated a specific topic/issue to discuss. After an appropriate amount of time for discussion (30 minutes or less), the whole group reconvenes and the speakers from each of the breakout groups report back to the whole group. The moderator should making closing remarks to end the event and encourage participants to stay involved.
- *Media Roundtable*: Two to four panelists chosen to express a range of issues engage in a moderated discussion, followed by questions from reporters. This format is geared toward reporters and relies on them to tell the story to the general public.
- *Policy Panel*: A designated speaker welcomes the audience and explains the *Rebuilding America* initiative along with the policy recommendations of the Task Force; then, (s)he will introduce a panel of different community leaders who will each briefly explain their roles and experiences with infrastructure issues; followed by testimony from the audience participants.

After the format is agreed upon, the first step is to begin sketching out the agenda by filling in speaker slots and the event's schedule of events. For an example agenda, see [Exhibit B](#) in the Appendix. If there are partners or sponsors for the event, their logos (or some form of recognition) should be on the final agenda as well.

## 7.0 Solicitation of Speakers

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When searching for speakers, it is important to find trusted, well-respected experts and local leaders. When considering a moderator, the same criteria should apply. Try to find individuals who are not polarizing figures and will share an honest and unbiased view of the issues. Select a diverse panel with each person representing a unique expertise and perspective on infrastructure planning and investment. This may be achieved by selecting someone from a variety of infrastructure fields. The Task Force sub-categories will help focus this effort: The subcategories are:

- Transportation
- Technology and Telecommunications

- Water and Wastewater
- Energy
- Public Facilities
- Green Infrastructure

Invitations should be extended to local leaders, which may include:

- U.S. Representatives
- State Representatives
- Mayors

When requesting speakers, send an email or formal letter and contact them directly. Follow up with the potential speaker during or after speaking with them on the phone. A sample speaker solicitation letter is provided in [Exhibit E](#) in the Appendix. The sample letter should be tailored to the speaker you are requesting and the specifics of your event. Language from the sample letter can be used for a variety of correspondence, such as follow-up emails or formal letters.

## 8.0 Outreach and Promotion

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Sponsors and partners are a big help when it comes to promoting your town hall meeting. Find organizations and businesses willing to promote the event on their websites. Ask them to put the event on their online (and print) calendar. Make copies of promotional flyers and post them or pass them out in strategic locations around the city/town. Send copies to other organizations in the region and state. Be sure to include details on how to register for the event, so you are able to track attendance. See [Exhibit C](#) in the Appendix for an example of a promotional flyer.

### **MEDIA:**

Any press release should be sent out at least three days before the event. See [Exhibit D](#) in the Appendix for an example of a press release, but you should craft your own release – one that is unique to your location and the people and groups involved. Keep in mind that *the news* is what reporters and editors say it is. Their decision to cover the story will be greatly affected by how convincing you make your release. Demonstrate how the lack of infrastructure investment around the country, especially your state, region, and city/town impacts the public, the economy, and U.S. global competitiveness.

### **OP-EDS:**

Submitting an op-ed piece is an excellent way to generate some excitement around the issues. Editors are looking for editorials that will easily connect with their readers and tie to a current news story.

## 9.0 Managing Registration

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Setting up registration will help you gauge the level of interest in your town hall meeting and collect the contact information of participants to follow-up with them for future infrastructure-related actions. Building a network of concerned citizens, officials, and infrastructure professionals will be vital for the success of mobilizing infrastructure reinvestment at all levels of government.

The Rebuilding America website – <http://apa-rebuildingamerica.ning.com> – is available to use to announce your event, track registrations and post photos and notes. The website is free and open to the public.

## 10.0 Reporting

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The Facilitator must ensure that a report of the town hall meeting is sent to APA's National Headquarters in Washington, DC. The report will be vital to the Task Force's mission in tracking the events around the country, compiling each meeting's agenda and results, and any plans for future action. The Facilitator should designate someone attending the town hall meeting to memorialize the event, either by taking written notes or by audio or video recording.

## 11.0 Conclusion, Next Steps

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The charge for town hall meetings is intended to help communities discuss the important role it has in rebuilding and transforming America's aging infrastructure, one of the most important issues the United States faces today. Infrastructure is the ultimate building block of our economy and our society. Without a reliable, resilient, and interconnected nation of roads, bridges, dams and levees, public transportation systems, water and sewer systems, technology and telecommunications networks, energy transmission grids, public schools, ports, aviation systems, and a wide range of other infrastructure components, the U.S. stands to lose much of its economic competitiveness and leadership initiatives around the world.

The planning and investment decisions we make for transforming our infrastructure will lay the foundation for the next century and beyond. Getting it right is crucial, which is why long-range, multidisciplinary, and participatory planning is vital to the decision-making process. The town hall meetings are meant to discuss the preliminary report, but also to educate the public and local leaders; to apply pressure to decision-makers who have the power to affect the built environment and, thus, quality of life for future generations. In the

infrastructure discussion, the art and science of planning are an integral part of the future–visioning process.

### **QUICK REVIEW:**

1. Contact APA Chapter to discuss a possible town hall meeting.
2. Discuss with APA Chapter the timing of the meeting with other scheduled events.
3. Form an Organizing Committee and designate a lead Facilitator.
4. Seek out potential partners and sponsors.
5. Secure an appropriate venue based on the expected number of attendees.
6. Determine what format the town hall meeting will follow.
7. Fill meeting agenda slots with a trusted, well–respected moderator and speakers.
8. Set–up registration for the meeting to track attendance.
9. Promote the meeting through partners and sponsors, by passing out flyers, and contacting local, state, and regional organizations.
10. Release an announcement of the meeting to the media; write and submit an editorial to a local newspaper.
11. Staff the meeting including someone designated to record the event.
12. Submit a report of the meeting to the Task Force.
13. Send thank you letters to all speakers, partners, sponsors and anyone involved in the organization of the meeting.

## **12.0** Additional Resources

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### **APA National Infrastructure Investment Task Force**

[www.planning.org/policy/infrastructure](http://www.planning.org/policy/infrastructure)  
<http://apa-rebuildingamerica.ning.com>

### **APA Chapters**

<http://www.planning.org/chapters/>

### **APA Research**

<http://www.planning.org/research/>

### **APA Training and Workshops**

<http://www.planning.org/education/training/>

### **APA Partnerships** (Organizations, Coalitions, and Conferences)

<http://www.planning.org/partnerships/>

*Others:*

**Contact Elected Officials** (U.S. President and Vice President, U.S. Senators, U.S. Representatives, State Governors, State Legislators)

<http://www.usa.gov/Contact/Elected.shtml>

**American Society of Civil Engineers (ASCE) Report Card for America's Infrastructure**

<http://www.infrastructurereportcard.org/>

## **Exhibit A: Brief Summary of *Rebuilding America* Regional Field Hearings**

### Seattle, WA

APA initiated its regional field hearing series in Seattle on October 28, 2008 in conjunction with the annual conference of the Association of Metropolitan Planning Organizations. Chaired by AICP President, Graham Billingsley, AICP, the Seattle hearing focused on infrastructure issues within the Seattle metropolitan area, as well as the Pacific Northwest. Local and regional practitioners and stakeholders included:

- Charlie Howard Charles Howard, Director of Transportation Planning, Puget Sound Regional Council
- Dori Costa, Manager Revenue & Capital Development , Seattle Department of Transportation
- Ivan Miller, AICP, Principal Planner, Puget Sound Regional Council
- Matt Sheldon, AICP, Program Manager, Policy & Planning Division, Sound Transit
- Paul Inghram, AICP, Comprehensive Planning Manager, City of Bellevue, WA

### Chicago, IL

In order to gauge the state of infrastructure in the Great Lakes region of the Midwest, APA hosted a field hearing in Chicago on November 20, 2008. Hosted at the APA General Office, Executive Director Paul Farmer, FAICP, gave opening remarks and welcomed the participants to the second forum that inform the Rebuilding America agenda. Bruce A. Knight, FAICP, President-elect and Task Force Co-Chair, led the hearing's discussions. The day's agenda focused primarily on the Chicago metropolitan area, but the participants did not overlook the regional linkages to Great Lakes region and vital network of rivers and locks that crossed many jurisdictional and state boundaries. The opening panel of experts and practitioners included:

- Josh Ellis, Community Building Associate, Chicago Metropolitan Planning Council
- Jim Farrell, Executive Director of the Illinois Chamber of Commerce Infrastructure Council
- Ron Thomas, AICP, Ron Thomas & Co.
- Curt Wiley, Executive Director, ULI Chicago Council

### Washington, D.C.

On December 16, 2008, planners, policy staff, and industry experts throughout the National Capital area gathered to discuss on the state of infrastructure and to share ideas facing resource planning and investment in Washington, DC and the Mid-Atlantic region. Hosted by the Metropolitan Washington Council of Governments, COG Executive Director David Robertson welcomed APA's Infrastructure Investment Task Force and its third field hearing on the state of the nation's infrastructure. APA Executive Director Paul Farmer, FAICP, gave

opening remarks describing the Rebuilding America initiative, while Jason Jordan, APA Director of Policy, chaired the forum. The opening panel set the stage for the day's discussions and included:

- Stewart Schwartz, Executive Director, Coalition for Smarter Growth
- Ron Kirby, Director of Transportation Planning, MWCOG
- Sarah Kline, Director of Policy and Government Relations, Washington Metropolitan Area Transit Authority
- Sam Black, Senior Counsel, Squire, Sanders & Dempsey, L.L.C.
- Jodye Levy Russell, Engineering Planning Supervisor, D.C. Water and Sewer Authority

### Tallahassee, FL

The Tallahassee regional field hearing held February 4, 2009 was dominated by discussion of the economic stimulus package making its way through Congress at the time. With a proposed \$800 billion for tax breaks, infrastructure projects and other measures, the unique legislative undertaking would potentially shape the future policy regarding roads, rail, energy, water and technological investment. Jason Jordan, Policy Director of APA, spoke about the specifics of the legislation. Each panelist brought to the debate an inside look at an aspect of infrastructure in the region, and the greatest challenges facing Florida's continued growth.

- Geof Mansfield, Director of Regulatory Compliance and Enforcement, FL Dept of Environmental Protection
- Ron Garrison, Executive Director, STARMETRO
- Howard Glassman, Executive Director, Florida MPOAC
- Toy Keller, Florida Ports Council

### Arlington, TX

The Arlington, TX regional field hearing held March 9, 2009 at the University of Texas at Arlington (UTA) was moderated by the task force's co-chair, APA President – elect Bruce Knight, FAICP. Along with the APA Texas Chapter, UTA School of Architecture and UTA School of Urban and Public Affairs co-hosted the hearing. The panel of regional infrastructure experts included:

- Karen Walz, FAICP, Project Manager, Vision North Texas and Principal, Strategic Community Solutions
- Michael Neuman, AICP, Associate Professor, Texas A&M University
- Dan Kessler, P.E., Assistant Director of Transportation, North Central Texas Council of Governments
- Tom Gooch, P.E., Vice President, Water Planning Group, Freese & Nichols, Inc.
- Kenneth Donohoo, P.E., Director of System Planning, Distribution & Transmission, Oncor Electric Delivery Company, LLC

## Lincoln, NE

Chaired by APA President Robert Hunter, FAICP, the full-day regional field hearing in Lincoln was held March 20, 2009 at the University of Nebraska – Lincoln and focused on the infrastructure needs of Nebraska and surrounding states. The day's panelists, which included representatives and experts on rail, highways and bridges, aviation, trails, water and sewer, electric transmission, wind energy, sustainability, and funding, included:

- Joe Bateman – Vice President, Public Affairs, Northern Region – Union Pacific Railroad
- Allan Abbott – Aide to Senator Ben Nelson; former Public Works Director for the City of Lincoln; and former Director of the Nebraska Department of Roads
- Aemal Khattak – Associate Professor of Civil Engineering – UNL
- Russ Gaspers, P.E. – Head of Engineering – Nebraska Department of Aeronautics
- Marty Shukert, FAICP – RDg Planning and Design
- Steve Riehle, P.E. – Public Works Director/City Engineer – City of Grand Island, Nebraska
- Mike Sousek – Rural Water Manager – Lower Platte North Natural Resource District
- Lawrence E. Ciecior, P.E. – Division Manager, System Planning & Work Management – Omaha Public Power District
- John Richards, P.E. – Nebraska Public Power District
- Kevin Nordmeyer, AIA – Director of the Iowa Energy Center – Iowa State University
- Roger Meeks – USDA (Lincoln)

## Ontario, CA

After initially focusing on the infrastructure needs of the Pacific Northwest at the first field hearing, the Rebuilding America initiative convened outside of Los Angeles on April 1, 2009 to receive testimony on the state of infrastructure in Southern California. Kurt Christiansen, AICP, President of the California Chapter gave opening remarks on the chapter's initiatives to increase awareness on the role of planning in addressing infrastructure challenges. The hearing was chaired by David Siegel, FAICP, Immediate Past-President and Task Force Co-Chair. Representing a variety of fields and expertise - and coming from Los Angeles, Orange County, and San Diego - the panel included:

- Robert A. Leiter, FAICP, Director, Land Use and Transportation Planning, San Diego Association of Governments (SANDAG)
- Shivaji Deshmukh, P.E., Groundwater Replenishment System Program Manager, Orange County Water District
- Larry Rillera, Energy Commission Specialist, California Energy Commission
- Mike Zdon, San Diego to Los Angeles Via Inland Empire Project Director, California High Speed Rail
- Katherine Aguilar Perez, Executive Director, Urban Land Institute (ULI) Los Angeles

## New Brunswick, New Jersey

The New Brunswick regional field hearing, hosted by the New Jersey chapter on June 5, 2009, covered an extended agenda which included targeted discussions followed by a open forum. Initially, groups were convened to discuss infrastructure issues related to 3 topics – water, energy (including energy efficiency and renewables) and transportation.

Courtenay Mercer, APA NJ Chapter President made remarks and led the open discussion on the issues facing the New York/New Jersey metropolitan region, including growth and aging water, sewer and transportation systems.

**Exhibit B: Agenda (example)**

**APA National Infrastructure Investment Task Force  
TOWN HALL MEETING**

**City, State**

Day, Date, Times

Location

Address

**AGENDA:**

Welcome (Moderator) Name, Title, Affiliation

Panel Panelists include:

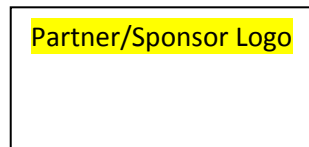
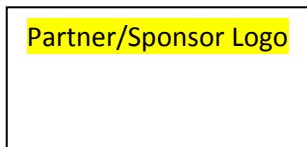
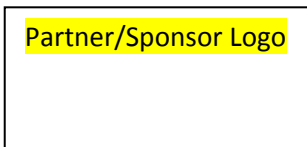
- Name, Title, Affiliation
- Name, Title, Affiliation
- Name, Title, Affiliation
- Name, Title, Affiliation
- Name, Title, Affiliation

Discussion All attendees

Closing Name, Title, Affiliation

Reception immediately following the hearing. Sponsored by \_\_\_\_\_.

Co-sponsors:



## Exhibit C: Promotional Flyer (example)

# TOWN HALL MEETING

City, State

Date and Time

Location, Address

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Rebuilding America is an initiative working to engage planners, transportation experts, policy makers and engaged citizens in a national conversation about how to address our infrastructure crisis and increase investment in building communities of lasting value.

Join us on **day and time** to learn from industry experts on the state of infrastructure and to share ideas and information about the specific needs and issues facing infrastructure planning and investment in **name of your community/region**.

### **About Rebuilding America**

#### *Mission*

Led by President Bruce Knight, FAICP, Immediate Past-President, Robert Hunter, FAICP, and Past-President David Siegel, FAICP, the task force will evaluate current conditions and challenges affecting the nation's vital infrastructure, develop a new vision for the nation's infrastructure, and identify specific recommendations for changes in public policy, funding, and planning practice needed to meet the infrastructure needs of the 21st century. This work will lay out a blueprint for action needed to increase and improve performance, competitiveness, community quality of life, citizen choice, equity, and efficiency.

#### *Reports from the Field*

Rebuilding America was launched with National Design Professionals Infrastructure Summit in Washington, DC on October 20, 2008, where planners, architects, landscape architects, and engineers began a discussion of the state of the nation's infrastructure and heard from experts about options for federal policy and investment. Following the Summit, the task force held a series of regional field hearings across the country that focused on identifying major issues of local regional concern related to infrastructure policy and investment. Now the task force has launched a charge for town hall meetings across the country to engage planners, local leaders, and allied professionals about infrastructure issues and implementation policy and practice recommendations.

#### **Registration Information**

For more information, please contact or visit: **website or name and telephone number/email address**

For more information about APA's National Infrastructure Investment Task Force and its initiative, *Rebuilding America*, please visit [www.planning.org/policy/infrastructure/](http://www.planning.org/policy/infrastructure/)

Event Co-Sponsors:

Partner/Sponsor Logo

Partner/Sponsor Logo

Partner/Sponsor Logo

## **Exhibit D: Press Release (example)**

**For Immediate Release**

**DATE** \_\_\_\_\_

**Contacts:**

Name (1), Company/Organization, Telephone #, Email Address

Name (2), Company/Organization, Telephone #, Email Address

### **Town Hall Meeting About Community/Region Infrastructure Needs Set For Friday at Location**

*Hearing To Help Shape American Planning Association's National Blueprint for Action*

**Washington, D.C.** – With the nation facing a potential infrastructure disaster, the American Planning Association (APA) will hold a field hearing day, date, at location of town hall meeting, to gather public input about the country's infrastructure needs in state.

The hearing begins at time of event at the name of venue (venue address). There is no charge to participate. Local organizer and host of the hearing is name of organizing Facilitator and company/organization.

Moderator/Facilitator will provide opening remarks. Other speakers include

\_\_\_\_\_  
\_\_\_\_\_.

The hearing is scheduled to continue until time event ends; lunch/refreshments will be provided.

Last October APA launched Rebuilding America, a special initiative to evaluate the country's expanding infrastructure needs for the 21<sup>st</sup> century and to create a blueprint for action. APA's campaign is being led by a special National Infrastructure Investment Task Force co-chaired by APA President Bruce Knight, FAICP, and APA's two Past-Presidents, Robert Hunter, FAICP and David Siegel, FAICP.

To date APA has held a series of regional field hearings throughout the U.S. to receive comments from regional leaders, planners, academics, allied professionals, engaged citizens, and others about major regional infrastructure issues and needs. A recommendation report summarizing findings and proposing specific recommendations covering both policy and practice at all levels is set to be released in October during APA's Federal Policy and Program Briefing Conference in Washington, D.C.

For more information about Rebuilding America and the National Infrastructure Investment Task Force, visit [www.planning.org/policy/infrastructure](http://www.planning.org/policy/infrastructure).

*The American Planning Association and its professional institute, the American Institute of Certified Planners, are dedicated to advancing the art, science and profession of good planning -- physical, economic and social -- so as to create communities that offer better choices for where and how people work and live. APA's 44,500 members help create communities of lasting value and*

encourage civic leaders, business interests and citizens to play a meaningful role in creating communities that enrich people's lives. APA has offices in Washington, D.C., Chicago, Ill., and Shanghai, China. For more information, visit its website at [www.planning.org](http://www.planning.org).

## **Exhibit E: Speaker Solicitation Letter/Email (example)**

Name  
Company  
Address  
Phone  
Email

Dear \_\_\_\_\_:

Through its National Infrastructure Investment Task Force, the American Planning Association is working to engage members, APA components, and our allies and partners in a national conversation about how to address our infrastructure crisis and increase investment in building communities of lasting value.

The mission of the task force, and its initiative, **Rebuilding America**, is to evaluate current conditions and challenges affecting the nation's vital infrastructure, develop a new vision for the nation's infrastructure, and identify specific recommendations for changes in public policy, funding, and planning practice needed to meet the infrastructure needs of the 21st century. This work will lay out a blueprint for action needed to increase and improve performance, competitiveness, community quality of life, citizen choice, equity, and efficiency. The task force's work and recommendations will become linked to key legislative initiatives, federal infrastructure commissions, existing and potential programs, and funding mechanisms.

With the kick-off of the National Design Professionals Infrastructure Summit in Washington, DC on October 20, 2008, APA hosted a day-long series of sessions and events involving planners, architects, landscape architects, and engineers. Representatives of each of those professions will discuss the state of the nation's infrastructure and outline a new vision for federal infrastructure policy and investment. The summit also featured the participation of key congressional staff and Congressman Earl Blumenauer (D-OR) – a strong proponent of infrastructure policy reform.

The task force conducted a series of regional field hearings throughout the United States during the fourth quarter of 2008 and the spring of 2009. The hearings convened regional leaders, planners, issue experts, academics, allied professionals, and engaged citizens. These events focused on identifying major issues of local regional concern related to infrastructure policy and investment. Participants proposed policy and practice recommendations, which

were presented at the 2010 APA National Planning Conference in New Orleans, LA April 10-13.

As part of this public forum phase of the initiative, the task force is now, through APA's forty-seven chapters, holding town hall meetings across the country to sustain this important national dialogue. We are seeking experts in the fields of planning, infrastructure, energy use, and sustainability, and we would greatly appreciate the expertise and input from **(person or**

**company/organization/agency)** during the opening panel on **(day, date, and times of event)** hosted at the **(name of venue)**. A formal presentation is not required, although PowerPoints are acceptable; we ask only that **(person or company/organization, agency)** summarize the state of **(particular area of expertise)** and its needs in the **(name of city, state, or region)**. Each panelist will speak 5-15 minutes, and then the attendees will have a roundtable dialogue of what is needed to improve the region's and the nation's aging infrastructure.

Confirmed panelists include: **[REDACTED]**. We expect an audience of more than **(estimated number)** planners, advocates, business leaders, and elected officials throughout the region.

More information on the task force and *Rebuilding America* may be found online: <http://www.planning.org/policy/infrastructure/> or

We look forward to engaging **(person or company/organization, agency)** in this important dialogue. Should you have any questions, please let us know.

Best regards,

Name  
Company  
Address  
Phone  
Email

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**NOTE ON SPEAKER SOLICITATION:**

Some variation of this sample may be used to draft a more formal letter on letterhead or follow-up email. If sent on letterhead, the APA National Infrastructure Investment Task Force logo may be displayed within the letter, such as below the author's signature. In many cases, a formal letter will not be needed where a follow-up email (after a phone call or face-to-face meeting) is appropriate. When soliciting speakers, extend the same professional courtesy you would when conducting your own business.



## **Exhibit F: Thank you letter**

Name  
Company  
Address  
Phone  
Email

Dear \_\_\_\_\_:

On behalf of the members of the American Planning Association, I want to extend my sincere thanks for your participation in the **Rebuilding America National Infrastructure Task Force** town hall meeting. The information discussed throughout the event will be of great value to our members as they take on local, regional and national infrastructure challenges. As our nation faces significant policy challenges and important opportunities in the future, your perspective, expertise and input was particularly valuable.

Thank you especially for allowing our members to draw on your expertise to further their understanding and enhance the discussion of the important issues surrounding infrastructure policy. I look forward to working together again in the future.

Sincerely,

Name  
Company  
Address  
Phone  
Email



**Exhibit G: National Infrastructure Investment Task Force Organization Chart**

