



APA Transportation Planning Division

FY 2007 WORK PROGRAM

Introduction

The following work program describes the Transportation Planning Division's planned activities for the American Planning Association's 2007 Fiscal Year. It is intended to support the Division's mission and accomplish its goals, and is consistent with the Division's by-laws, as last amended in March 2001.

Mission Statement

The Transportation Planning Division's mission is summarized below:

"The Transportation Planning Division exists to facilitate technical information sharing among member professionals who deal with the ways transportation effectively and efficiently moves people and goods, shapes urban form, affects economic vitality and impacts quality of life. The Division promotes professional communication among its own members, with other APA divisions and with other professional groups. We assess and make recommendations on policies and programs so as to derive the full public benefits of comprehensive and community-based planning that promote mobility and travel options."

Division Goals

In support of this mission, the Division's goals are to:

- Promote professional development and networking opportunities for members through high quality conference sessions and activities that are topical and relevant;
- Provide timely and useful communications to our members on a regular basis through various means;
- Promote the transportation planning profession as a valuable and rewarding career;
- Increase the value of the Division through professional development and social activities, technical and policy guidance and research activities, and
- Support comprehensive transportation planning that reflects an understanding of social, physical and environmental relationships.



Work Program

Communications

- Produce and distribute electronically four (4) quarterly newsletters
 - Provide all members with e-mail notification of the newsletters
 - Send postcard to members with faulty e-mail to about newsletter availability
 - Increase the number and diversity of technical articles per issue, and provide opportunities for members to submit articles, viewpoints and other content.
 - Increase the amount of paid advertising to augment division revenues
- Maintain and enhance the Division's website
 - Update site at least monthly with news, conferences and job ads
- Maintain the TPD's electronic Listserv to facilitate information sharing among members
- Explore other web based communications options (e.g. Vertical Response)
- Distribute the Division's brochure to members, potential members and outside organizations
- Conduct membership drive to increase membership
- Participate in APA's Messaging/Communications Task Force and support the Communications Strategy through Division reinforcement of APA's message and outreach with key audiences within and outside of the planning profession

Programs

- Continue the Division's student paper competition and award cash prize(s) in 2007
- Organize and conduct a minimum of two by-right sessions at APA's National Conference
- Propose a transportation planning-related track at the 2008 National APA conference
- Continue to lead the APA Divisions Council Airports-in-the-Region (AIR) initiative
 - Develop and implement "best practices" survey
 - The Division's Airports Committee will assist in the implementation of the AIR work program, including preparation of newsletter articles, technical activities, outreach with related professions and other activities, as appropriate.
- Support APA's education efforts by conducting one or more education-related activities in 2007
 - Develop and conduct an education assessment of available training and resources, and develop a program for practitioner-focused education that



addresses needs of younger professionals and, potentially, citizen planners and elected officials.

- Hold two Division “idea exchanges” (a.k.a. business meetings) and receptions each year (i.e. Transportation Research Board Annual Meeting and APA National Conference)
- Expand volunteer opportunities by establishing a TPD mentoring program to assist students and new planners with professional guidance and advice in making career choices
- Participate in at least three activities (e.g., sessions, workshops, white papers, etc.) as a representative for APA (may collaborate with another APA Division or Chapter)
- Participate in at least one activity (e.g., sessions, workshops, technical assistance, white papers, etc.) with an outside organization such as US DOT, ITE, ASCE, ASLA, etc.
- Increase the visibility and activity of the Planners Advisory Council

Legislative/Policy

- Continue to provide support to APA National and advocate for sound transportation planning programs and increased funding
 - Provide support, as needed, to states and non-governmental organizations (NGOs) on transportation policy and funding issues
 - Monitor development of transportation planning rules and program guidelines, and prepare official comments whenever necessary
- Work in collaboration with APA National and outside partners to promote best transportation planning practices in federal, state and local programs
- Provide assistance, as needed, to APA’s Legislative & Policy Committee

Administration

- Continue to maintain a financially feasible budget and track costs over time
- Continue to prepare meeting minutes and make them available to all members via the website
- Use conference calls to maintain communications among officers and reduce travel costs whenever possible
- Prepare an annual report on Division activities for APA and Division members
- Actively participate in the APA Divisions Council and other APA leadership functions