

From The Chair

By Noël Comeaux

Your Involvement in TPD

We want to hear from You! You have heard this before but maybe not enough...Is TPD fulfilling your needs? Are we working hard enough with renewing old initiatives and starting new ones? Do you know what is going on? I don't think you just want to watch and listen...Like you, we want you to be involved!

You have heard about and, I hope, have seen the initiatives we are undertaking. These include new TPD polo shirts, the Mentor Program kick-off for students and young professionals, periodic updates and tracking of current planning-related legislation, the recently released TPD Annual Benchmarking Report, as well as the Planners' Advisory Council. The 2008 Benchmarking Report is available on the newly designed TPD website (www.apa-tpd.org), which provides additional information about these and other initiatives.

As we move down the road, we are looking for you to become more involved. Opportunities include becoming a mentor or getting involved with either the proposed Certification Maintenance Committee or the 2009 TPD Elections Committee (if you do not plan to run for office). If you are interested in conducting

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TPD's elections next year, please contact me; if you are interested in TPD's Certification Maintenance Committee, please contact David Fields; or, if you are interested in the Mentor Program, please contact Hilary Perkins.

We are also looking forward to seeing you at the 2008 National APA Conference. The TPD will be co-hosting a booth to attract new members and remind existing members of the division's new vibrancy. Stop by and bring your friends and colleagues who might be interested in TPD membership. You are also invited to attend the TPD's semi-annual business meeting; earn certification maintenance credits by attending transportation sessions; join fellow planners after hours to enjoy good conversation, meet new people, and discuss current topics; and visit local area attractions. See you there!

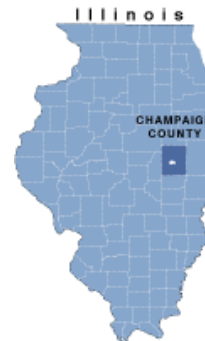
A New Visualization Tool to Engage a Diverse Public

By Cynthia Hoyle

Background

The community of Champaign-Urbana, Illinois is located in the center of the state amid soybean and corn fields and is home to the University of Illinois. The urbanized area has approximately 120,000 residents. The university has over 36,000 students and 10,000 faculty and staff and is geographically located in the middle of the two cities. In fact, the university is split down the middle between the two cities.

The location and population density of the campus make it an intensely urban campus in a small community in a rural area. The community has high rates of walking, biking, and transit use for trips to work. According to the 2000 Census data for Urbana,



Location of Champaign County, IL

For the community as a whole, the non-SOV commute to work rate is 23%. The average commute to work time is 15 minutes. The community has an excellent transit system and quality neighborhoods adjacent to the campus, so many of the faculty and staff walk, bike, or take the bus to work.

Please see *Visualization* on page 4

TPD Members in the News

Charnelle Hicks, AICP, PP
Airports Committee Chair

Ms. Hicks has prepared land use, socioeconomic and environmental justice analyses, and community outreach for aviation facilities including Atlantic City International Airport, Philadelphia International Airport and Pope Air Force Base, among others. She is deeply committed to protecting aviation facilities and other important community infrastructure from the very real threats posed by residential encroachment. She recently represented the United States at the International Airport Cities Conference in Singapore. She also accepted the Chair position for the Airports Committee of the Transportation Planning Division of the American Planning Association. Her experience in community planning includes preparing comprehensive plans, zoning, and subdivision regulations for urban and rural communities throughout the US and abroad. Recent projects include neighborhood recovery planning for New Orleans following Hurricane Katrina and Penn DOT's model zoning ordinance for noise.

Ms. Hicks holds a Bachelor of Arts from Swarthmore College and a Master of Regional Planning from the University of North Carolina at Chapel Hill. She is a member of the American Institute of Certified Planners and she holds a NJ Professional Planners License. She is also a certified instructor for the Pennsylvania Municipal Planning Education Institute where she provides in-depth planning, zoning, and subdivision instruction to elected officials, planning commissioners, zoning hearing boards, and zoning officers throughout the Commonwealth. She has worked and taught in the field for more than 20 years.

Charnelle Hicks, AICP, PP, is the President and CEO of CHPlanning Ltd., a firm specializing in land use and environmental planning, headquartered in Philadelphia, PA.



Charnelle Hicks, Chair
Airports Committee

Ikroop Kaur
Membership Committee Chair

Ikroop Kaur is a transportation planner with HNTB Corporation. In this capacity, she works with state and regional public agencies on a variety of transportation projects. Her primary areas of expertise are public-private initiatives, toll and revenue studies, long range comprehensive plans and scenic byway projects.

Ms. Kaur has a multi-disciplinary and international background in architecture, urban planning and civil engineering. She started her career as an architecture student in Chandigarh, India, a city designed by French architect Le Corbusier and internationally renowned for its 'modern' architectural style. From 1999-2003 Ms. Kaur worked in architecture firms in Chandigarh and Delhi, focusing on residential design and energy efficient buildings. In 2003, Ms. Kaur enrolled in a dual Masters program in Urban Planning and Civil Engineering at the Georgia Institute of Technology, where she pioneered a research project on Health Impact Assessment (HIA). Her research formed the cornerstone of a Robert Wood Johnson grant awarded to the university. Prior to her current employment with HNTB, Ms. Kaur was employed with the Center for Quality Growth and Regional Development and the Georgia Department of Community Affairs in Atlanta.



Ikroop Kaur, Chair
Membership Committee

Please see *Members in the News* on page 5

See you in Vegas!

*Join us at **Booth 335!***

TPD is co-sponsoring a booth with the Urban Design and Preservation Division this year at the APA Conference.

Stop by, say hello and Register to win an iPod!

TPD By-Rights Sessions at the APA Conference

You CAN Get There From Here!

Session S567

Day: Tuesday
 Time: 4:30 PM - 5:45 PM
 Certification
 Maintenance: CM: 1.25 credits

Speakers: Jeremiah Duke, Jr.
 Regina E. Del Vecchio
 Lorna Louise Parkins, AICP

Retrofitting roadways for pedestrians and bicyclists is a critical component of community livability and congestion management. This session uses illustrations of successful projects and examples of best practices to help local government officials learn critical techniques and planning processes to accommodate these important transportation modes.

Congestion Pricing

Session S450

Day: Monday
 Time: 4:00 PM - 5:15 PM
 Certification
 Maintenance: CM: 1.25 credits

Speakers: Lawrence C. Lennon, AICP
 Lee W. Munnich, Jr.
 Elizabeth M. Bent
 Patrick DeCorla-Souza

Congestion relief zones with access/circulation fees can reduce traffic congestion, improve travel times and average speeds, reduce pollution, enhance traffic efficiency, and be an important source of revenue. Learn how congestion pricing has worked around the world, and where it is proposed in the United States.

Join us at the [TPD & UD&P Booth](#) in Exhibit Hall!

Join TPD and the Urban Design and Preservation Division at our booth in Exhibit Hall, Booth 335. Meet division members, pick up division literature, buy a custom designed division shirt, and register to win a free iPod.

Update: Student Paper Competition

The student paper competition deadline closed on February 28. A total of 18 graduate and undergraduate papers was submitted.

Papers are undergoing final review by a panel of both academic and non-academic professionals. The winners will be announced at the APA Conference in Las Vegas and will be included in the next issue of TPD News as well as on the TPD website. Again this year, TPD is proud to be able to provide the winning papers with a cash award. Thank you to all of the students who submitted papers, the judging panel and Jianling Li for organizing this year's competition.

TPD Business Meeting/Reception

Wednesday, April 30, 5:30 PM - 7:30 PM

Champagne Ballroom 2, Paris Hotel

Join us for our annual business meeting and reception. Discuss current issues within the division, including AICP certification maintenance survey results, and join us for the announcement of the student paper competition winners.

Stay after the meeting to chat with old acquaintances and make new friends.



Visualization from page 1

35% of the work trips are by means other than SOV. Students and staff have universal access to the transit system provided by the student fee assessed per semester and approved every three years by student body vote.

Yet, the rate of trip-making by means other than SOV has been declining in the last 20 years. This is due primarily to new development patterns that have largely been fringe developments of urban areas--typically low density and single land use developments, which are not connected with the rest of the community through multi-modal infrastructure. Thus, increasingly, SOV has become the primary mode for all trips.

Transportation Planning Processes

In 2001 the Champaign County Regional Planning Commission hired a professional transportation engineer/planner to conduct the planning process for the urbanized area transportation plan. In 2004 a plan was adopted, titled "Long Range Transportation Plan 2025" (LRTP 2025), that outlined the need to change development patterns and design to provide for a multi-modal transportation system. The LRTP 2025 was an ambitious plan in calling for:

- express bus service between core and fringe areas of the community;
- an enhanced arterial fringe road system that provides improved mobility around the fringe of the community;
- transit intensive corridors;
- high capacity transit system in the University District;
- mixed-use, denser development and redevelopment.

*We hope to see you in Las Vegas!
Be sure to check out all of the
transportation sessions.*



University of Illinois Campus



However, no money had been allocated for the implementation phase of the plan, leaving its implementation to existing capital improvement planning through the communities, park districts, university, and transit district.

The Champaign-Urbana Mass Transit District (CUMTD) is classified as a Small Transit Intensive System by the FTA; last year the transit system carried approximately 9 million riders. It is a progressive transit system that pioneered the universal access concept with students; also, it has incorporated new technologies, such as outfitting all buses with GPS and automatic people counters, and providing real-time information to riders through signs at bus stops, text messaging, and the website.

See *Visualization* on from page 7

Members in the News from page 2

Kaur Continued...

Ms. Kaur currently holds leadership roles in several professional and community organizations. She serves as Membership Chair of the Transportation Planning Division of the American Institute of Planning and Diversity Chair of the Women's Transportation Seminar, Atlanta Chapter. Additionally, she is an executive committee member of Vibha (Atlanta Action Center), a non-profit organization that supports development projects for underprivileged children in India. Ms. Kaur is also a member of Toastmasters International and is VP-Publicity of a local Atlanta Chapter.

Ms. Kaur has been the recipient of various awards, including the Pierre Jeanneret Gold Medal (2002), the Government Silver Medal (2002), the Glatting-Jackson, Inc. Fellowship (2004) and the American Institute of Certified Planners Outstanding Graduating Student Award (2005).

Ms. Kaur lives in northwest Atlanta with her husband Karan.

Join us!

*TPD Business Meeting and Reception
Wednesday, April 30, 5:30 PM – 7:30 PM
Champagne Ballroom 2, Paris Hotel*



Kim Burton, Chair
Legislative/Policy Committee

Kim Burton, P.E., AICP

Legislative/Policy Committee Chair

I was born and raised in Ohio and went on to college at The Ohio State University, where I received a B.S. in Civil Engineering in 1999 and a M.S. in City & Regional Planning in 2002. My first professional job was at the Ohio Department of Transportation where I worked in various capacities and then settled in the Office of Environmental Services doing noise barrier analyses and environmental documents. I then moved on to the consultant field and worked for a few different companies getting involved in small to large-sized projects in Ohio, including intersection improvements, urban freeway rehabilitations, transportation thoroughfare plans, and bypass studies. Since October 2007, I have been working for McCormick Taylor and serve as the lead Transportation Planning Manager for the Columbus, Ohio office.

I have over 9 years of professional experience and have received my P.E. and AICP certifications. My employers have provided a variety of experience in the transportation planning, environmental, and design disciplines, focusing mainly on roadway projects. I have worked as an environmental specialist, noise & air quality analyst, project engineer, project planner, and project manager.

Outside of work, I am currently serving as the WTS Columbus Chapter President and as a member of my resident city's Planning Commission (City of Westerville, suburb of Columbus). I am also a member of several other professional organizations - ASCE, ECC, OPC; serve as a professional mentor for the Women in Engineering program at The Ohio State University; volunteer at a local animal shelter - Citizens for Humane Action; and play year-round on a competitive volleyball team.

Over the years working as a consultant, I have enjoyed working on projects, but I have also noticed that oftentimes funding is not allocated to where communities truly need it. As a result, I have begun to realize how important the right policies are to our communities and our regions. I hope to become more involved in these areas in the future and am appreciative of the current opportunity to assist the TPD as the Legislative/Policy Chair.

In Memoriam: Mary Kihl, FAICP

Mary Kihl: Dedicated Teacher, Beloved Colleague

On Tuesday, October 16, 2007, TPD lost one of its most dedicated members with the passing of Mary R. Kihl. Mary served as a member of the division's Student Paper Competition Review Committee for many years, and assisted with various committees and policy issues. Mary was recognized as a Fellow of the American Institute of Certified Planners in 2003 and also received the Leadership Award by AZTech for "demonstrating academic and research excellence."

She was involved with many organizations, including as a member of the Transportation Research Board of the National Research Council, American Planning Association, American Society of Landscape Architects, Advanced Public Transportation Systems of ITS America, State of Iowa Department of Transportation, Architectural Research Council Consortium, Urban Land Institute, Lambda Alpha, Harrington House Center for University Design, AZTech Executive Board, and the Maricopa Association of Governments.



Mary Kihl

An award in her name—the Mary R. Kihl Leadership Fund—has been opened, and gifts can be donated by contacting Trista Dunagan, Director of Development, College of Design at Arizona State University (trista.dunagan@asu.edu or 480.727.8998). This scholarship will be used to foster leadership in urban planning.

TPD Surveys Members about Certification Maintenance Program

APA is implementing a new program for the maintenance of the AICP credential. More information about the program can be found at:

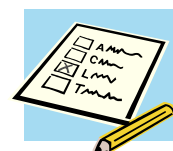
<http://planning.org/cm/>

At TPD's January meeting, a number of substantive issues were raised with regard to the program (see page 10 of this newsletter for more information). However, we did not want to move forward with comments and/or recommendations from the Division without a better sense of the larger membership's thoughts and concerns about the program as it currently stands.

To get a better understanding of our member's issues with the certification maintenance program, TPD conducted a survey during the month of March. At print time the results were still being tabulated. The results from the survey will be presented at the April business meeting. They will also be presented in the next newsletter and on the website.

Please contact Noël Comeaux if you have any additional comments or questions.

TPD Executive Committee	
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Lawrence Lennon, PE AICP Immediate Past Chair Lennon@pbworld.com	Website: http://www.apa-tpd.org
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Visualization from page 4

Mobility Implementation Plan - A New Visualization Tool

In 2003, an appropriation was made to the CUMTD through Senator Durbin's office to study the future of transit in the community. The leadership of the CUMTD concluded that this appropriation could best be used to implement the LRTP 2025 and to study how to improve mobility in the community and lay out a plan for future implementation.



The plan that the CUMTD began developing in 2006 is named the "Mobility Implementation Plan" and is called "miPLAN" for publicity purposes. A consulting team was hired to conduct the study and plan development. It was a comprehensive effort that included a great deal of data collection. One tool utilized to collect public input was called TransopolySM. Neighborhood Transopoly is an experiential and visualization tool for building public consensus and facilitating inclusive, informed transportation planning for communities up to 150,000 residents. Facilitators use customized maps and realistic budgets to guide small group interaction in identifying and seeking practical solutions to local transportation problems.

A series of 10 Neighborhood Transopoly meetings were held throughout the community in the fall of 2006. The meetings were publicized through a process of soliciting "Regional Partners" that included entities such as:









- Champaign County Regional Planning Commission-Senior Services
- Champaign County Board
- Champaign County Chamber of Commerce
- Champaign County Farm Bureau
- Champaign County Regional Planning Commission
- Champaign-Urbana Mass Transit District
- ChampaignCountyBikes.org
- City of Champaign
- City of Urbana
- Comprehensive Program of Refugee and Immigrant Services
- Illinois Department of Transportation
- PACE
- Parkland College
- Prairie Group of the Sierra Club
- University of Illinois/Urbana-Champaign
- Urbana Public School District
- Urban League of Champaign County
- Village of Savoy


The outreach strategy was based on this diverse partner base. Transopoly is designed to encourage interaction between planners, bicyclists, persons with disabilities, minorities, people of all ages and interests. It is not a focus group, but naturally brings together many interests that would be represented in a formal focus group. A reservation system (with the inducement of a light meal) was used to estimate the materials and facilitators needed for each meeting, although attendance never perfectly matched reservations.

On the following page is a map that shows how the community was divided up geographically into neighborhoods for the Transopoly meetings.

RSVP required

dates & locations for Transopoly

<p> Central Champaign Oct 10 6:30pm Illinois Terminal 45 E University, Champaign</p> <p> North Champaign Oct 16 6:30pm Spalding Recreation Center 910 N Harris, Champaign</p> <p> City Line South Oct 17 6:30pm Illinois Terminal 45 E University, Champaign</p> <p> Northeast Urbana Oct 18 5:30pm* Urbana Free Library 210 W Green, Urbana <small>* please note—different meeting time</small></p>	<p> Southeast Urbana Oct 19 6:30pm Urbana Middle School 1201 S Vine, Urbana</p> <p> City Line North Nov 28 6:30pm MLK Elementary School 1108 Fairview, Urbana</p> <p> West Champaign Nov 29 6:30pm Bresnan Meeting Center 706 Kenwood, Champaign</p> <p> South Champaign Nov 30 6:30pm Bresnan Meeting Center 706 Kenwood, Champaign</p>
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you must RSVP to guarantee a seat (dinner included)
if you can't attend a meeting in your neighborhood, please join another meeting!
RSVP at rsvp@ihavemiPLAN.com or 217.278.9069

[more info online at](#)

Approximately 100 people participated in the meetings. The meetings were designed with standardized, hands-on protocols for recommending specific types of investments, but they also offered the public wide latitude in the recommendations that could be made outside the standardized offerings.

During the process the participants were divided into small groups. Each group was provided with a large paper map and a set of infrastructure pieces or “streetscape packages” to purchase improvements for the local neighborhood. They were given a budget, and a trained facilitator worked with each group. The “streetscape packages” included treatments like landscaping, safety improvements, street furniture and other amenities likely to improve safety, reduce congestion or spur development that was either auto-oriented or transit, bike, and pedestrian oriented.



Participants were also asked to fill out a brief survey, providing an additional opportunity for input and demographic information.

Observations

As a professional transportation planner with over 20 years of experience, I can say I had never had citizens approach me after a public input meeting on transportation to tell me how much fun they had at the meeting, until Transopoly. The citizens became very engaged in the process. Because Transopoly provided participants with a generous amount of money to spend, the process drew more information from the participants than normally gets articulated. The participants began to talk excitedly about how nice it would be if we had “more sidewalks and better lighting” or how great it would be to have “bike lanes and more landscaping.” They truly enjoyed the opportunity to voice their vision for mobility options in the community and provided very cost-conscious, but creative, ideas.

The Results

Based on the totality of the results, three priority themes were articulated by the participants:

- Direct bus service along major arteries is highly desired.
- Bicycle routes should be added.
- Street lighting is needed.

Strong emphasis on safety was seen throughout the region, evidenced by the almost universal expression of support for more lighting and with the high response to the option to “purchase” a streetscape design for “Safe and Physically Active Travel.” Economic development was another high priority, evidenced by the second highest streetscape chosen: “Economic Development by Transit, Bicycle and Foot.”

Although less than a majority (33%) of participants reported use of the bus system, there was widespread support for improvements to the system. This was most often expressed as recommendations for improvement to and expansion of the existing bus system, in terms of longer hours and new, more linear routes. Very minimal support was seen for a light rail or street car system. In fact, mere mention of that option provoked controversy. Express bus service and circulator service generated neither controversy nor high levels of interest.

An alternative economic development streetscape, “Economic Development by Auto,” was a much less frequent selection by participants. In general, auto-only infrastructure was recommended sparingly. One important nuance was the difference between self-selected populations, which tended to represent more affluent households, and a recruited focus group representing lower-income households. The latter group was more likely to select auto infrastructure and included a higher percentage of people who reported daily auto use.

Every participant was offered the opportunity to receive a copy of the report developed from the meeting they attended. The reports provided some analysis, copies of the maps, a summary of the problems and opportunities identified, the infrastructure selected, policies and innovations suggested, survey results, and individual comments recorded in the surveys.

Summary

Among the many options for facilitating public input, Transopoly is a very effective tool. It is not an inexpensive tool due to the labor-intensive aspects of training facilitators and developing customized local maps for playing the game. But an early investment to ensure that later engineering is responsive to community needs may represent a net savings in the long run, reducing delays and the need to overcome or ameliorate community opposition. Transopoly is a visualization tool with broad potential, particularly in applying the public involvement protocols of Context Sensitive Design and Context Sensitive Solutions.

Cynthia Hoyle is a Transportation Planning Consultant for the Champaign-Urbana Mass Transit District in Urbana, IL. She can be reached at choyle@cumtd.com.

TPD January Business Meeting Highlights

- The Executive Board stated that the Annual Report will be submitted to APA late January 2008.

- TPD submitted and had approved two by-rights sessions for the 2008 APA National Conference:

- Congestion Pricing
- You Can Get There from Here

- David Fields summarized the new AICP Certification Maintenance (CM) program:

- AICP members are responsible to earn 32 CM credits every two years.
- For an organization's course to be available for CM credit, the organization must apply to AICP and pay a fee.
- APA chapters and divisions are in the process of organizing CM courses.

Attendees then voiced significant concern regarding the new CM program. Aside from attending the APA National Conference, few transportation-related courses are available. Those present voiced strong concern that transportation conferences (such as TRB) and courses offered by government or not-for-profit organizations should be available for CM credit without requiring the sponsoring agency to pay for the certification.

Since external agencies are likely to pass that cost on to AICP members, this procedure adds a financial burden to many planners, and may be discriminatory against young planners. Many attendees expressed their doubt about remaining AICP-certified and instead may become certified as an ITE Transportation Planner.

Attendees voted for the Executive Committee to survey the complete TPD membership regarding their opinion of this issue. If the majority is unhappy, the Executive Committee was authorized to write a letter to the AICP Board of Directors protesting the new process.

Additional Highlights from the January meeting included:

- \$5,000 has been budgeted for a TPD research project related to a transportation project and to be made available to TPD members. TPD plans to integrate its research efforts with other divisions/chapters.

- APA distributed a transportation policy survey to members. Of the approximately 400 respondents, about half were transportation planners. The responses indicated progressive positions on transportation policies including:

- Prioritization of energy efficiency;
- General support for transportation demand management over expansion of roadways; and
- Support for roadway tolling.

APA Airport Committee

Noël Comeaux reported that TPD is actively involved in re-establishing its airport-related activities. Charnelle Hicks attended the Airport Cities 2007 Conference in Singapore in September on behalf of APA and TPD. She was the only US representative. Noël also noted that TPD lost the Division Council's funds for the Airports-In-The-Region's program, yet plans are underway secure these funds again.

Hilary Perkins outlined TPD's new Mentor Program, which will include:

- A process for mentees to select a mentor based on geography and specialization;
- A timeline for the mentor/mentee relationship;
- A review period for both parties to decide if the relationship is beneficial; and
- Guidelines for the objectives and anticipated time commitment of the program.

A call for mentors will be distributed in the coming months.

Volunteers are still needed for the Election and Membership Committees; please contact Noël Comeaux if you are interested.

NComeaux@absconsulting.com

Transportation Track sessions for the APA 2008

Sunday, April 27, 2008

9:00 AM - 5:00 PM

Integrating Transportation and Land-Use Planning (S003)

Monday, April 28, 2008

8:30 AM - 10:15 AM

Opening Keynote: Urban Planning and Sustainable Urban Development: Issues for American Planners (S700)

10:30 AM - 11:45 AM

Modal Choice in Transportation Decision Making (S409)

1:00 PM - 2:00 PM

Prioritize Transportation Projects with GIS (S201)

2:30 PM - 3:45 PM

A Healthy Perspective on Transportation (S433)

4:00 PM - 5:15 PM

Congestion Pricing (S450)



Tuesday, April 29, 2008

8:15 AM - 9:15 AM

Practice Keynote: Creating Our Future-The Geographic Approach (S701)

9:30 AM - 10:45 AM

The Right to Transportation (S475)

11:00 AM - 12:15 PM

Urban Design and Transportation Planning in L.A. (S504)

12:30 PM - 1:15 PM

Meet & Greet with Poster Creators (S300)

1:30 PM - 2:45 PM

TOD Strategies for a City and a Developer (S524)

3:00 PM - 4:15 PM

Solving Congestion and Improving Mobility (S541)

4:30 PM - 5:45 PM

You CAN Get There From Here! (S567)

6:00 PM - 7:30 PM

Joint Division Reception (X018)

Wednesday, April 30, 2008

7:45 AM - 8:45 AM

World Planning Keynote: Global Planning, Local Results (S702)

9:00 AM - 10:15 AM

Small and Rural Area Transit Operations (S582)

10:30 AM - 11:45 AM

Why Can't Everyone Ride the Bus? (S605)

2:30 PM - 3:45 PM

Federal Changes Influencing TOD/JD (S609) Cancelled

4:00 PM - 5:15 PM

Establishing Megaregional Transportation Priorities (S632)

5:30 PM - 7:30 PM

Transportation Planning Division Business Meeting and Reception



Thursday, May 01, 2008

8:00 AM - 9:15 AM

Transportation in Urban Design (S659)

9:30 AM - 10:45 AM

Streamlining Transportation Decision Making (S666)

11:00 AM - 12:30 PM

Closing Keynote: Learning Anew from Las Vegas (S703)

APA Branding

Over the last two years, APA has been on a journey of change. APA has worked hard to reengineer its brand in order to make the organization more vital and more relevant. Through the new brand identity, APA, and its divisions and chapters, will look more professional and more cohesive—one strong family.

To clearly differentiate APA Divisions and APA Chapters, APA has created Division identity art incorporating the APA blue symbol. You will notice this symbol on the front of this newsletter and on future publications and documents from the division. Other divisions and chapters will have similar logos, all incorporating the APA logo.

Below and to the right are the division's new brand identity logos.



American Planning Association
Transportation Planning Division

Making Great Communities Happen



American Planning Association
Transportation Planning Division

Making Great Communities Happen



American Planning Association
Transportation Planning Division

Making Great Communities Happen

TPD NEWS



American Planning Association
Transportation Planning Division
Making Great Communities Happen

A Publication of the Transportation Planning Division
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