



American Planning Association

Making Great Communities Happen

APA DIVISIONS COUNCIL

FY2015 ANNUAL DIVISION PERFORMANCE REPORT

DUE NOVEMBER 15, 2015

Division: Planning and the Black Community Division

Chair: Zunilda Rodriguez, AICP

1. **Workplans and Budgets**

See attached PBCD items:

Appendix A: FY 2015 Work Plan with Approved Budget

Appendix B: FY 2016 Work Plan with Proposed Budget

2. **Communications**

- a. PBCD produced two newsletters during this fiscal year in February 2015 and April 2015. Please see the division newsletter website <https://www.planning.org/divisions/blackcommunity/newsletter/> and the two attached newsletters for more details. Each issue included a message from the Division Chair, original articles, and member oriented news and information of value. Each newsletter was distributed to members electronically, posted online, sent to allied organizations, and distributed at member events and/or conferences. Zunilda Rodriguez, AICP serves as the Division's Chief Newsletter Editor.
- b. PBCD makes quarterly updates to its website with the assistance of APA. PBCD has one division websites available to members and the public. The PBCD APA webpage is located at <http://www.planning.org/divisions/blackcommunity/> and is maintained by APA staff. Updates are provided by PBCD Communications Chair, Zunilda Rodriguez, AICP to APA staff for this webpage. Features on the webpage include information on annual division sponsored scholarships, news, quarterly newsletters, membership directory, leadership contacts and information on how to join the division. New information added to the webpage during this reporting period included scholarship information and newsletters as they were published. The webpage is user-friendly, maintains information that is limited to the public and includes password protected information for members only.
- c. PBCD distributes electronic E-Bulletins to members and affiliates on a monthly basis. However, the division typically distributes them on a bi-weekly basis during the height of the conference planning season from December through April of each year.

PBCD promotes membership outreach through the distribution of networking and professional development information through bi-weekly e-bulletins.

- d. PBCD has an active Facebook webpage with members participating in periodic discussions on topics of interest. Most members use the Facebook page to connect with other members.

We maintain a Facebook, LinkedIn, and Twitter webpage presence and encourages members to stay abreast of information through our Division webpages.

PBCD Facebook site

<http://www.facebook.com/groups/2204850465/>

LinkedIn site

<http://www.linkedin.com/groups?home=&gid=4109746&trk=anet ug hm>

Members are reminded periodically in our e-bulletins and quarterly newsletters to use these social networking sites. These efforts are led under the guidance of the PBCD Communications Committee under the direction of division chair Zunilda Rodriguez, AICP. These general outreach efforts are complemented by student and young professional-oriented outreach.

- e. The PBCD Executive Committee issued two surveys to members, the first regarding Bylaws and the second a General Membership Survey in November 2014 and January 2015 respectively. Approximately a quarter of our members participated in this survey. Results were reviewed and analyzed as a part of the FY2015 Work Plan.
- f. PBCD initiates a call for volunteers to serve the division on a regular quarterly basis.

3. **Annual National Planning Conference Activities**

- a. PBCD hosted several conference educational events at the 2015 NPC as shown below:

Leveraging the Value of Transitioning Neighborhoods

(W011) - 3 CM Mobile Tour

This mobile tour was sold-out quickly at the conference. We had approximately 40 attendees on this mobile tour.

Planning for Gentrifying Central Cities (S826) -1.25 CM

Facilitated Discussion

This facilitated discussion had 300 attendees and was standing room only. It was very informative and was well received by members and others alike.

Improving Food Access and Revitalization Communities

(S613) - 1.25 CM Byright Session

This general byright session had 182 attendees and was standing room. It was very informative and provided important theme connections for the conference in Seattle.

- b. PBCD 2015 Annual Business Meeting was held on April 19, 2015 from 6:45 pm to 9:45 pm. See attached business meeting notes and attendance list.
- c. On Monday, April 20, 2015, PBCD members Mellone Long and Chris Chavis volunteered at the division's council booth from 1:00 pm - 2:30 pm.

All Other Events/Programs

- d. PBCD partnered with the Department of EPA to hold the following free webinar for the public and our members: Environmental Justice: A New Model for Planning in Underserved Communities in November 2014. We had several hundred people on the webinar which granted 1.5 CM credits for attendees. See attached PBCD conference navigating itinerary for 2015, which outlined numerous division related events that offered members CM credits.
- e. PBCD hosted daily networking and social events at the National Planning Conference. We prepared our annual, anticipated conference navigating itinerary of recommended events for our members. See attached.
- f. Recognition events/programs. None
- g. PBCD restructured our scholarship program and awarded our first fellowship award in April 2015 to student Chloe Greene. She worked over several months this fiscal year to draft a research paper on black-owned properties and gentrification, which will be shared with members.
- h. PBCD Executive Board conducted monthly conference calls leading up to and after the National Planning Conference.

4. Membership

PBCD membership at the start of FY 2015 was 238 members and at the end of FY 2015 was 231 division members. PBCD does not have any active subcommittees operating at this time; however, we will be reinstating the conference planning committee.

5. Division Assistance Programs

- a. PBCD and the Latinos and Planning Division of APA organized a mobile tour submission proposal in the summer of 2015 for the upcoming Phoenix 2016 APA National Planning Conference.

6. Research and Publications

PBCD is not conducting technical work or publications at this time.

7. Elections

PBCD did not conduct a division election for new officers during this fiscal year. The division anticipates going through our next election cycle at the beginning of 2016 after the bylaws are adopted.

8. Financial Report

See Appendix D: FY 2015 Financial Report

BUDGET HIGHLIGHTS:

- PBCD's expenses were nearly double its revenue in FY2015.
- The largest expenses were related to food and beverages catered during the annual business meeting, reimbursements to Executive Board members for travel to APA's annual conference, and fellowship award.
- PBCD revenue was lower than anticipated for FY2015. Revenue generated was attributed to membership dues, which exceeded the budget in Quarter 2. This is due to the increase in membership as a result of individuals joining PBCD following the APA Conference.
- To increase revenue, PBCD plans to grow its membership base, solicit scholarship donations and put on fundraising events in FY2016.

9. Bylaws

PBCD identified in 2015 a need to update its bylaws in advance of the next division election. The division will be in the process of updating its bylaws in FY 2016.

10. Divisions Council Meetings

Patrice Ruffin, AICP, past chair of PBCD, attended the National Conference Division Leadership meetings in Seattle of April 2015. Current Chair of PBCD, Zunilda Rodriguez, AICP, attended the fall leadership meeting held in Washington DC in September 2015.

11. APA Development Plan

During the reporting period, PBCD supported APA's Development Plan by collaborating with other Divisions for a joint networking event at the Seattle APA National Planning Conference as well as on the development of a mobile tour proposal for the Phoenix APA National Planning Conference. Based on concerns raised regarding the diversity of conference programming, the

division will work to ensure that there is increased diversity in the attendees and topics discussed at the national planning conference.

12. **Division Challenges**

Recruitment: Recruiting volunteers, in particular to run for offices that have the time and resources. The economy has played a large role in members' attitudes towards volunteerism. With the elimination and combining of planning departments and consulting agencies, many employers are expecting staff to do more with less, (i.e. take on additional responsibilities, work longer hours, etc.). Therefore, people have not been that inclined to take on additional responsibilities that come with volunteering.

General Membership: Increasing our division membership is a concern as we have lost members over the past year. Recruitment and retention continues to be difficult.

13. **Shout it from the Mountains**

Our division was successful in developing a sold-out mobile tour at the National Conference in Seattle and had standing-room only sessions spearheaded by our members. The division is revisiting reinstating our technical assistance outreach program to communities and neighborhoods again and has initiated efforts for a division conference to be held in 2016.

PBCD continues to cultivate and advance our organizational relationship with the National Organization of Minority Architects (NOMA) and U.S. Environmental Protection Agency.

Appendixes:

- a. FY 2015 Work Plan with Approved Budget
- b. FY 2016 Work Plan with Proposed Budget
- c. Annual Business Meeting Notes and Attendance List
- d. FY 2015 Financial Report
- e. 2015 PBCD NPC Navigating Itinerary
- f. Winter and Spring PBCD Newsletter Editions



**Appendix B
PLANNING & THE BLACK COMMUNITY DIVISION
FY2015 Work Plan (October 1, 2014 – September 30, 2015)**

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2014 Performance Report (10/01/13-09/30/14)
Goal 1 Increase membership of the Division by five percent and better, sustain membership and engage membership in Division activities.	Task 1.1 Sponsor a minimum of three regional networking and professional development opportunities outside of the annual conference activities. Target non-division members for inclusion of such events.	Action 1.1.1 Identify regional locations with high number of division members Action 1.1.2 Identify regional hosts that are currently division members Action 1.1.3 Prepare and implement regional event plan(s)	Vice Chair for Programs Membership Committee Regional Host Committee(s)	\$1,000	Ongoing	COMPLETED <ul style="list-style-type: none"> Neighborhood Night Out (NNO) Program – Atlanta, Chicago, & Oakland Come Hell or High Water Facilitated Discussion Environmental Justice Webinars (3) – Joint with EPA OEJ
	Task 1.2 Identify and actively recruit elected officials and planning directors as potential members of the Division.	Action 1.2.1 Develop membership recruitment letter geared toward elected officials and planning directors Action 1.2.2 Identify target group within communities of color and among elected officials and planning directors of color Action 1.2.3 Distribute letters by postal and electronic mail	Secretary Membership Committee	\$200	August 2015	Estimated completion date August 2014; Not started; carry over to FY2015
	Task 1.3 Issue quarterly (December/January, March/April, July/August) division newsletters. Ensure that the newsletter is disseminated among allied professionals, elected officials, other Divisions, and non-PBCD members to increase the Division’s visibility. Ensure the division newsletters provide informative planning and membership interest information.	Action 1.3.1 Newsletter Editor, Communications Committee continues to solicit submissions, including columns from key leadership Action 1.3.2 Newsletter published and distributed on a quarterly basis	Communications Committee Membership Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> January 11, 2014 (winter edition) April 18, 2014 (conference and spring edition)

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2014 Performance Report (10/01/13-09/30/14)
	Task 1.4 Identify future leaders of the division and begin engaging them in committee activities or other division activities; ultimately working toward a more competitive nominations process.	Action 1.4.1 Identify student and new professional members to participate on committees Action 1.4.2 Identify current committee members to participate on Executive Committee Action 1.4.3 Identify current Executive Committee members to participate on APA Divisions Council or other leadership groups within APA	Membership Committee Nominations Committee	\$0	Ongoing	No specific program started; carry over to FY2015
	Task 1.5 Continue the “Eight Hours” Campaign; which was designed to engage members on roster for smaller, but equally important tasks of the Division.	Action 1.5.1 Develop “Eight Hours” Campaign announcement to be distributed to membership Action 1.5.2 Distribute announcement with quarterly newsletter to encourage membership to commit eight hours to a committee or other division task based on their interests	Membership Committee Communications Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> • Standing Committees – e-mail request from Chair Patrice S. Dickerson, AICP to members (June 2014)
	Task 1.6 Make quarterly contact with members who have allowed their division membership to lapse.	Action 1.6.1 Send quarterly email to members with expiring memberships to remind them to renew	Chair Secretary	\$0	Quarterly	COMPLETED <ul style="list-style-type: none"> • Quarterly e-mail reminder from Chair Patrice S. Dickerson, AICP to members
	Task 1.7 Utilize national APA conferences to enhance membership engagement opportunities and increase membership among non-members through strategic membership recruitment initiatives.	Action 1.7.1 Membership Committee and Executive Committee consider and undertake special events at National Conference Action 1.7.2 Ensure division member presence and promotion at Chapter Planning Conferences	Vice Chair for Programs Workshops & Conference Committee	\$2,000	Annually	COMPLETED <ul style="list-style-type: none"> • Networking Dinner Soiree with National Organization of Minority Architects (NOMA) during National Planning Conference • Joint Cocktail Reception with Urban Design & Preservation Division during National Planning Conference
Goal 2 Enhance Professional Development opportunities for Division	Task 2.1 Co-sponsor training or professional development opportunities with other divisions, APA chapters or sections and/or	Action 2.1.1 Identify other divisions, APA chapters or sections and/or allied organizations with similar areas of interest	Vice Chair for Policy Research and Education Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> • Environmental Justice Webinars (3) – Joint with EPA OEJ

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2014 Performance Report (10/01/13-09/30/14)
members.	allied organizations of interest to Division members and for members to obtain Certification Maintenance Credits.	Action 2.1.2 Co-sponsor events such as sessions, webinars, etc. to provide Certification Maintenance Credits to members				
	Task 2.2 Provide enhanced opportunities and/or resources to members to prepare for the APA Comprehensive Examination to become an American Institute Certified Planner and to maintain certification, including launching an online study circle.	Action 2.2.1 Identify AICP training opportunities and/or develop webinars, etc. for members Action 2.2.2 Advertise AICP training opportunities for members in quarterly newsletters	Vice Chair for Policy Membership Committee Communications Committee	\$0	Ongoing	No specific program started; carry over to FY2015
	Task 2.3 Conduct survey to determine membership needs, expectations, and vision for the Division.	Action 2.3.1 Develop membership survey Action 2.3.2 Administer survey biannually	Executive Committee Communications Committee	\$40	November 2014 June 2015	Estimated completion date January & June 2014; Not started; carry over to FY2015
	Task 2.4 Create network for directors and managers.	Action 2.4.1 Develop specific survey Action 2.4.2 Administer survey annually Action 2.4.3 Provide e-group or other support for members	Executive Committee Communications Committee	\$0	June 2015	New Task for 2015
	Task 2.5 Develop PBCD 35 th Anniversary Event.	Action 2.5.1 Update 30 th Anniversary document Action 2.5.2 Solicit input from membership on type of event to hold Action 2.5.3 Host 35 th Anniversary Event	Executive Committee	TBD	September 2015	New Task for 2015
Goal 3 Expand capacity and deliverables to provide technical assistance to communities of color.	Task 3.1 Establish an Ad Hoc Technical Assistance Committee to establish the mission, identify the capacity and develop a more detailed plan of action for providing technical assistance to communities of color.	Action 3.1.1 Identify potential committee members, especially those in academia and/or consulting and solicit participation Action 3.1.2 Establish committee within three months of solicitation Action 3.1.3 Coordinate with APA Community Planning Assistance Teams (CPAT) and with university partners, primarily historically black colleges and universities (HBCU).	Executive Committee Vice Chair for Policy	\$0	April 2015	Estimated completion date April 2014; Not started; carry over to FY2015
	Task 3.2 Develop membership database by planning subject area, as well as regions, to	Action 3.2.1 Develop membership survey to identify subject areas of interest	Vice Chair for Policy Technical Assistance	\$0	July 2015	Estimated completion date July 2014; Not started; carry over to FY2015

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2014 Performance Report (10/01/13-09/30/14)
	be used in creating technical assistance teams.	Action 3.2.2 Solicit participants for technical assistance teams by subject area and region	Committee			
	Task 3.3 Identify ways to generate funding to support technical assistance programs.	Action 3.3.1 Identify and solicit participation from partnering organizations in specified regions	Technical Assistance Committee Treasurer	\$0	July 2015	Estimated completion date July 2014; Not started; carry over to FY2015
	Task 3.4 Create an enhanced webpage or link on the PBCD website dedicated to provide technical resources to local communities and grassroots groups.	Action 3.4.1 Add Technical Assistance area to both division webpages	Technical Assistance Committee Communications Committee	\$0	July 2015	Estimated completion date July 2014; Not started; carry over to FY2015
	Task 3.5 Support student projects that provide technical assistance to communities of color. Support may be financial or otherwise.	Action 3.5.1 Solicit requests for student projects needing technical assistance Action 3.5.2 Promote student projects that have used technical assistance on webpages and in quarterly newsletter	Vice Chair for Policy Research and Education Committee Student Representative Technical Assistance Committee	\$0	Ongoing	No specific program started; carry over to FY2015
Goal 4 Enhance the PBCD Scholarship Program and Division relationships with higher education institutions.	Task 4.1 Establish a development plan for increased funding to the PBCD graduate scholarship program.	Action 4.1.1 Executive Committee considers proposal, adopts, and promotes scholarship annually	Treasurer Student Representative	\$0	February 2015	Estimated completion date February 2014; Not started; carry over to FY2015
	Task 4.2 Evaluate investment opportunities and sponsors for scholarship funds.	Action 4.2.1 Identify potential sponsors for scholarship fund	Research and Education Committee Treasurer Student Representative	\$0	February 2015	Estimated completion date February 2014; Not started; carry over to FY2015
	Task 4.3 Enhance marketing of PBCD scholarship program and luncheon or other event to division members, allied organizations, APA and educational institutions across the country.	Action 4.3.1 Develop solicitation materials for scholarship fund and distribute to sponsorship list biannually	Research and Education Committee Student Representative	\$0	February 2015	Estimated completion date February 2014; Not started; carry over to FY2015
	Task 4.4 Develop scholarship recipient tracking program.	Action 4.4.1 Develop project requirement for recipients Action 4.4.2 Create document listing all program recipients, use of funds, continued division participation, and graduation/work status	Research and Education Committee Student Representative	\$0	February 2015	New Task for 2015
Goal 5 Cultivate	Task 5.1 Develop a list of strengths and	Action 5.1.1 Identify strengths and	Vice Chair for Policy	\$0	July 2015	Estimated completion date July 2014;

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2014 Performance Report (10/01/13-09/30/14)
relationships and build strategic alliances with other APA divisions as well as external allied organizations with shared planning-related interests.	opportunities within the Division to be used in fostering relationships with external agencies, educational institutions, planning departments, and allied organizations.	opportunities for the division that highlight past achievements and future vision of the division	Research and Education Committee			Not started; carry over to FY2015
	Task 5.2 Identify potential alliances and initiate conversations about missions, plans and opportunities to coordinate. Compile a contact directory of alliances.	Action 5.2.1 Identify other divisions, APA chapters or sections and/or allied organizations with similar areas of interest Action 5.2.2 Develop list of contacts	Vice Chair for Policy Research and Education Committee	\$0	July 2015	COMPLETE During reporting period, partnered with NOMA, State Chapters, and Divisions.
	Task 5.3 Partner with allied agencies by representing PBCD and APA on panels at conferences other than APA.	Action 5.3.1 Attend conferences of allied professions biannually as panelist representing PBCD and APA	Vice Chair for Policy Research and Education Committee	\$0	Ongoing	Not started; carry over to FY2015
Goal 6 Create a systematic plan for conducting Division business, branded message and elected transitions.	Task 6.1 Continuously upgrade PBCD website to ensure timely resources and information are available to members and the public. Increase traffic and engagement on PBCD website by members and others. Identify webpage plan to better link activities and resources of Division with needs of organization.	Action 6.1.1 Ensure that all required documents are posted on webpage Action 6.1.2 Update webpage on monthly basis or as often as needed	Communications Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> Websites have been updated as needed during the year
	Task 6.2 Research and identify potential sponsors or funding mechanisms for the PBCD website.	Action 6.2.1 Identify potential sponsors for website hosting fees Action 6.2.2 Develop solicitation materials for website hosting fees and distribute to sponsorship list annually	Communications Committee Treasurer	\$0	April 2015	Estimated completion date April 2014; Not started; carry over to FY2015
Goal 7 Support APA Development Plan	Task 7.1 Continue to collaborate with other divisions	Action 7.1.1 Division Chair coordinates with other division chairs regarding activities, gaining assistance/input from Executive Committee	Chair Executive Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> Held joint networking event with UDPD at National Planning Conference
	Task 7.2 Continue to assist APA in its diversity initiatives	Action 7.2.1 Undertake activities as requested and based upon availability of Executive Committee and members	Executive Committee General membership	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> Working with LPD on diversity items for 2015 CA State Chapter Conference in Oakland
Goal 8 Support Divisions Council Initiatives	Task 8.1 Collaborate with Other Divisions on Divisions Council Initiatives	Action 8.1.1 Participate in joint divisions facilitated discussion at National Planning	Chair Executive Committee	\$0	Ongoing	No specific action taken; carry over to FY2015

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2014 Performance Report (10/01/13-09/30/14)
		Conference				
	Task 8.2 Produce article for newsletter on Divisions Council Initiatives topic	Action 8.2.1 Solicit, receive, and publish one article per year	Communications Committee	\$0	Annually	No specific action taken; carry over to FY2015



Appendix B
PLANNING & THE BLACK COMMUNITY DIVISION
FY2016 Work Plan (September 30, 2015 – October 1, 2016)

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2015 Performance Report (10/01/14-09/30/15)
Goal 1 Increase membership of the Division by five percent and better, sustain membership and engage membership in Division activities.	Task 1.1 Sponsor a minimum of two regional networking and professional development opportunities outside of the annual conference activities. Target non-division members for inclusion of such events.	Action 1.1.1 Identify regional locations with high number of division members Action 1.1.2 Identify regional hosts that are currently division members Action 1.1.3 Prepare and implement regional event plan(s)	Vice Chair for Programs Membership Committee Regional Host Committee(s)	\$560	Ongoing	<ul style="list-style-type: none"> Not completed
	Task 1.2 Issue quarterly division newsletters. Ensure that the newsletter is disseminated among allied professionals, elected officials, other Divisions, and non-PBCD members to increase the Division's visibility. Ensure the division newsletters provide informative planning and membership interest information.	Action 1.2.1 Newsletter Editor, Communications Committee continues to solicit submissions, including columns from key leadership Action 1.2.2 Newsletter published and distributed on a quarterly basis	Communications Committee Membership Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> January 2015 (winter edition) April 2015 (conference and spring edition)
	Task 1.3 Identify future leaders of the division and begin engaging them in committee activities or other division activities; ultimately working toward a more competitive nominations process.	Action 1.3.1 Identify student and new professional members to participate on committees Action 1.3.2 Update division bylaws and recruit new executive leadership Action 1.3.3 Identify current Executive Committee members to participate on APA Divisions Council or other leadership groups within APA	Membership Committee Nominations Committee	\$0	Ongoing	No specific program started; carry over to FY2016
	Task 1.4 Utilize national APA conferences to enhance membership engagement opportunities and increase membership among non-members through strategic	Action 1.4.1 Membership Committee and Executive Committee consider and undertake special events at National Conference Action 1.4.2 Ensure division member	Vice Chair for Programs Workshops & Conference Committee	\$6525	Annually	COMPLETED <ul style="list-style-type: none"> Networking Reception with other Divisions at Seattle APA Conference

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2015 Performance Report (10/01/14-09/30/15)
	membership recruitment initiatives.	presence and promotion at Chapter Planning Conferences				<ul style="list-style-type: none"> Joint Cocktail Reception with Urban Design & Preservation Division during National Planning Conference
Goal 2 Enhance Professional Development opportunities for Division members.	Task 2.1 Co-sponsor training or professional development opportunities with other divisions, APA chapters or sections and/or allied organizations of interest to Division members and for members to obtain Certification Maintenance Credits.	Action 2.1.1 Identify other divisions, APA chapters or sections and/or allied organizations with similar areas of interest Action 2.1.2 Co-sponsor events such as sessions, webinars, etc. to provide Certification Maintenance Credits to members	Vice Chair for Policy Research and Education Committee	\$0	Ongoing	No specific program started; carry over to FY2016
	Task 2.2 Provide enhanced opportunities and/or resources to members to prepare for the APA Comprehensive Examination to become an American Institute Certified Planner and to maintain certification.	Action 2.2.1 Identify AICP training opportunities and/or develop webinars, etc. for members Action 2.2.2 Advertise AICP training opportunities for members in quarterly newsletters or monthly e-bulletins	Vice Chair for Policy Membership Committee Communications Committee	\$0	Ongoing	No specific program started; carry over to FY2016
	Task 2.3 Conduct survey to determine membership needs, expectations, and vision for the Division.	Action 2.3.1 Develop membership survey Action 2.3.2 Administer survey biannually	Executive Committee Communications Committee	\$40	January 2015 February 2015	COMPLETED
	Task 2.4 Develop PBCD 36 th Anniversary and Division Conference	Action 2.4.1 Update 30 th Anniversary document Action 2.4.2 Identify host and coordinate 36 th Anniversary Event	Executive Committee	\$2900	By October 2016	Host RFP issued in October 2015; Ongoing; carry over to FY2016
Goal 3 Expand capacity and deliverables to provide technical assistance to communities of color.	Task 3.1 Establish an Ad Hoc Technical Assistance Committee to establish the mission, identify the capacity and develop a more detailed plan of action for providing technical assistance to communities of color.	Action 3.1.1 Identify potential committee members, especially those in academia and/or consulting and solicit participation Action 3.1.2 Establish committee within three months of solicitation Action 3.1.3 Coordinate with APA Community Planning Assistance Teams (CPAT) and with university partners, primarily historically black colleges and universities (HBCU).	Executive Committee Vice Chair for Policy	\$0	April 2016	Not started; carry over to FY2016

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2015 Performance Report (10/01/14-09/30/15)
	Task 3.2 Develop membership database by planning subject area, as well as regions, to be used in creating technical assistance teams.	Action 3.2.1 Develop membership survey to identify subject areas of interest Action 3.2.2 Solicit participants for technical assistance teams by subject area and region	Vice Chair for Policy Technical Assistance Committee	\$0	April 2016	Not started; carry over to FY2016
	Task 3.3 Identify ways to generate funding to support technical assistance programs.	Action 3.3.1 Identify and solicit participation from partnering organizations in specified regions	Technical Assistance Committee Treasurer	\$0	April 2016	Not started; carry over to FY2016
Goal 4 Enhance the PBCD Scholarship Program, fundraising and Division relationships with higher education institutions.	Task 4.1 Establish a development plan for increased funding to the PBCD graduate scholarship program.	Action 4.1.1 Executive Committee considers proposal, adopts, and promotes scholarship annually	Treasurer Student Representative	\$0	January 2016	Not started; carry over to FY2015
	Task 4.2 Evaluate and raise sponsorship funds for scholarship program and division revenue.	Action 4.2.1 Identify potential sponsors for scholarship fund and division initiatives, conferences or projects.	Research and Education Committee Treasurer Student Representative	\$0	February 2016	Not started; carry over to FY2016
	Task 4.3 Enhance marketing of PBCD scholarship program or other division event to division members, allied organizations, APA and educational institutions across the country.	Action 4.3.1 Develop solicitation materials for scholarship fund and distribute to sponsorship list biannually	Research and Education Committee Student Representative	\$0	February 2016	Not started; carry over to FY2016
	Task 4.4 Develop scholarship recipient tracking program.	Action 4.4.1 Create document listing all program recipients, use of funds, continued division participation, and graduation/work status	Research and Education Committee Student Representative	\$0	February 2016	Not started; carry over to FY2016
	Task 4.5 Partner with allied agencies by representing PBCD and APA on projects panels at conferences other than APA.	Action 4.5.1 Attend conferences of allied professions biannually as panelist representing PBCD and APA or participate on projects or initiatives.	Vice Chair for Policy Research and Education Committee	\$0	Ongoing	Not started; carry over to FY2016
Goal 6 Create a systematic plan for conducting Division business, branded message and elected transitions.	Task 6.1 Continuously upgrade PBCD website to ensure timely resources and information are available to members and the public. Increase traffic and engagement on PBCD website by members and others. Identify webpage plan to better link activities and resources of Division with	Action 6.1.1 Ensure that all required documents are posted on webpage Action 6.1.2 Update webpage on monthly basis or as often as needed	Communications Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> Websites have been updated as needed during the year

Policy/Goal	Tasks	Actions	Parties Responsible	Budget	Estimated Completion Date	Status as of November 15, 2015 Performance Report (10/01/14-09/30/15)
	needs of organization.					
Goal 7 Support APA Development Plan	Task 7.1 Continue to collaborate with other divisions	Action 7.1.1 Division Chair coordinates with other division chairs regarding activities, gaining assistance/input from Executive Committee	Chair Executive Committee	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> Held joint networking event with LAP/Transportation Planning and other divisions at National Planning Conference
	Task 7.2 Continue to assist APA in its diversity initiatives	Action 7.2.1 Undertake activities as requested and based upon availability of Executive Committee and members	Executive Committee General membership	\$0	Ongoing	COMPLETED <ul style="list-style-type: none"> Working with Diversity Taskforce on Diversity Summit for 2015
	Task 7.3 Provide advocacy support on issues affecting diversity in the profession as needed	Action 7.2.1 Undertake letters of support or provide comments on policies affecting diversity in the profession or APA	Executive Committee	\$0	Ongoing	Ongoing; carry over to FY2016
Goal 8 Support Divisions Council Initiatives	Task 8.1 Collaborate with Other Divisions on Divisions Council Initiatives	Action 8.1.1 Participate in joint divisions facilitated discussion at National Planning Conference	Chair Executive Committee	\$0	Ongoing	Ongoing; carry over to FY2016
	Task 8.2 Produce article for newsletter on Divisions Council Initiatives topic	Action 8.2.1 Solicit, receive, and publish one article per year	Communications Committee	\$0	Annually	No specific action taken; carry over to FY2015



American Planning Association
**Planning and the
 Black Community Division**
Making Great Communities Happen

**2015 National APA Conference Seattle
 Division Business Meeting
 April 19, 2015**

MINUTES

CALL TO ORDER 7:19 P.M.

Welcome and Introductions

Patrice Ruffin welcomed everyone and outlined the agenda. She provided a division update and guided members to the navigational schedule.

2015 Fellowship Award

Fleming provided an overview of the fellowship and introduced Chloe Green and her topic “Black owned properties in gentrified neighborhoods: best practices”

PBCD Service Recognition Award

Zunilda Rodrigues recognized the two outgoing officers, Patrice Ruffin, thanked her for her leadership and guidance over the last two years and Melonie Wilson is transitioning as the past chair. Thanked for paving the way and providing guidance.

PBCD Executive Leadership Induction Ceremony

Derek Hull, Chair of Nominations Committee introduced the slate of incoming officers. Zunlida took the oath of office as Chair of the PBCD.

Jeanette Dinwiddle-Moore will no longer be serving on the nomination committee. The division will be seeking someone to take her place. Derek also encouraged members to consider running for office.

Financial Report

Samantha Sherrod

Funds Available as of 9/20/14	\$12,441.69
Revenue-General	\$ 1,245.75
Revenue-Scholarship	0
Expenses	\$ 1,920.00
Funds Available as of 3/31/15	\$11,767.44

Maxine Griffin asked whether the division has considered doing a fundraiser, such as a luncheon.

Patrice explained that the past fundraising events required a considerable amount of seed money so we will need to find a fundraiser that doesn't cost as much.

Division Business

2014 PBCD Business Meeting Minutes

Bill Washburn moved to approve the minutes and seconded by Anthony Drummund. The motion was approved unanimously.

2015 PBCD Division Work Plan and Budget

Jeanette recommended that the work plan include specific language under Task 7 to broaden participation and engagement throughout the organization.

Melonie suggested that we add goals to include mentoring for those who would like to pursue planning director positions; add to Task 2.4

Membership Survey

The response rate was only 17%, the results were sent out to the membership earlier.

Member Open Forum and Facilitated Discussion

Policy Table

Key issues: environmental justice, planning implementation, inclusionary zoning, affordable housing for educators,

Priority – environmental justice

Membership and Professional Development

AICP guidance

Starting consulting firm or nonprofit

Mentorship

Collaboration on a local project

GIS map of where members are located

HBCUs support and connections – PBCD should support

Have a dedicated month for a membership

35 Anniversary

Aug - Nov 2016

Possible HBCU to host the event

Topics to cover: working with elected officials, black administrators and mayors, working with NFBPA and Association of Black Mayors, continue partnership with NOMA

Closing Remarks

ADJOURNED AT 9:30 P.M.

.

PLANNING AND THE BLACK COMMUNITY DIVISION
 FY2015 Financial Report (10/01/2014 - 09/30/2015)
 FY2016 Proposed Budget (10/01/2015 - 09/30/2016)

Appendix D

Type	Funds Available 10/01/14	Funds Available 9/30/15
Checking (General)	\$4,255.61	\$2,435.50
Checking (Scholarship)	\$8,186.08	\$8,066.54
Money Market	\$0.00	
Other	\$0.00	
TOTAL	\$12,441.69	\$6,810.65

REVENUE	Description	FY2015 Budget	FY2015 Actuals as 9/30/2015	Subtotal	Proposed Budget FY 2016 REVENUE
Rebates	Q4 (trf in November)	750.00	650.00		\$600.00
	Q1 (trf in February)	650.00	306.25		\$400.00
	Q2 (trf May/June)	750.00	939.50		\$1,000.00
	Q3 (trf August)	650.00	539.75		\$600.00
	Rebate Revenue	2,800.00		2,435.50	\$2,600.00
Other	2015 Networking Event Sponsorship	500.00			\$1,000.00
	Division Sponsorship Revenue	2,500.00			\$5,000.00
	Conference Registration Revenue	1,875.00			\$0.00
	Sponsorship Revenue	1,000.00			\$0.00
	Other Revenue				
	Other Revenue	5,875.00		0.00	\$6,000.00
Scholarship Fund	Scholarship Donations	3,500.00			\$2,000.00
	Scholarship Fund Revenue	3,500.00		0.00	\$2,000.00
	TOTAL REVENUE	12,175.00		2,435.50	\$10,600.00
EXPENSES	Description	EXPENSES			EXPENSES
Communications	Website Hosting	150.00			\$150.00
	Conference Calls	0.00			\$0.00
	Newsletter Printing/Postage	200.00			\$200.00
	Online Survey Service	210.00			\$210.00
	Communications Expense	560.00		0.00	\$560.00
Annual APA Conference	Administration/Office Expenses	150.00			\$150.00
	Marketing Expenses	800.00			\$800.00
	Committee/Speaker Costs	100.00			\$100.00
	On-site Expenses	475.00			\$475.00
	Food & Beverage/Events	5,000.00	3,766.54		\$5,000.00
	Annual Meeting Expense	6,525.00		3,766.54	\$6,525.00
Annual Business Meeting	Refreshments	0.00			\$0.00
	Printing	0.00			\$0.00
	Postage	0.00			\$0.00
	Other	0.00			\$0.00
	Annual Meeting Expense	0.00		0.00	\$0.00
Travel - Division Chair	APA National Planning Conference	2,200.00	2,200.00		\$2,200.00
	APA Fall Leadership Meetings	600.00			\$0.00
	Other	0.00			\$0.00
	Travel Expense	2,800.00		2,200.00	\$2,200.00
PBCD 2016 Conference (3 Days)	Travel Expenses	0.00			\$1,200.00
	Supplies/Postage	0.00			\$200.00
	Promotional Expenses	0.00			\$500.00
	Miscellaneous	0.00			\$1,000.00
	PBCD Conference Expense	0.00		0.00	\$2,900.00
Conference/Networking Events	Diversity Network Mixer - NPC Joint Reception	200.00	300.00		\$200.00
	Networking/Membership Mixer	1,200.00			\$1,200.00
	Booth/NCAPA Conference	0.00			\$0.00
	Travel Expenses	0.00			\$0.00
	Postage	200.00			\$200.00
	Conference/Networking Events Expense	1,600.00		300.00	\$1,600.00
Scholarship Fund	Fellowship Award*	2,000.00	1,500.00		\$1,500.00
	Fellowship Recipient Travel	500.00			\$500.00
	Fellowship Fund Expense	2,500.00		1,500.00	\$2,000.00
Education	APA-Ohio Webinar	200.00	150.00		\$200.00
	Education Expense	200.00		150.00	\$200.00
Other	Transfer to Scholarship Account	0.00			\$0.00
	Rebate Reimbursement to APA	0.00			\$0.00
	Bank Fees	0.00			\$0.00
	P.O. Box Fees	0.00			\$0.00
	Postage	0.00			\$0.00
	Other Expense - PSO award contribution		150.00		\$0.00
	Other Expense	0.00		150.00	\$0.00
	TOTAL EXPENSES	14,185.00		8,066.54	\$15,985.00
Revenue over (under) Expenses for reporting period:		-2,010.00		-5,631.04	-\$5,385.00

Submitted by: Samantha Sherrod
 Date: 11/15/15

*Fellowship Award has been recorded as \$1,500; the scholarship recipient's final payment in the amount of \$500 will be applied to FY2015 financial report.



American Planning Association
**Planning and the
 Black Community Division**

Making Great Communities Happen

PBCD Main Networking Event

PBCD Suggested Networking Event

APA Conference Event

Questions: zuniz89@hotmail.com - (347) 463-2330

PBCD Sponsored Conference Event

APA Conference

www.planning.org/divisions/blackcommunity/

PBCD Member Conference Related Event

Networking Event

PBCD Final Navigating Schedule - 2015 APA National Planning Conference

April 18 - 21, Seattle, WA

<https://conference.planning.org/conference/>

<p>Sat., April 18, 2015</p>	<p>WELCOME TO SEATTLE <i>(Washington State Convention Center)</i> - Conference Hashtag: #APA15</p>	<p>AICP Exam Prep (W405) 8:00 AM - 12:00 PM</p>	<p>Emerging Professional Institute (W410) 8:00 AM - 5:30 PM</p>	<p>AICP Community Planning Workshop (W350) - 4 CM 8:00 AM - 5:00 PM</p>	<p>Exhibitor Meet & Greet (X201) 5:30 PM - 7:00 PM</p>	<p>National Disaster Resilience Competition Reception 5:30 PM - 8:00 PM RN74, 1433 4th Ave. & Pike Street, Seattle <i>HOST: The Rockefeller Foundation</i> www.rockefellerellerapareception.splashthat.com</p> <p>RSVP:</p>	<p>"Sip & Sin" @ Trace Restaurant & Bar @ 8:00 PM - Until W Hotel, 1112 4th Ave, Seattle <i>Live DJ, acclaimed decor, happy hour specials/late night menu, dinner</i> www.traceSeattle.com</p>		
<p>Sun., April 19, 2015</p>	<p>Opening Keynote - Sobering Choices and the Exquisite Art of Planning (S701) - 1.25 CM 8:00 AM - 9:30 AM</p>	<p>Subverting Gentrification Through TOD (S465) - 1.25 CM 10:45 AM - 12:00 PM</p>	<p>Leveraging The Value of Transitioning Neighborhoods (W011) - 3 CM Mobile Tour 1:00 PM - 5:00 PM Departs from WSCC level one, South Galleria</p>		<p>Achieving Equitable Development with Transit Investment (S484) - 1.25 CM 2:30 PM - 3:45 PM</p>	<p>Social Equity Strategies for Cities (S509) - 1.25 CM 4:00 PM - 5:15 PM</p>	<p>PBCD Business Meeting (X023) - Meeting & Networking Reception 6:45 PM - 9:45 PM Sheraton Hotel - Grand Ballroom A <i>Networking Reception, Induction Ceremony, Division Business, Roundtable Facilitated Discussions</i></p>	<p>After Hours Connection..... <i>Meet at Sheraton Hotel Lobby after meeting</i></p>	
<p>Mon., April 20, 2015</p>	<p>Sustainable Neighborhoods Program (S820) - 1.25 CM 7:30 AM - 8:45 AM</p>	<p>Deep Dive: Diversity Forum (S498) - 2.75 CM 9:00 AM - 11:45 AM</p>	<p>Writing Powerful Resumes and Landing A Job (S549) - 1.25 CM 10:30 AM - 11:45 AM</p>	<p>APA Awards Luncheon (P200) 12:00 PM - 1:30 PM <i>Speaker: Julian Castro, Secretary of HUD</i></p>	<p>Planning for Gentrifying Central Cities (S826) - 1.25 CM Facilitated Discussion 2:45 PM - 4:00 PM WSCC-Hall 4C-3</p>	<p>Big City Planning Directors on Affordable Housing and Equity (S624) - 1.25 CM 2:45 PM - 4:00 PM</p>	<p>Hot Topics in Housing Law (S575) - 1.25 CM 4:15 PM - 5:45 PM</p>	<p>Combined University Alumni Reception (X103) 6:30 PM - 8:30 PM</p>	<p>Transportation, Gays and Lesbians in Planning, Latinos and Planning, City and Planning Management, California Chapter and Planning and the Black Community Division Social Networking Reception (X037) 8:00 PM - 10:00 PM Kells Irish Bar, 1916 Post Alley, Seattle <i>(See conference newsletter for more details!)</i></p>
<p>Tues., April 21, 2015</p>	<p>Planners, Managers and Ethical Collisions (S588) 1.25 CM 7:45 AM - 9:15 AM</p>	<p>Developing and Influencing Equitable Housing Policies (S569) - 1.25 CM 9:30 AM - 10:45 AM</p>	<p>APA Annual Meeting and Leadership Honors (X001) 9:30 AM - 10:45 AM</p>	<p>Improving Food Access and Revitalization Communities (S613) - 1.25 CM Byright Session 11:00 AM - 12:15 PM WSCC-613/614</p>	<p><i>See final 2015 APA Conference Program Guide for complete room locations:</i> http://conference.planning.org/static_pdf/conference/program/finalprogram.pdf</p>			<p>Save the Date: Phoenix 2016 APA National Planning Conference, April 2 - 5, 2016 !</p>	



Source: American Planning Association

GOING TO SEATTLE?

WINTER EDITION

I'M PLANNING FOR....

everyone... **Safer Streets**... life long communities... **SUSTAINABLE COMMUNITIES**...
WATER...Waste... **Energy**...diversity... **great neighborhoods**...better
transportation... **agriculture**...engagement... **quality of life**...change...
bicycles...places...better future for my children... **those without a voice**...
solar energy... **Walkable Communities**...equity & inclusion... **economic development**...
healthy communities... **URBAN TREES**...green roofs... **TOD**... **our common future**...
multimodal transportation...changing demographics... **LIVABLE COMMUNITIES**...
better transit... **urban mobility choices**...my grandchildren...
AFFORDABLE HOUSING...colleges & universities... **a better world**...
quality of life...my family...urban agriculture... **YOU**

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Greetings from PBCD Chair



Patrice Dickerson, AICP

Greetings PBCD Members!

The Executive Committee has been working diligently on preparations for the 2015 National Planning Conference! For those of you that will join us in Seattle April 18th-21st, here are some of the things you can expect to see:

Membership and Bylaws Surveys – Before this year’s conference, members received two surveys from the Executive Committee. First, a general membership survey was provided to gather your feedback on the direction of the Division. Second, a survey related to the revision of the Division’s bylaws which were last updated in 2005. Your input on these surveys is necessary to ensure the Executive Committee is carrying out the mission of the Division keeping the membership’s guidance in mind.

Sessions & Other Events – The Division’s by-right and facilitated discussion sessions and mobile workshop will focus on the shifts and changes taking place in communities of color. For more details, please see the draft event schedule found in this newsletter. The schedule also includes details on other events of interest and great opportunities for members to network and connect with each other.

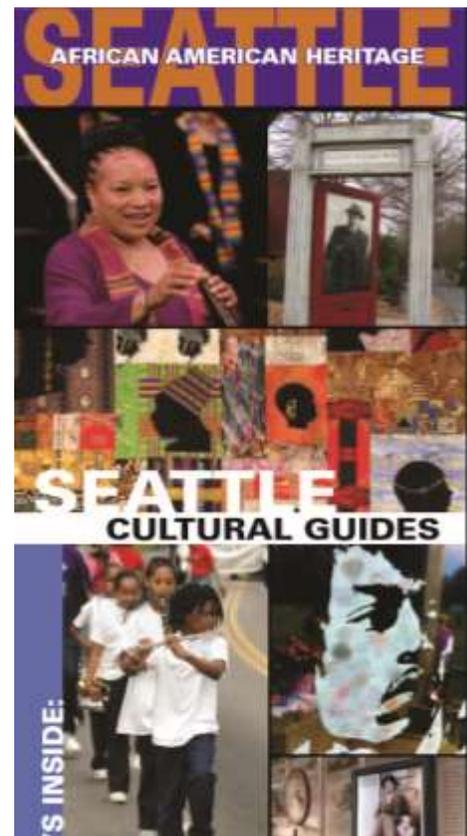
PBCD will issue its spring and special conference edition newsletter in early April with all the latest and final details to help prepare you for the conference.

We look forward to seeing you in Seattle!

For Better Communities,

Patrice S. Dickerson, AICP - PBCD Chair
chair@planningandtheblackcommunity.org

**CHECK OUT THIS AFRICAN AMERICAN HERITAGE
CULTURAL GUIDE FOR SEATTLE!**





American Planning Association
**Planning and the
Black Community Division**

Making Great Communities Happen

A Publication of the Planning and the Black Community Division
of the American Planning Association

www.planning.org/divisions/blackcommunity/



SEE THE BEST

- Broaden your horizons with 300 sessions by top planning professionals.
- Go deep with five targeted tracks, four symposia, and three institutes.
- Boost your career savvy and jump in on the booming job market.
- Grow your network and forge local ties at chapter events.

SEE IT FIRST

- Check out the Masters Series, advanced learning for senior-level professionals.
- Scope out the next generation of tools in the Planning Expo and its new Tech Zone.
- New this year! Add a training workshop, free with your conference registration.
- New to the conference? There's a First Timer Mixer with your name on it.

SEE IT IN SEATTLE

- Take your pick of 50-plus mobile workshops by bus, bike, boat...
- See one of America's smartest cities from a planning perspective.
- Explore paths to a green future in the most sustainable U.S. city.
- Get a taste of local culture in a city known for its food and brews.

See more details at planning.org/conference.

"Engaging ... exciting ... informative ... insightful ... relevant ... rewarding ...

Reminded me what I love about this profession"

Join the global conversation at #APA15.



KEY DATES

February 19

Early registration ends

March 19

Advance registration closes
Special hotel rates cut off



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PBCD Main Networking Event	PBCD Suggested Networking Event	APA Conference Event
PBCD Sponsored Conference Event		APA Conference Networking Event
PBCD Member Conference Related Event		

Questions: zuniz88@hotmail.com - (347) 463-2330
www.planning.org/divisions/blackcommunity/

PBCD Draft Navigating Schedule - 2015 APA National Planning Conference

April 18 - 21, Seattle, WA

<https://conference.planning.org/conference/>

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Sun., April 19, 2015	Opening Keynote - Sobering Choices and the Exquisite Art of Planning (S701) - 1.25 CM - 8:00 AM - 9:30 AM	Subverting Gentrification Through TOD (S485) - 1.25 CM - 10:45 AM - 12:00 PM	Leveraging The Value of Transitioning Neighborhoods (W011) - 3 CM - Mobile Tour - 1:00 PM - 5:00 PM		Achieving Equitable Development with Transit Investment (S484) - 1.25 CM - 2:30 PM - 3:45 PM	Social Equity Strategies for Cities (S509) - 1.25 CM - 4:00 PM - 5:15 PM		PBCD Business Meeting (X023) - Meeting & Networking Reception - 8:45 PM - 9:45 PM	
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Connect With APA in 'Sustainable Seattle'

Join 5,000 of your fellow planners at APA's big event — the 2015 National Planning Conference, April 18–21 in Seattle. This year's 300 sessions run the gamut from events for emerging professionals to a new Masters Series for experienced planners. You'll find training workshops — free this year — plus targeted tracks, career coaching, and mobile workshops. Take advantage of APA member rates, and register by February 19 for early-bird savings.

Learn more at planning.org/conference.



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WHERE

APA 2015 NATIONAL PLANNING CONFERENCE

Seattle, WA (April 18 – 21)

www.planning.org/conference



LEVERAGING THE VALUE OF TRANSITIONING NEIGHBORHOODS

Mobile Tour Code: W011 CM: 3.0

Cost: \$69 (early rate by Feb. 19) / \$79 (regular rate)



Join us for this exciting and unique mobile tour in Seattle! Examine the impacts of dynamic shifts in African American populations in Seattle Central and Southeast districts. Explore ways to leverage the value of transitioning neighborhoods. Gain an understanding of how neighborhood connectivity and accessibility impact community sustainability. Visit several mixed-use and residential developments, revitalization projects, and business commercial corridors. The tour includes culturally significant neighborhood sites such as the First AME Church, Mount Zion Baptist Church, Northwest African American Museum, Garfield and Franklin High Schools and Edwin T. Pratt Park.

Develop an understanding of how the historical significance, leveraged resources strategic reinvestment help to preserve the heritage of African-American communities. Gain insight on the issues and impacts of gentrifications with efforts to preserve African American heritage and neighborhoods. Attain a better understanding of how transportation policymaking and decisions can be leveraged to promote equitable development and improve mobility in underserved areas.

Several mobile tour speakers will be featured including elected officials, residents, nonprofit groups, and planners. Snacks and handouts provided. Travel by motorcoach and walking. Attendees will be invited to an optional post-networking event.



zuniz89@hotmail.com

DATE

SUNDAY, APRIL 19, 2015

TIME

1:00 PM - 5:00 PM

TICKETS

Washington State Convention Center /

www.planning.org/conference



American Planning Association
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Making Great Communities Happen

View PBCD other exciting division sponsored events at the
2015 APA National Planning Conference:

[https://conference.planning.org/search/?
keyword=&tags=BLACK_COMMUNITY](https://conference.planning.org/search/?keyword=&tags=BLACK_COMMUNITY)



Transportation Equity: The Struggle Continues

Author: Bill Washburn, AICP

On December 1, 2015 and June 29, 2016, the United States will mark the 60th anniversary of two pivotal events that have greatly affected the shape of its urban communities *and* the provision of balanced and equitable public transportation services to communities that have historically been underserved—or not served—by these services.

The first event was the Montgomery, Alabama Bus Boycott. This event was in response to the arrest of seamstress and civil rights activist Rosa Parks for refusing to give up her seat to a white male passenger on one of the city's Jim Crow transit buses. The bus boycott was organized by Montgomery's African-American community with assistance from the National Association for the Advancement of Colored People (NAACP) and the Southern Christian Leadership Conference (SCLC, headed at the time by a young Dr. Martin Luther King, Jr.). The bus boycott started on December 1, 1955. It lasted until December 20, 1956, when a U.S. Supreme Court ruling declared Montgomery and state laws mandating racially segregated transit and intercity buses to be unconstitutional.

The second event was the enactment of the 1956 Interstate Highway System Act (IHSA) on June 29, 1956. This federal law was authored by President Dwight Eisenhower based on his positive impressions of limited-access roads in parts of Europe during his World War II service as commander of the U.S./European Allied Forces. The IHSA authorized the construction of the original 41,000-mile Interstate Highway System at a cost of \$25 billion. The interstate highway system would later expand in size and cost to 43,000 *authorized* miles (42,795 miles of interstate highway have been constructed to date) and \$119 billion. To date, the Interstate Highway System remains the largest single public works project ever built in this country.

One can easily see the importance of the Montgomery, AL Bus Boycott in helping to establish the legal foundation for the elimination of inequities in public transportation service to America's communities of color. The treatment of black public transit riders as second-class citizens was a classic civil rights issue with a history extending back in time to the 1896 Supreme Court decision in the *Plessy v. Ferguson* case. The *Plessy v. Ferguson* decision was the key legal decision that upheld the legality of state and local laws that mandated racially segregated public facilities in the United States.

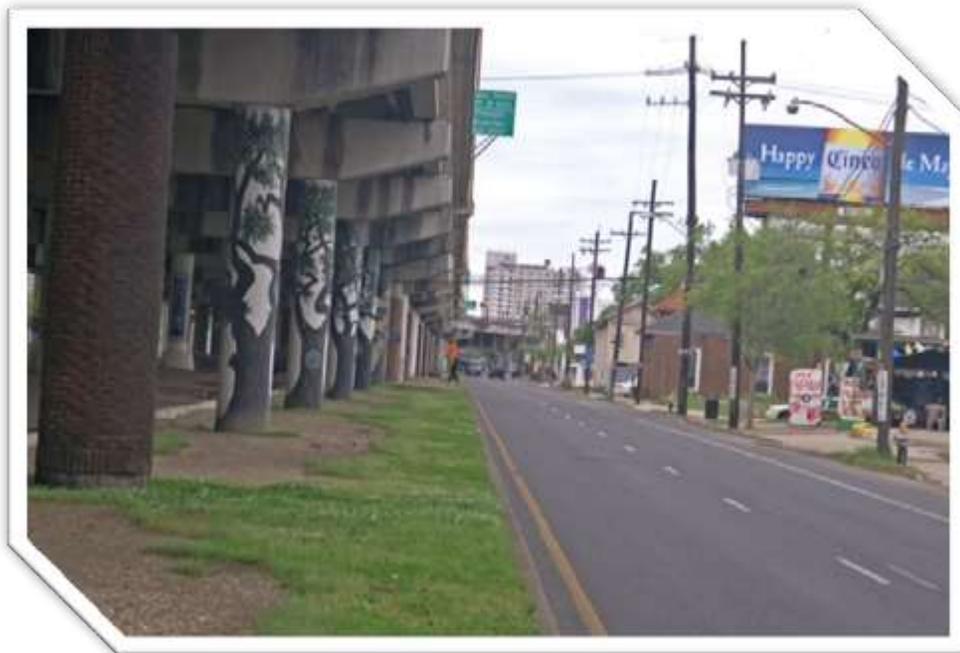
Continued on page 6



Transportation Equity: The Struggle Continues

However, one has to dig deeper to understand the transportation equity implications of the design and construction of the Interstate Highway System. It turns out that the building of interstate freeways through the United States' major cities impacted central-city black and brown communities to a far greater extent than the desegregation/integration of public facilities. These impacts included:

1. ***Disproportionate Involuntary Displacement of Households and Businesses*** – President Eisenhower's original concept would have routed the new interstate highways *around* major cities. However, the highway construction and automotive industries (the so-called "highway lobby") persuaded the U.S. Congress to approve a highway system that included a large number of urban freeways. These new roads cut through or bordered major inner-city communities of color, wiping out stable working-class neighborhoods (or turning them into slums) and thriving black business districts. The routing of these disruptive and out-of-scale roads was determined by state highway departments and justified on the grounds of efficiency, cost, and the elimination of "urban blight" (generally defined as *any* black or brown community unfortunate enough to lie in the proposed path of one of these roads).



View: New Orleans, LA – Looking SE under the Claiborne Street Expressway I-10.

Continued on page 7



Transportation Equity: The Struggle Continues

- 2. *Disinvestment in Urban Public Transportation Systems While Financing New Highways for Suburban Commuters*** – Many U.S. cities found themselves forced to take over or close bankrupt privately-owned public transit systems after World War II. Unfortunately, by then, federal capital investment funds were already flowing to the then-racially segregated suburban communities that surrounded every U.S. city. No federal dollars would be spent to support public transit systems until 1982. Because U.S. citizens of color pay federal taxes, too (surprise!), interstate highway funding represented a huge involuntary subsidy of white suburban commuters by black and brown inner-city residents. Even after federal laws were changed to require the funding of public transit capital projects, interstates and other federal-aid highways continued to receive the lion’s share of federal transportation monies.



View: Nashville, TN – Charlotte Ave. Looking West from Capitol Hill to CSX and I-40 Overpass.

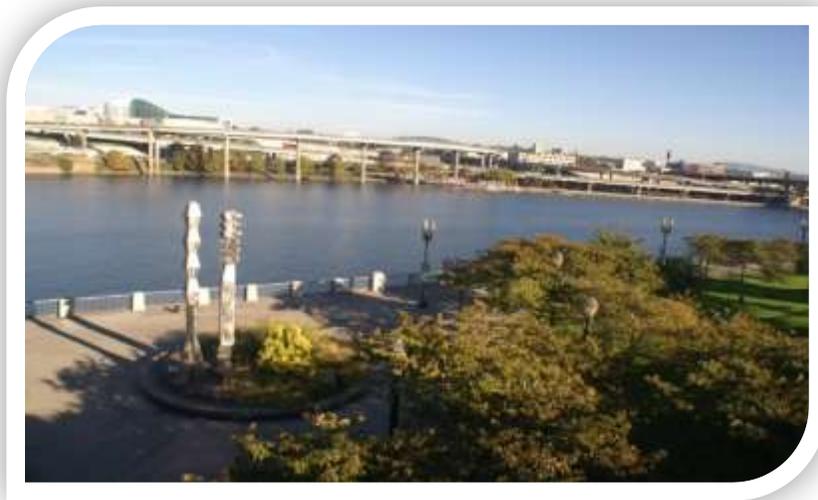
- 3. *Tax and Other Indirect Subsidies to Motorists at the Expense of U.S. Taxpayers*** – The 1956 IHSA created the U.S. Highway Trust Fund to finance construction of the interstate highway system. The trust fund was to be replenished through a combination of fuel and excise taxes. From its inception, fuel tax revenues have fallen short of the fund’s fiscal requirements. This is because the American driving public—including a lot of us—and its elected representatives have remained hooked on the fossil fuel narcotic of artificially cheap gasoline and diesel fuel. In addition, federal laws prohibit the use of highway (or transit funds) to cover operating costs. Streets and highways have operating costs just like other forms of transportation.

Continued on page 8



Transportation Equity: The Struggle Continues

It's just that these costs (maintenance and repair; traffic enforcement; accident cleanup; and economic losses due to property damage, personal injuries, and deaths) are "off the books." Powerful economic interests in this country see to it that those hidden costs remain hidden. Since the 1950s, automobile owners in nearly all other urbanized/industrialized societies (Europe and East Asia) have paid three to six times as much per gallon in US as American motorists because of hefty fuel taxes. In return, European motorists and other residents have compact and walkable cities served by convenient multimodal public transit systems.



*View: Portland, OR – Downtown Waterfront Park in Foreground Once
Looked Like I-5 Ramps on East Side of Willamette River.*

4. ***Generation and Promotion of Urban/Suburban Sprawl*** – Since 1956, the construction of interstate freeways and other controlled/limited access highways has generated and sustained the haphazard, low-density development pattern around each U.S. city that we refer to today as sprawl. Since the creation of a Mass Transit Trust Fund in 1982, federal transportation funding formulas have given states a huge incentive to favor the construction of roads over public transit options. They have done this by requiring only a minimum 20% state funding match for road projects as opposed to a minimum state funding match of 50% for transit projects. Although this gap in modal funding match requirements has been reduced in recent years, the damage to our central cities and inner-ring suburbs has been done.

Continued on page 9



Transportation Equity: The Struggle Continues

The biggest transportation equity issue associated with suburban sprawl is that it can be served efficiently by only one mode of travel: the automobile. This means that people who are too young, too poor, too elderly, too physically challenged, or unwilling to drive are deprived of practical mobility options. In fact, if you are seen on foot while black in certain “red state” suburban/small town jurisdictions, you can be racially profiled or even shot (think Trayvon Martin or Michael Brown). Or, if you are a black single mother without a car who loses a child to a hit-and-run driver while you are trying to get your children to a bus stop on a suburban arterial without sidewalks, *you* could be charged and even convicted of manslaughter instead of the driver who killed your child. It happened to single mother Raquel Nelson in Marietta, GA in April of 2010 (this outrageous sentence was later suspended in the face of national outrage, within and outside of African American communities).

As we begin a new year, the cause of transportation equity faces even greater challenges than before as the new 114th U.S. Congress convenes in Washington, DC. Headed by climate-change/science deniers and proponents of a mythical “post-racial post-government America,” this Congress may try to turn back the clock to the days of unfettered highway building and communities poisoned by automotive smog and other forms of pollution. Similar challenges will also be faced in a number of states where ideologues posing as governors have already killed or threatened to kill needed public transit projects despite years of extensive planning by community, public, and private stakeholders. It will be up to us as committed planning professionals of color to educate the communities we serve about these issues and encourage them to help form an organized national movement for transportation service equity. To quote the late, great Frederick Douglass, “The price of Freedom is eternal vigilance!”

Author: Bill Washburn, Planner Coordinator, Community Planning Division, Prince George’s County, MD may be reached by email at William.Washburn@ppd.mncppc.org

Six Californias: A Radical Approach to Regional Planning

Author: Calvin Whitaker

The Great Migration which stemmed from economic opportunities was the movement of 6 million African Americans out of the rural Southern United States to the urban Northwest, Midwest and West that occurred between 1910 and 1970. Between 1940 and 1970, 5 million African Americans moved from the South to including California and other western states.

By the 1970s, African Americans had become an urbanized population. More than 80 percent of African Americans lived in cities. A majority of 53 percent remained in the South, while 40 percent lived in the North and 7 percent in the West. The great migration moved California pass New York as the country's most populous state. ¹

A reverse migration has gathered strength since 1965, dubbed the New Great Migration, the term for demographic changes in which many African Americans have returned to the South, generally to states and cities where economic opportunities are best. ² California has struggled to retain its economic vitality over the past several decades. Nonetheless, the state's economy still ranks highly in the international market.

U.S. Census figures revealed in 2013, the state of California's population was 38,332,521 including 6.6% or 2,529,946 African Americans. The African American population in California primarily is concentrated in a few cities. African Americans represent 28% of the population in the following urban cities and the state's major employment centers: Oakland, San Francisco, Sacramento, Los Angeles and San Diego. Bakersfield and Fresno, the two largest central state cities are significantly responsible for the state's agricultural production and is home to 2.8% of California's African American population.

Tim Draper, former California State Board of Education member and founding partner of Draper Fisher Jurvetson, a venture capitalist group, believes California needs a refresh. According to Draper, California public schools have gone from the top in the nation to 47th. The state is ranked 50th out of 50 for the worst business climate in the United States. California has high unemployment and the percentage of people living below the poverty line is steadily increasing. The state needs a massive investment in infrastructure and a streamlined process to help grow and keep businesses.

Continued on page 11

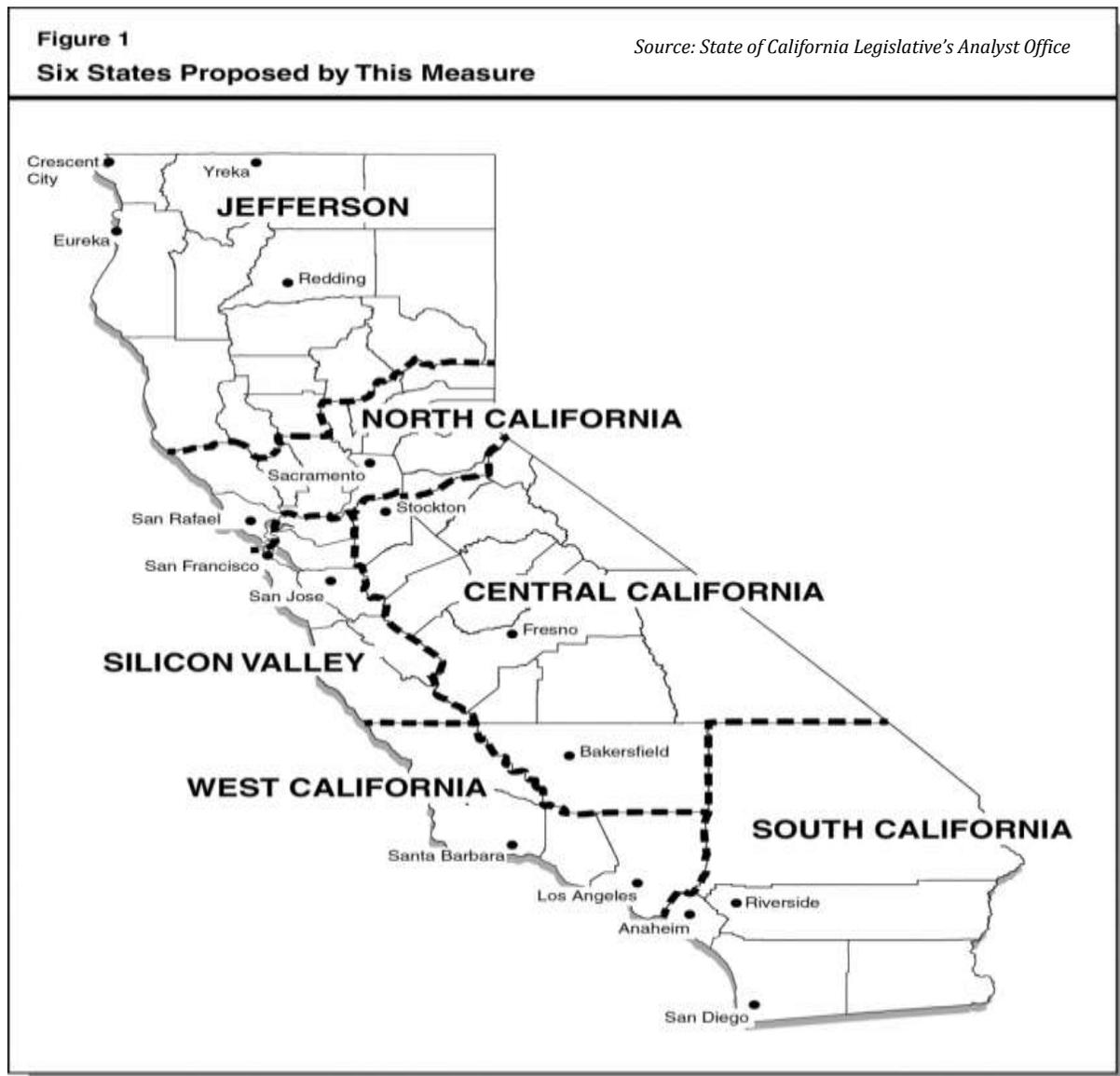
¹ William H. Frey. "The New Great Migration: Black Americans' Return to the South, 1965–2000". The Brookings Institution, May 2004, pp. 1–3, accessed 19 March 2008.

² Lemann, Nicholas (1991). The Promised Land: The Great Black Migration and How It Changed America. New York: Alfred A. Knopf. p. 6. ISBN 0-394-56004-3.



Six Californias: A Radical Approach to Regional Planning

Draper has a plan. He proposes to split California into six states. Draper is vying to place an initiative on the state ballot. However, as of now the initiative has not garnered enough signatures (approximately 807,000) to be considered statewide. Draper envisions Six Californias as an opportunity to solve many problems faced in California. Six Californias means creating six smaller states with more local and responsive government. Six states that are more representative and accountable.



Continued on page 12



Six Californias: A Radical Approach to Regional Planning

Recently, I asked Mr. Draper five questions about his Six Californias proposal.

1. What do you envision the impact of regional planning among the six states with regard to infrastructure, other community services and cross-state regional services such as transportation?

I expect that each state, operating independently, will create state compacts (contracts) with other states to handle cross border issues like infrastructure, community services and transportation. If things are working well currently, I expect there to be no change. If there are better ways to operate, Six Californias gives them an opportunity to explore those new and better ways.

2. Will each new state be able to produce an equitable tax base to provide basic public needs?

Absolutely! The current structure is forcing poverty on the people of Central California and other parts of the state. Six Californias would allow these regions to get better jobs, be better educated, and break the cycle of poverty that plagues the state under the current regime.

For example, Sony, Disney, Occidental Petroleum, Tesla and others have chosen to move their jobs to other states—but if Central California operated independently, they would have gotten those jobs.

A new slate would allow states to focus on important issues like education rather than being obsessed with “the bag law” or “big gulps.” Good education leads to good jobs and good living and keeps people out of prison.

3. Will there be impacts on private industry to fill the gap to meet the fiscal needs unmet by the new states?

Singapore went from the poorest country in the world to one of the richest—so did South Korea—so did Japan. All it took was modern, focused governments that encouraged free markets. I believe that these six states will compete for us (the citizens) to provide the best services possible and that these will become the wealthiest states in the nation, with the best education systems and the fewest social problems.

4. Will each state develop an identity? For instance, would Silicon Valley be known for high tech and Central California as a farm belt?

I expect Central California will become more than a farm belt. I expect that region to become a manufacturing center and longer term, a tech center. But yes, each state will develop its own personality, and will each learn from each other as they develop—the states could create interstate best practices as they evolve.

5. What type of good alliances (if any) can be retained among the new six states?

Our higher education system works pretty well and that might end up not changing much. I also expect that water distribution won’t change until the states start to focus some efforts on better infrastructure. I think the highways will probably remain the same until more efforts are made to make them work better. I would expect that transportation would be one of the main foci in the West California (Hollywood) region.

Continued on page 13



Six Californias: A Radical Approach to Regional Planning

Can Six Californias improve the region and mitigate reverse migration? Efforts to gain enough support to get the initiative on the ballot have been unsuccessful to date and may indicate Californians are not ready to consider this radical change. Furthermore, some critics do not agree with Draper's perceived outcomes. Megan Rose Dickey a Producer at KITE, an enterprise company that fuels partnerships between Fortune 1000 brands and innovate startups believes that if the plan goes through the state of Silicon Valley would become the richest state in the U.S. in terms of per capita income, according to legislative analysts. The state of Central Valley would become the poorest state measured by per-capita income, ranking lower than Mississippi.

Here's the rationale: California's population is six times greater than the average state's population, which means that the state isn't fairly represented with senators in Washington. It would also be a way, Draper says, for each state to start fresh and for people to move from state to state "more freely."

But creating six Californias would screw up the water infrastructure. "Silicon Valley" and "West California" are the largest water importers, but the three poorest states in the proposal have most of the supply.³

Author: Calvin Whitaker earned his Masters of Urban and Regional Planning at San Jose State University; a lifelong Californian, Calvin has worked for the Cities of Oakland, East Palo Alto and San Leandro in housing, zoning and community development. Calvin currently works as a housing specialist for Abode Services in Hayward and has served on the Board of Directors for Eden Housing since 1995. Calvin may be reached by email at cmwhitaker@yahoo.com and welcomes your articles, items and news pieces as editor for the APA PBCD Quarterly Newsletter.



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³ Megan Rose Dickey, "Investor Tim Draper's Plan To Make Silicon Valley The Richest "State" In The Country, February 14, 2014; <http://www.businessinsider.com/tim-drapers-six-californias-2014-2>



PBCD Fellowship Program Announcement

The Robert A. Catlin/David W. Long Memorial Fellowship

Purpose:

Named after committed planners and long-standing PBCD members, The Robert A. Catlin/David W. Long Memorial Fellowship is designed to foster an increased interest in the profession of urban planning among Black students. The goal of this fellowship is to encourage the pursuit and achievement of Black graduate students entering the urban planning profession and create a critical mass of Black planning professionals. This fellowship opportunity will provide students with a hands-on opportunity to engage and support the mission of PBCD through a tailored research project.

Eligibility:

The \$1,500 fellowship is available to Black undergraduate students who have been accepted in an urban planning program for graduate studies and Black graduate students majoring in urban planning or a related field (environmental studies, geography, urban studies, urban policy etc.) Current graduate students may not be in the final semester of their programs. Undergraduate students applying to graduate planning programs must show proof of acceptance and intent to enroll if awarded the fellowship. Students attending Historically Black Colleges and Universities are especially encouraged to apply. The applicant should be in good academic standing and active member of their community. The \$1,500 fellowship will be awarded to the student to cover costs associated with the pursuit of their studies, and will be paid over a three month period during the summer.

Visit www.planning.org/divisions/blackcommunity to download and complete the fellowship application.

1. Application Requirements

- ❖ Scholarship Application
- ❖ Personal Statement
- ❖ Proof of enrollment in graduate planning program or letter of acceptance to graduate planning program
- ❖ One Letter of Recommendation
- ❖ Academic Transcript (Unofficial)

2. The fellowship will begin on June 1, 2015 and end on or before August 28, 2015. The \$1,500 fellowship will be paid directly to the student in installments of \$500 per month for three consecutive months during the time of service. The fellow shall work to complete a service project as defined by the members of the Executive Committee. Fellowship project examples could include but may not be limited to conference planning, conducting policy research, and coordination of special division related projects. The fellowship project will be tailored in coordination with the award recipient and PBCD.

Deadline: All materials must be received by the PBCD Vice Chairperson of Programs, via e-mail by **5:00 p.m. EST, March 6, 2015** to: planningandtheblackcommunity@gmail.com

Contact: For more information, contact Vice Chair for Programs at planningandtheblackcommunity@gmail.com

Film Screening & Panel Discussion of Come Hell or Highwater: The Battle for Turkey Creek

Author: Zunilda Rodriguez, AICP

On October 15, 2014, PBCD along with the D.C. Chapter of the National Organization of Minority Architects, and U.S. Environmental Protection Agency Office of Environmental Justice co-sponsored a screening and panel discussion on the documentary film "Come Hell or Highwater: The Battle for Turkey Creek." This documentary showcases the inspiring journey and struggle for environmental justice in one community in coastal Mississippi. This free event was hosted by the Catholic University of America School of Architecture and Planning at the Edward M. Crough Center for Architectural Studies. It garnered 1.0 CM credits for AICP planning members in attendance.



This professional development event featured a pre-networking opportunity for attendees, a one-hour viewing of the award-winning documentary film, and an engaging panel discussion with our co-sponsors, documentary producer and subject of the film. A variety of members from the Washington, D.C region were invited to attend including PBCD members. Nearly 80 urban planners, architects, students, academics and environmental justice practitioners attended this event. We utilized Skype technology to engage our attendees directly with the film producers Leah Mahan and Derek Evans who are the main subjects of the documentary. The panel discussion was facilitated by PBCD Vice Chair for Programs Fleming El-Amin, AICP and provided us an opportunity to explore opportunities in which this documentary could become a daily practices teaching tool for planners and other professions.

The goal of this unique professional development event was to ultimately evoke effective change and action to help preserve valuable assets in our community, neighborhood or organization using the tangible tools and resources presented at this event. It also helped to forge additional collaborative events between the co-sponsors and host organizations. Special thanks are extended to all those who collaborated with PBCD on this event including Carlton Eley, Mustafa Ali, Tom Brokaw and Hazel Edwards.

Author: Zunilda Rodriguez, AICP is Chair-Elect of The Planning and the Black Community Division of APA and Editor of the PBCD Newsletter. She can be reached by email at zuniz89@hotmail.com

Black Planners Spotlight



Carlton Eley, Office of Environmental Justice **2014 Individual Bronze Award**

PBCD extends a special congratulation to **Carlton Eley** as the recipient of the 2014 Individual Bronze Award from the U.S. Environmental Protection Agency! The individual bronze award was awarded to Carlton for his passion, commitment and leadership on issues related to Equitable Development and Environmental Justice in 2014 at a ceremony on February 11, 2015 in Washington, DC. The OECA Honor Awards recognize the outstanding contributions of OECA, Regional, and Department of Justice employees to the Agency's mission for work completed in the calendar year 2014.



Vanessa Leon, founder of the international urban planning firm Pinchina Consulting, has recently accepted a teaching position in the Urban Studies department at Queens College. In this capacity as an adjunct professor, Ms. Leon will be teaching a course entitled, "Race, Ethnicity and Immigration." Last year, she was recognized by Next City as one of 2014's "40 Urban Leaders Under 40" and is being inducted into the Haitian Roundtable as one of 2015's "Top 5 Haitian-Americans to Watch." In addition to her planning practice in Haiti, she is currently pursuing a doctorate in public and urban policy at the New School's Milano School of International Affairs, Management and Urban Policy in New York City. For more information, please visit www.PinchinaConsulting.com and follow her on Twitter @ConsultPinchina.



Mayor Muriel Bowser appointed **Eric Shaw** as the Acting Director of the DC Office of Planning. Before joining the Bowser administration, Eric was the Director of Community and Economic Development for Salt Lake City where he was the lead city official on placed-based and development policy. He managed a number of high profile projects including a new citywide engagement program, the restructuring of the small business loan program, and updates to nine city plans including the city's general plan.

He was a leader in planning efforts in post Katrina Louisiana as the Director of Community Planning for the Louisiana Recovery Authority and Vice President of Programs and Policy for Foundation for Louisiana. As Director of Community Planning, Shaw provided direct technical assistance to local leaders and managed the \$10 million Comprehensive Resilience Pilot Program. At Foundation for Louisiana, he edited the nationally recognized *Citizens' Guide to Land Use*, and *Citizens' Guide to Urban Design* that trained residents on the principles of land use and urban design. Eric has also worked in the public, nonprofit, and philanthropic sectors in Silicon Valley and Miami. He began his career in Washington DC as a Capital City Fellow in District government in the Anthony Williams administration. Shaw earned a Bachelor's of Arts in International Development and Policy Studies from the University of California, Los Angeles and a Master's Degree in Urban Planning from the Harvard University Graduate School of Design.



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NEXT ISSUE: April 2015
Send all submittals by March 23, 2015
To Calvin Whitaker at
cmwhitaker@yahoo.com

Employment Resources

American Planning Association - Jobs:
www.planning.org/jobs/search/

Govtjob.net:
www.govtjob.net/job_openings.htm

Foundation Center – Jobs:
<http://foundationcenter.org/pnd/jobs/>

Planetizen - Jobs: www.planetizen.com/jobs

Govtjobs.com: www.govtjobs.com/

Governmentjobs.com: www.governmentjobs.com

Indeed: www.indeed.com

USA Jobs: www.usajobs.com

Making Great Communities Happen

Planning and the Black Community Division of APA
www.planning.org/divisions/blackcommunity/



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PBCD MISSION

The Planning and The Black Community Division (PBCD) of APA is an organization that provides a national forum for planners, administrators, public officials, students and other interested individuals to address issues of significance to the black community, promote exchange between members and other organizations, encourage and support professional development among black planners and provide career information.



SEE YOU IN SEATTLE

CONFERENCE SPECIAL EDITION



Source: Othello Light Rail Station, Seattle

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GREETINGS FROM PBCD CHAIR



Patrice Dickerson, AICP

Greetings PBCD Members!

The 2015 National Planning Conference is now here and we are excited about seeing you in Seattle April 18th-21st!

The Division business meeting scheduled for Sunday of the conference will be my last meeting serving in my capacity as Chair. With the support of the Executive Committee and the membership, we have been able to accomplish many things over the past two years including:

- Neighborhood Night Out (NNO) regional networking events
- Mentoring Program for students and new professionals
- Resume Book to spotlight recent graduates, new professionals, and transitioning planners
- Partnership with the National Organization of Minority Architects (NOMA)
- Webinar Series on Environmental Justice providing professional development on a key topic
- Increased Membership and volunteer participation

While there is always more work to do, the Division is on track to continue its mission of providing a forum to address issues of significance to the Black community. I hope that you will join me in welcoming your new Division Chair, Zunilda Rodriguez, AICP as she takes her oath of office at the business meeting.

Thank you for allowing me the opportunity to serve and I look forward to working with you all in the future!

For Better Communities,

Patrice S. Dickerson, AICP - PBCD Chair
chair@planningandtheblackcommunity.org



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PBCD 2015 FELLOWSHIP

Authors: Chloe Green and Fleming El-Amin, AICP

The Robert A. Catlin/David W. Long Memorial Fellowship is named in honor after two committed planners and long-standing PBCD members. The award is designed to foster an increased interest in the profession of urban planning among African American graduate students, and to encourage those students to enter the urban planning profession. Our aim is to create a critical mass of planning professionals who support one another and provide new perspectives on issues facing the communities that they serve.

This year PBCD received many impressive applications from our new generation of prospective planners. Several applicants expressed and demonstrated their passion and potential to have a positive impact on the urban and regional issues affecting our communities as we move further into the 21st century. Each candidate was judged by their academic merit, career potential, and an essay describing how planning can support African American communities. The PBCD fellowship review committee was compelled to select only one recipient despite the number outstanding applicants. Nonetheless, the review committee reached consensus by selecting an abundantly qualified representative of our next generation.

Chloé Greene



The 2015 recipient of the PBCD fellowship is Chloé Green. Chloé is pursuing a Dual Master's degree at Ohio State University in African American and African Studies and City & Regional Planning. In 2012, Chloé graduated Magna Cum Laude with a Bachelor of Arts degree in History and African American Studies from the University of South Carolina with Honors from the SC Honors College.

She currently works for Franklin County Economic Development and Planning and is interested in the promotion of asset-based community development and placemaking as tools to advance economic stability and social prosperity within the black community.

The 2015 Robert A. Catlin/David W. Long Memorial Fellowship is Chloé Greene. The fellow shall work to complete a service project as defined by the members of the PBCD Executive Committee.

Her involvement in her community is far-reaching:

- She is a regular volunteer at the King Arts Complex; she is a member of the Barnett Center for Integrated Arts and Enterprise Think Tank, and president of both the City and Regional Planning Student Association and Voices of the Black Academy.
- She recently started a business, Project Bronze, an organization designed to foster economic empowerment through cooperative development. As Founding Director of Project Bronze, she believes that to participate in the struggle to liberate your people is to participate in the struggle to liberate yourself.

Chloé impressed our fellowship award review committee with her above noted accomplishments and her interest in improving African American communities with a keen interest in studying the disparities. She will be utilizing the Robert A. Caitlin/David W. Long Memorial Fellowship to in part fund her graduate school expenses. Chloé will be conducting a research project for the division for this fellowship opportunity that will focus on black owned properties in gentrified communities – both the challenges and best practices.



PBCD WELCOMES YOU TO SEATTLE

Author: Zunilda Rodriguez, AICP

PBCD welcomes you to the 2015 APA National Planning Conference in the City of Seattle! We are excited to help you navigate the many professional development and networking activities that APA and PBCD has to offer as well as provide you with the tools to build your career, enhance professional networks, and connect to essential resources. Whether you are a student, academic, or mid-career or experienced planning professional, there is something for everyone at the conference!

This conference edition of the PBCD newsletter provides important details to help you navigate the 2015 APA National Planning Conference and our division activities. You will find a navigating itinerary and schedule, business meeting agenda, important tips, travel information and pertinent conference guides of valuable local information. This newsletter includes important links to the 2015 APA National Planning Conference final program to help you navigate the hundreds of sessions, events and mobile tours that are part of this conference. Final conference program here:
https://conference.planning.org/static/_pdf/conference/program/finalprogram.pdf

Don't forget to check out Seattle African American Heritage Guide for information on places to visit of African American significance and attraction while in town:

<http://www.visitseattle.org/getattachment/Visitors/Discover/Heritage/African-American-Heritage/SCVB-African-American-Heritage-Guide.pdf>

Whether it's providing you transportation information, local recommendations, conference programming details or information on networking functions, PBCD has you covered in Seattle. Please review for more details including hyperlinked resources. Make sure to stay connected during the conference. Use hashtag #APA15 or visit PBCD Facebook page. We look forward to seeing you at the APA conference!

TRAVEL REMINDERS

Remember to Pack:

- **APA Conference Badge & Tickets** (APA mailed to you in early April - Don't leave home without them!)
- **Bring any printed tickets**
- **PBCD Spring 2015 Conference Edition Newsletter** (connect with us!)
- **PBCD Final Navigating Schedule to 2015 APA Conference** (one page guide to highlighted events)
- **Business cards & Resumes** (tons for networking!)
- **Jacket & Umbrella** (be prepared for any weather event in Seattle...)
- **Comfortable walking shoes or sneakers** (your feet will thank you!)
- **Camera** (capture those moments)
- **Tablet, Cell Phone and Laptop** (stay connected)
- **Travel and hotel information** (don't leave home without it!)



PBCD NAVIGATING DETAILS TO 2015 APA CONFERENCE

 American Planning Association Planning and the Black Community Division Making Great Communities Happen		PBCD Main Networking Event	PBCD Suggested Networking Event	APA Conference Event		Questions: zuriz89@hotmail.com - (347) 463-2330 www.planning.org/divisions/blackcommunity/			
		PBCD Sponsored Conference Event		APA Conference Networking Event					
		PBCD Member Conference Related Event							
PBCD Final Navigating Schedule - 2015 APA National Planning Conference April 18 - 21, Seattle, WA https://conference.planning.org/conference/									
Sat., April 18, 2015	WELCOME TO SEATTLE (Washington State Convention Center) - Conference Hashtag: #APA15	AICP Exam Prep (W405) 8:00 AM - 12:00 PM	Emerging Professional Institute (W410) 8:00 AM - 5:30 PM	AICP Community Planning Workshop (W350) - 4 CM 8:00 AM - 5:00 PM	Exhibitor Meet & Greet (X201) 5:30 PM - 7:00 PM	National Disaster Resilience Competition Reception 5:30 PM - 8:00 PM RN74, 1433 4th Ave. & Pike Street, Seattle HOST: The Rockefeller Foundation www.rockefellerfoundation.com/reception.splashthat.com	"Sip & Sin" @ Trace Restaurant & Bar @ 8:00 PM - Until W Hotel, 1112 4th Ave, Seattle Live DJ, acclaimed decor, happy hour specials/late night menu, dinner www.traceseattle.com		
Sun., April 19, 2015	Opening Keynote - Sobering Choices and the Exquisite Art of Planning (S701) - 1:25 CM 8:00 AM - 9:30 AM	Subverting Gentrification Through TOD (S485) - 1:25 CM 10:45 AM - 12:00 PM	Leveraging The Value of Transitioning Neighborhoods (W011) - 3 CM Mobile Tour 1:00 PM - 5:00 PM Departs from WSCC level one, South Galleria	Achieving Equitable Development with Transit Investment (S484) - 1:25 CM 2:30 PM - 3:45 PM	Social Equity Strategies for Cities (SS09) - 1:25 CM 4:00 PM - 5:15 PM	PBCD Business Meeting (X023) - Meeting & Networking Reception 6:45 PM - 9:45 PM Sheraton Hotel - Grand Ballroom A Networking Reception, Induction Ceremony, Division Business, Roundtable Facilitated Discussions	After Hours Connection..... Meet at Sheraton Hotel Lobby after meeting		
Mon., April 20, 2015	Sustainable Neighborhoods Program (S820) - 1:25 CM 7:30 AM - 8:45 AM	Deep Dive: Diversity Forum (S488) - 2:75 CM 9:00 AM - 11:45 AM	Writing Powerful Resumes and Landing A Job (S549) - 1:25 CM 10:30 AM - 11:45 AM	APA Awards Luncheon (P200) 12:00 PM - 1:30 PM Speaker: Julian Castro, Secretary of HUD	Planning for Gentrifying Central Cities (S826) - 1:25 CM Facilitated Discussion 2:45 PM - 4:00 PM WSCC-Hall 4C-3	Big City Planning Directors on Affordable Housing and Equity (S624) - 1:25 CM 2:45 PM - 4:00 PM	Hot Topics in Housing Law (SS75) - 1:25 CM 4:15 PM - 5:45 PM	Combined University Alumni Reception (X103) 6:30 PM - 8:30 PM	Transportation, Gays and Lesbians in Planning, Latinos and Planning, City and Planning Management, California Chapter and Planning and the Black Community Division Social Networking Reception (X037) 8:00 PM - 10:00 PM Kells Irish Bar, 1916 Post Alley, Seattle (See conference newsletter for more details!)
Tues., April 21, 2015	Planners, Managers and Ethical Collisions (S588) 1:25 CM 7:45 AM - 9:15 AM	Developing and Influencing Equitable Housing Policies (S589) - 1:25 CM 9:30 AM - 10:45 AM	APA Annual Meeting and Leadership Honors (X001) 9:30 AM - 10:45 AM	Improving Food Access and Revitalization Communities (S613) - 1:25 CM Byright Session 11:00 AM - 12:15 PM WSCC-613614	See final 2015 APA Conference Program Guide for complete room locations: http://conference.planning.org/static_pdf/conference/programfinalprogram.pdf	Save the Date: Phoenix 2016 APA National Planning Conference, April 2 - 5, 2016!			



PBCD BUSINESS MEETING



American Planning Association
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2015 APA National Planning Conference Planning and the Black Community Division Business Meeting

Sheraton Hotel – 1400 6th Avenue, Seattle, WA
Room Location – Grand Ballroom A

DATE: Sunday, April 19, 2015

TIME: 6:45 – 9:45 PM

AGENDA

Networking (Appetizers & Refreshments) – See Page 2	6:45 p.m.
Welcome and Introductions <i>Patrice S. Dickerson, AICP, Chair</i>	7:15 p.m.
2015 Fellowship Award <i>Fleming El-Amin, AICP, Vice Chair for Programs</i> <ul style="list-style-type: none">• Robert A. Catlin/David W. Long Memorial Fellowship Recipient	7:20 p.m.
PBCD Service Recognition Award <i>Executive Committee Outgoing Officers</i> <ul style="list-style-type: none">• Patrice Dickerson, AICP, Chair to Past Chair	7:25 p.m.
PBCD Executive Leadership Induction Ceremony <i>Derek Hull, PBCD Nominations Committee Chair</i> <ul style="list-style-type: none">• Zunilda Rodriguez, AICP, Chair-Elect to Chair	7:30 p.m.
Financial Report <i>Samantha Robinson, AICP, Treasurer</i>	7:35 p.m.
Division Business <i>Zunilda Rodriguez, AICP, Chair</i> <ul style="list-style-type: none">• 2014 PBCD Business Meeting Minutes - Review & Adoption• 2015 PBCD Division Work Plan & Budget – Review	7:40 p.m.
Member Open Forum & Facilitated Discussion <i>Executive Board</i> <ul style="list-style-type: none">• <i>Breakout Facilitated Division Discussions:</i><ul style="list-style-type: none">○ <i>Membership / Professional Development</i>○ <i>Policy Issues</i>○ <i>35th Anniversary Celebration</i>○ <i>Bylaws Update</i>• <i>Discussion Recap:</i>	7:50 p.m.
Closing Remarks	9:40 p.m.
Adjourn	9:45 p.m.



PBCD BUSINESS MEETING

MENU

Just Plain Yummy American Grill-Build Your Own Mini Bite:

Philly cheese steak bite, crusty roll
Warm vegetable hoagie, sautéed peppers, mushrooms, onions, provolone
Beef on weck, shaved beef on salted caraway roll
Kobe buffalo style burger bite, house cayenne sauce, potato skin roll
Au jus, cheese sauce, mushroom sauté, roasted garlic mustard sauce, house cayenne hot sauce
House made paprika bar chips, dill pickles

Fresh Pasta Bar:

Cheese tortellini, penne pasta, spinach pappardelle
Sun dried tomato cream sauce, pesto, marinara
Chilled condiments to include: rock shrimp, grilled marinated chicken, toasted pine nuts, shaved garlic, capers, basil, sun dried tomatoes, sliced crimini mushrooms, parmesan cheese, crushed chilies, rosemary grilled focaccia

Sustainable Local Cheese Flight:

Sea stack, fresh herb marinated beecher cheese curds, tillamook reserve cheddar, smoked flagship cheddar, honey blank slate, fruit chutney
marcona almonds, raspberries & blackberries, baguette, water crackers, sesame crisps,
whole wheat water crackers

Refreshments:

Lemonade & Water





American Planning Association
**Planning and the
Black Community Division**

Making Great Communities Happen

A Publication of the Planning and the Black Community Division
of the American Planning Association

PBCD MOBILE TOUR

WHERE

APA 2015 NATIONAL PLANNING CONFERENCE

Seattle, WA (April 18 – 21)

www.planning.org/conference



LEVERAGING THE VALUE OF TRANSITIONING NEIGHBORHOODS

Mobile Tour Code: W011 CM: 3.0



This exciting and unique mobile tour in Seattle will examine the impacts of dynamic shifts in African American populations in Seattle Central and Southeast districts. Explore ways to leverage the value of transitioning neighborhoods. Attendees will gain an understanding of how neighborhood connectivity and accessibility impact community sustainability. Visit several mixed-use and residential developments, revitalization projects, and business commercial corridors. The tour includes several culturally significant neighborhood sites such as the First AME Church, Mount Zion Baptist Church, Northwest African American Museum, Garfield and Franklin High Schools and Edwin T. Pratt Park.



Attendees will develop an understanding of how the history, leveraged resources and strategic reinvestment help to preserve the heritage of African-American communities. Gain insight on the issues and impacts of gentrification as well as how transportation policymaking and decisions can be leveraged to promote equitable development and improve mobility in underserved areas.



Mobile tour speakers include local nonprofit groups and planners. Snacks and handouts provided. Travel by motorcoach and walking.

?

zuniz89@hotmail.com

DATE

SUNDAY, APRIL 19, 2015

TIME

1:00 PM - 5:00 PM

TICKETS

Washington State Convention Center /

www.planning.org/conference



American Planning Association
**Planning and the
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Making Great Communities Happen

View PBCD other exciting division sponsored events at the
2015 APA National Planning Conference:

[https://conference.planning.org/search/?
keyword=&tags=BLACK_COMMUNITY](https://conference.planning.org/search/?keyword=&tags=BLACK_COMMUNITY)



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PBCD FACILITATED DISCUSSION



The Honorable Scott Benson
Councilmember, District 3
Detroit, Michigan



Reese A. Jarrett
President
Civic San Diego
San Diego, California



Andrew Baker, AICP
Director
DeKalb County Planning &
Sustainability Department
DeKalb County, Georgia

GENTRIFICATION OF CENTRAL CITIES A Candid Discussion on Gentrification in Detroit, San Diego, and Atlanta

Monday, April 20, 2015

2:45 p.m.—4:00 p.m.

National Planning Conference

Seattle, Washington

Washington Convention Center

WSCC-FC-3



American Planning Association
**Planning and the
Black Community Division**

Making Great Communities Happen

**A Facilitated Panel Discussion with
Today's Leading Urban Planning and
Economic Development Professionals**



Derek R. Hull, Facilitator
Economic & Community
Development Manager
Civic San Diego
San Diego, California



Detroit, MI



San Diego, CA



Atlanta, GA

PBCD NETWORKING

“SIP & SIN” @ The W Hotel – Trace Restaurant & Bar

Location: Trace Restaurant 1112 4th Avenue, Seattle (short walk from convention center)

Date: Saturday, April 18, 2015

Time: 8:00 p.m. - Until Cost: Free Admission / On Your Own Cost

www.traceSeattle.com/

Join PBCD for a casual networking opportunity at the “livingroom” in the Trace Restaurant & Bar. Enjoy a live DJ, indulge shared dishes and specials from the menu, and experience a fresh, contemporary urban dining experience in the heart of Seattle. The Trace Restaurant and Bar recently won "Best Hotel Bar" and was named "One of the 11 Best Hotel Restaurants in the U.S.". The W Hotel is a short walking distance from the Washington Convention Center, so make sure to join us for a thrilling night of food, music, professional networking and much more!



Source: Trace Restaurant

Local Places & Events to Visit:

Soul in the City: Choklate & Friends

Saturday, April 18th @ 9 PM – 1 AM

Hard Rock Cafe

Promo Code: CITYSOUL for \$15 Tixx

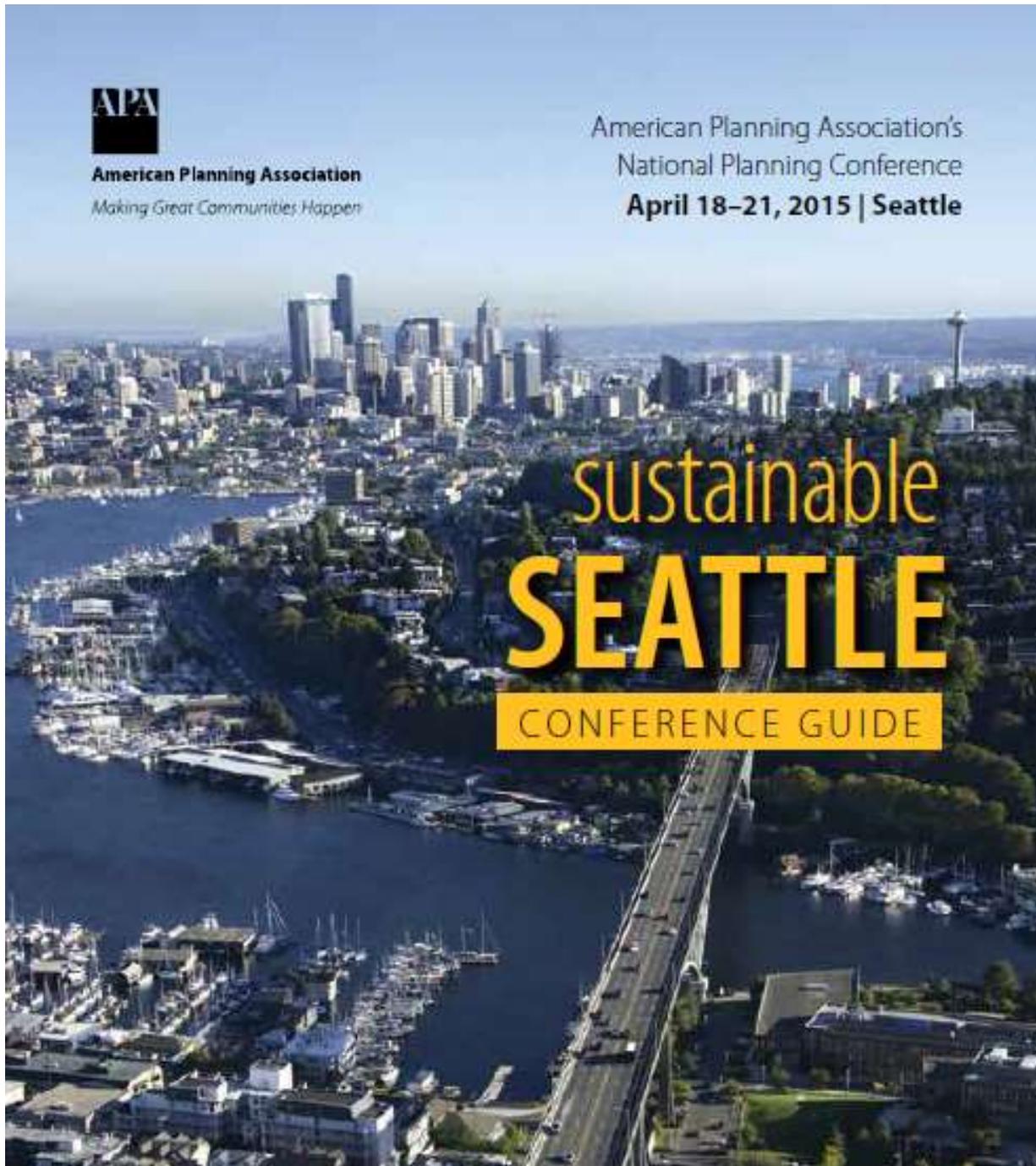
http://www.ticketweb.com/t3/sale/SaleEventDetail?dispatch=loadSelectionData&eventId=5749505&pl=&REFERRAL_ID=twrech

Enjoy the sounds of Seattle's best R&B & Neo Soul as curated by Choklate and the after party with DJ Kun Luv!



FINAL CONFERENCE PROGRAM

https://conference.planning.org/static/_pdf/conference/program/finalprogram.pdf





SEED

History

SouthEast Effective Development (SEED) was founded in 1975 by community members seeking to improve the quality of life in the Southeast Seattle. Early SEED Board Presidents included Southeast Seattle residents Gary Locke, Ron Sims, and Norm Rice – prior to their political prominence. SEED is often credited with being instrumental in reviving the historic Columbia City business district, improving access to health care, expanding affordable housing in the area, and nurturing a vibrant arts scene in SE Seattle.

Mission

SEED's mission is to improve the quality of life in Southeast Seattle by creating partnerships and inspiring investments in housing, arts and economic development – with a special focus on residents with fewer opportunities and resources.

Programs & Projects

SEEDArts Columbia City Gallery • Rainier Valley Cultural Center • Rainier Valley Radio • SEEDArts Cinema • SEEDArts Studios

Community & Economic Development

Business investment • Community Capital Corporation • Jobs creation and retention • SE Care Center • Washington Care Services

Affordable Housing & Asset Management

The Claremont • The Charlestown • Columbia Gardens • The Courtland • The Dakota • 3904 MLK Apartments • Nuuanu Pali Apartments • Columbia Hotel • Lilac Lodge • Lake Washington Apartments • Oregon Place Apts



Arts
Community &
Economic Development
Housing

SouthEast Effective Development

5117 Rainier Avenue South
Seattle, WA 98118

p: 206.723.7333 | f: 206.723.7137

www.seedseattle.org



SEED

Arts



SEEDArts believes in the power of art in building community. We offer visual, performing and public art programs that inspire and connect residents and visitors of Southeast Seattle. SEEDArts founded Southeast Seattle's two main arts facilities: the Rainier Valley Cultural Center, a performing arts center, and the Columbia City Gallery, an artists' collective and gallery. These cultural facilities support community-based artists with local spaces in which to work, perform, exhibit and teach. SEEDArts also established the only major non-municipally funded public art program in Seattle, resulting in over 40 public artworks that enhance open spaces and the urban environment.

Recently SEEDArts facilitated three new community arts programs. SEEDArts Cinema presents film screenings and outdoor summer movies. In 2013, we applied for a low power FM radio license to broadcast local arts, music, news, emergency and cultural information to our community and in June 2014 we will open SEEDArts Studios, artist work and creative enterprise spaces in Hillman City.

Community and Economic Development

SEED's development of affordable apartment units and commercial suites has brought new businesses and jobs to Southeast Seattle, attracting over \$200 million in investment and hundreds of permanent fulltime jobs. The 24 businesses in SEED's Rainier Square Plaza development, include Safeway, Ross's, Radio Shack and T-Mobile. Early SEED retention and expansion projects included Dairygold, Pepsi and Lowe's.



SEED has energetically supported diverse community and economic development, including high quality education and training for current and emerging workers.

SEED is committed to vigorous advocacy, planning and real estate development geared to stimulate more business investment and jobs retention and creation in Southeast Seattle. Quality jobs creation is one of the most pressing social justice and equity issues in our community. SEED's aim is to translate this goal into concrete action.

Affordable Housing & Asset Management

SEED is deeply committed to advancing social justice and equity -- affordable housing should be available to all. SEED also has a commitment to sustainability and environmentally sound practices and design. SEED's construction projects are designed and built to high standards of energy efficiency, environmental protection, and sustainability practices.

SEED is an innovative and collaborative leader in creating vibrant neighborhoods. SEED creates catalytic partnerships to develop affordable housing, including senior housing. SEED manages its portfolio of real estate assets to ensure budgetary and regulatory compliance, preserve affordability of non-public housing and operate SEED's approximately 30,000 square feet of commercial space. Management of all SEED's residential properties is now handled by third party property management firms. SEED's development of affordable apartment units and commercial suites has brought new businesses and jobs to the Rainier Valley.





Employment Resources

PBCD EXECUTIVE BOARD

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Immediate Past Chair

Fleming El-Amin, AICP
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Sergeant at Arms

Alan Spencer,
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NEXT ISSUE: Summer 2015
Send all submittals to Calvin Whitaker
at cmwhitaker@yahoo.com

American Planning Association - Jobs:
www.planning.org/jobs/search/

Govtjob.net:
www.govtjob.net/job_openings.htm

Foundation Center – Jobs:
<http://foundationcenter.org/pnd/jobs/>

Planetizen - Jobs: www.planetizen.com/jobs
Govtjobs.com: www.govtjobs.com/
Governmentjobs.com: www.governmentjobs.com
Indeed: www.indeed.com
USA Jobs: www.usajobs.com

Making Great Communities Happen
Planning and the Black Community Division of APA
www.planning.org/divisions/blackcommunity

PBCD MISSION

The Planning and The Black Community Division (PBCD) of APA is an organization that provides a national forum for planners, administrators, public officials, students and other interested individuals to address issues of significance to the black community, promote exchange between members and other organizations, encourage and support professional development among black planners and provide career information.