

PLANNING ADVOCACY

Effective survival skills in today's challenging political environment

GPA Spring Conference

March 21, 2012

Session Topics

- Overview of the Issue- Jim Summerbell, AICP
 - Challenges to our profession
 - Call for Planning Advocacy
- The Georgia Experience – Dan Reuter, AICP
 - Recent legislative challenges to planning
 - How GPA has worked to meet those challenges
- The National Experience – Jason Jordan
 - Nationwide challenges
 - What other planners are doing

SB 86 and the GPA Spring Conference 2011

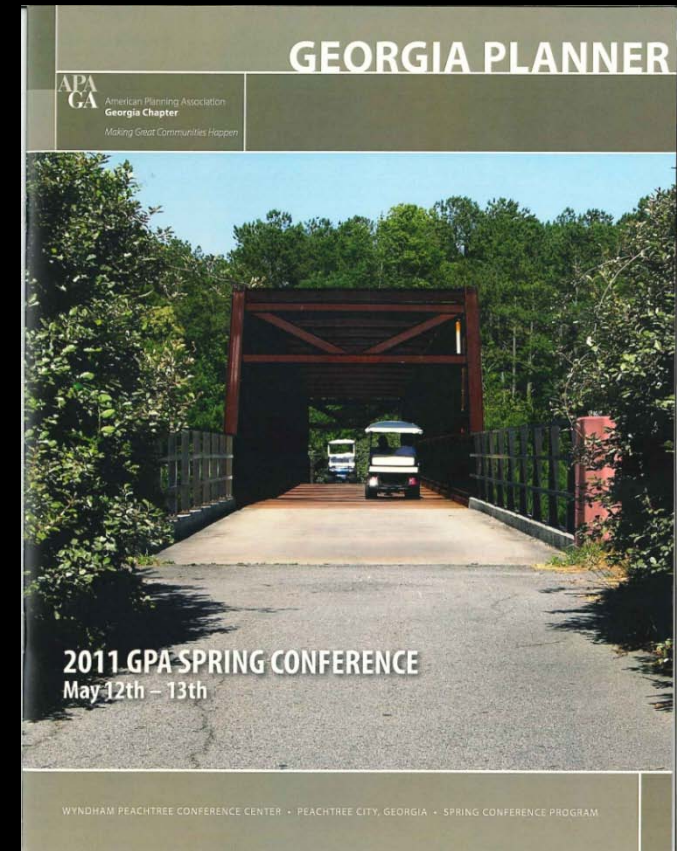
- Opening Plenary/
Planner's Legislative Session
 - ACCG, GMA, GA Conservancy

Senate Bill 86

By: Senators Ginn of the 47th, Miller of the 49th, Williams of the 19th, Rogers of the 21st, Murphy of the 27th and others

A BILL TO BE ENTITLED AN ACT

- 1 To amend Chapter 8 of Title 50 of the Official Code of Georgia Annotated, relating to the
- 2 Department of Community Affairs, so as to repeal the definition of a "qualified local
- 3 government"; to provide that comprehensive planning by local governments shall be
- 4 optional; to eliminate reviews of developments of regional impact; to provide that the
- 5 department shall provide assistance in planning to local governments; to provide for related
- 6 matters; to repeal conflicting laws; and for other purposes.




The Problem

- Downturn in the Economy
 - Budget cuts
 - Lost jobs
- Political Questioning
- Nature and position of planners



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New Report Shows Local Governments Making Significant Jobs and Service Cuts

Members of Congress and Local Government Coalition Call for Jobs bill

July 23, 2010 12:14 PM Eastern Daylight Time



Repositioning our Profession

- Be part of the solution, Not part of the problem
- Seek to show the economic value of planning
- Understand the opposition
- Advocate for good planning



THE GEORGIA EXPERIENCE

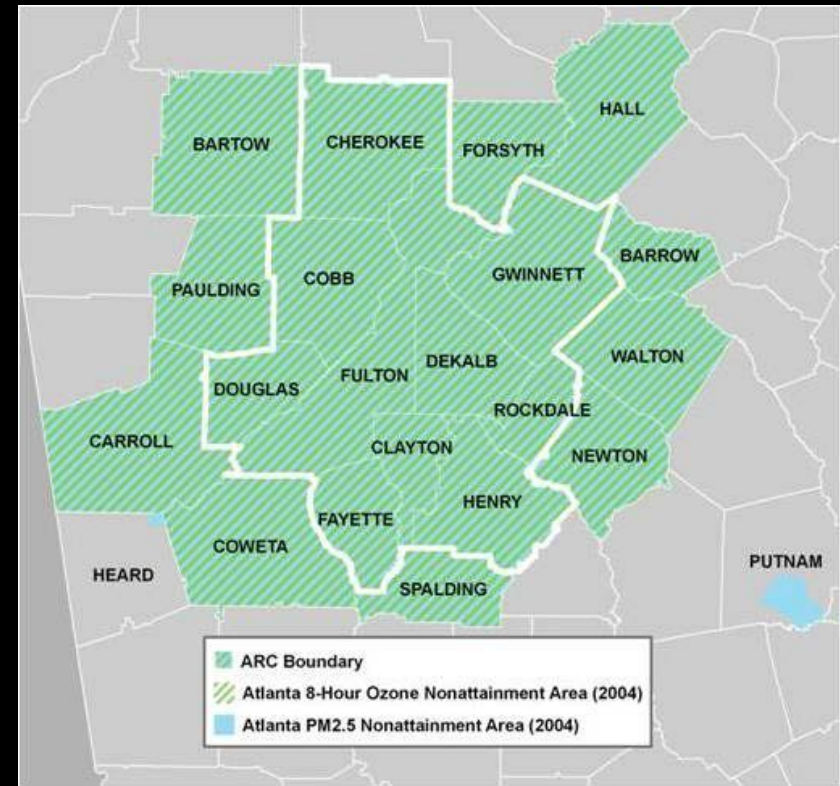
Dan Reuter, AICP

Atlanta Regional Commission



- RC – 10 County
- Water Planning District
- MPO
- Area Agency on Aging
- Workforce Board
- ARC website:

www.atlantaregional.com



ARC Legislative Priorities



government services
ADDING VALUE

This banner features a golden-yellow background with a classical building facade. On the left, there are three icons: a group of people, a school bus, and a government building. The text 'government services' is in large white font, and 'ADDING VALUE' is in smaller white font below it.



transportation
EXPANDING MOBILITY

This banner has a blue background with horizontal motion lines. It includes icons for a person on a bicycle, a person walking with a suitcase, and a bus. The text 'transportation' is in large white font, and 'EXPANDING MOBILITY' is in smaller white font below it.



land use
ENVISIONING A QUALITY REGION

This banner features a green background with a dense field of crops. On the right, there are icons for a house, a leaf, and a bar chart. The text 'land use' is in large white font, and 'ENVISIONING A QUALITY REGION' is in smaller white font below it.



aging
CREATING LIFELONG COMMUNITIES

This banner has a golden-yellow background with a photo of an elderly couple walking hand-in-hand. On the left, there are icons for a medical cross, a group of people, and a telephone. The text 'aging' is in large white font, and 'CREATING LIFELONG COMMUNITIES' is in smaller white font below it.



environment
PROTECTING RESOURCES

This banner has a blue background with a water ripple effect. On the left, there are icons for a water drop, a recycling symbol, and a tree. The text 'environment' is in large white font, and 'PROTECTING RESOURCES' is in smaller white font below it.



workforce
ACHIEVING EXCELLENCE

This banner has a reddish-orange background with a photo of a diverse group of young people. On the right, there are icons for a camera, a microscope, and a computer monitor. The text 'workforce' is in large white font, and 'ACHIEVING EXCELLENCE' is in smaller white font below it.

Partners, Relationships, Support

- Local Government Legislative Staff
- Supportive Legislators



Georgia Chapter of APA

- Similar to ARC legislative strategy
 - Develop annual Chapter priorities
 - Regular and targeted communication
 - Coordination with aligned organizations
 - Defense of existing laws
- Case Studies
 - Regulatory takings – Post Kelo
 - Georgia Planning Act Changes



THE NATIONAL EXPERIENCE

Jason Jordan

Questions? Comments!

