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
government"; to provide that comprehensive planning by local governments shall be
3 optional; to eliminate reviews of developments of regional impact; to provide that the
department shall provide assistance in planning to local governments; to provide for related
4 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

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

Transportation
Expanding Mobility

Land Use
Envisioning a Quality Region

Aging
Creating Lifelong Communities

Environment
Protecting Resources

Workforce
Achieving Excellence
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!