

A PLANNING PERSPECTIVE

APA-IOWA CHAPTER
QUARTERLY NEWSLETTER

JANUARY 2021, ISSUE 1

CHAPTER UPDATE FROM THE APA IA PRESIDENT

SUBMITTED BY DYLAN MULLENIX, AICP
PRESIDENT, APA IOWA CHAPTER

Happy New Year Iowa Planners!

Below are a few updates about the chapter's recent activities and items of interest.

The APA Iowa board, at its January meeting, approved its 2021 work plan and budget. These documents are available on the APA IA website and outline what the chapter hopes to accomplish this year. Work on 2021 priorities kicked off with a strategic planning session in November, facilitated by Terry Berkbuegler with Confluence. Notable additions to the 2021 budget are providing board diversity/equity training, as recommended by the newly created Diversity, Equity, and Inclusion Subcommittee, and procuring lobbyist services. To help increase revenues, the chapter has introduced an annual sponsorship program. This will allow companies to sponsor the chapter beyond the annual conference, such as sponsoring professional development opportunities, webinars, social events, and newsletter content.

By January of each year the APA Iowa Chapter must document its compliance with Chapter Performance Criteria set forth by APA.

These criteria ensure that local chapters provide quality level of service to its members and communities. In addition to the budget and work plan, mandatory elements required are current bylaws, financial procedures, strategic planning documents, and an annual report.

We are again preparing for a year in which most chapter activities will be virtual, although we do hope to still be able to hold an in-person conference in October. While virtual events can be limiting in some respects, we have found that more planners from throughout the state are able to attend. We will continue to monitor the COVID-19 situation to gauge when might be appropriate to resume in-person events. Additionally, a survey to the APA IA membership will be released by the end of January that will include questions regarding the members' comfort level with potential in-person events.



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CROWDSOURCE REPORTING APPS – GIS FOR CITIZEN-DRIVEN PLANNING

SHAWN O'SHEA, AICP, ASEL, SUAS – CLIENT SERVICE MANAGER,
MSA PROFESSIONAL SERVICES, INC.

Planning, developing, and maintaining community infrastructure works best when citizens are engaged in the process. Yet, gathering and synthesizing all of that input can be laborious. This is where GIS comes in. Crowdsourcing reporting apps help communities prepare for future growth and more accurately budget for necessary repairs, developments or upgrades by placing easy-to-use applications in the hands of the people.

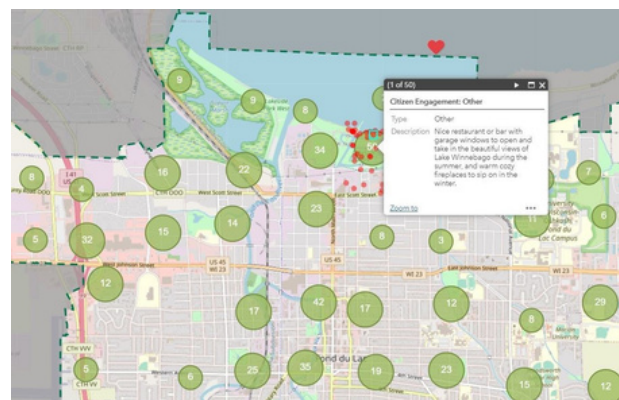
Planning and Development

Implementation or updating of comprehensive plans, capital improvement plans or park plans requires public involvement, whose input is critical in building consensus, especially if a bond or other public funding is required. A crowdsourcing reporting app can be custom configured with an online interactive map for citizens to add comments, identify needs or offer ideas for development during the planning process. Participants can click on locations of their choice and add photos or thoughts about pedestrian routes, trails, development opportunities, parks, safety concerns, or to identify spaces they feel need preservation.

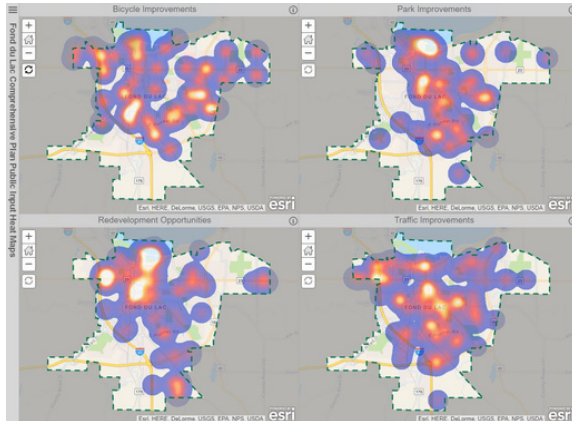


Public Works and City Services

Crowdsourcing apps are also invaluable for identifying public works or transportation needs and budgeting for repair or replacement. Here, citizens can identify where utilities might need maintenance, if a particular intersection poses safety concerns, which potholes need attention, where a sidewalk is in disrepair, or an intersection non-ADA compliant. This feedback is gathered in real time by city officials, who can then issue work orders to provide maintenance or track completion of the task.



CONTINUED: CROWDSOURCE REPORTING APPS



Crowdsourcing App Synthesis

Synthesizing data acquired through crowdsourcing apps is simple and intuitive, yielding at-a-glance data summaries, category engagements, comments, and a graphic map with pins and icons that identify where the public has expressed an opinion. From here, a GIS team can build output models such as heat maps that aggregate all input data into easy-to-digest summaries. Citizens can watch projects get checked off the list and recognize their feedback is making an impact.

For leaders and planning directors with plenty on their to-do lists, crowdsourcing apps are a cost-effective and efficient means to plan for and preserve all the amenities their residents hold dear, and to prove that communities truly are built by the people.

IOWA GREAT PLACES DESIGNATION APPLICATION OPEN SOON

If you live in a unique community with a strong vision for innovation, and enhancing vitality and quality of life, while staying true to what makes your community unique, the Iowa Great Places Program can recognize your efforts and help bring those visions to reality. The program provides designation and supports the development of new and existing infrastructure intended to cultivate the unique and authentic qualities of neighborhoods, communities and regions in Iowa.



Who: Nonprofits, Communities

What: Designation, professional development and fall 2021 funding eligibility with an average award of \$227,355 with a required 1:1 match

When: Deadline to apply for designation is May 3, 2021. Applications will soon be available online. Interested applicants can access the FY2021 designation guidelines online.

COMMUNITY CATALYST GRANT PROGRAM

Through the Community Catalyst Building Remediation Program, the Iowa Economic Development Authority provides grants to communities for the redevelopment, rehabilitation, or deconstruction of buildings to stimulate economic growth or reinvestment in the community. Strong applications will show the potential of catalytic economic growth in the community; improve appearances & safety; make use of underutilized property, exhibit appropriate design standards; and be well-funded. Economic growth may include the creation of additional jobs, growth of new or existing businesses, development of new housing units, increase property values, or potential population growth. Deadline for pre-application is January 29, 2021. Contact jim.thompson@iowaeda.com for more information.

AMERICAN PLANNING ASSOCIATION IOWA CHAPTER

2021 SPONSORSHIPS

APA Iowa Chapter sponsorship opportunities encompass year-long visibility and exposure to industry members during educational, informational, and celebration events, including the Annual APA Iowa Chapter Conference

PLATINUM: \$2,500

- Recognition during the conference as an Iowa Chapter Platinum sponsor in the electronic conference program, attendee app and on APA Iowa website
- Exhibitor booth at the conference (may be virtual)
- 4 Conference registrations
- Demo, or virtual social engagement through virtual breakout room at the conference
- Host a chapter live education, webinar or social a la carte event exclusive to your firm at a time that is not related to the conference
- Feature recognition in the newsletter with article or ad

GOLD: \$1,500

- Recognition during the conference as an Iowa Chapter Gold sponsor in the electronic conference program, attendee app and on the APA Iowa website
- Exhibitor booth at conference (may be virtual)
- 2 conference registrations
- Host a chapter live education, webinar or social a la carte event exclusive to your firm at a time that is not related to the conference
- Feature recognition in the newsletter with article or ad

SILVER: \$1,000

- Recognition during the conference as an Iowa Chapter Silver sponsor in the electronic conference program, attendee app and on APA Iowa website
- Exhibitor booth at conference (may be virtual)
- 1 conference registration
- Feature recognition in the newsletter with article or ad



American Planning Association
Iowa Chapter

Creating Great Communities for All

CONGRATULATIONS NEW AICP & AICP CANDIDATE MEMBERS

SUBMITTED BY DAVID R. WILWERDING, AICP, PROFESSIONAL DEVELOPMENT OFFICER,
APA-IA CHAPTER, DWILWERDING@CITYOFJOHNSTON.COM

APA Iowa would like to congratulate our new AICP and AICP Candidate Members who passed the AICP Exam in the November 2020 testing window. Congratulations to:

Raymond Heitner, AICP
Amelia Schoeneman, AICP
Harrison Freund, AICP Candidate
Victoria Halloran, AICP Candidate
Francis Waisath, AICP Candidate
Joseph Wilensky, AICP Candidate

The next AICP Exam testing window is in May 2021. If you'd like to learn more about becoming AICP or AICP Candidate certified, please visit <https://iowa.planning.org/aicp-certification/> or contact David Wilwerding, AICP, APA Iowa Professional Development Officer.



2021 APA NATIONAL CONFERENCE

The format and locale for the 2021 National Planning Conference has been confirmed — NPC21 will be fully digital, May 5-7, 2021. Due to the ongoing pandemic and COVID-19 public gathering restrictions currently in place in Boston, NPC21 will take place as a virtual event.

Join the planning community after a year like no other in the most immersive, energizing and empowering NPC yet! Share experiences, address challenges, and get ideas designed for today's needs.

These last few months have been draining on all of us. NPC21 is a chance to prepare for the challenges having the biggest impact on the planning practice now and in the years ahead.

- Addressing a legacy of inequality
- COVID recovery and reinvention
- Emerging transportation and infrastructure
- Leveraging rapid technological changes
- Planning practice innovation
- Resilient planning in a changing climate



IOWA PLANNER SPOTLIGHT:

ERIK LUNDY, AICP, CPM

Senior City Planner, City of Des Moines
emlundy@dmgov.org

Degree & School

Master of Public Administration, Drake University

What are your areas of expertise?

Development planning and land use regulation

Why did you decide to become a planner?

My love for wanting to shape the urban environment and influence the creation of livable places.

What aspects of planning do you enjoy the most?

I enjoy the variety of issues and development projects faced with a metropolitan city such as Des Moines.

Describe a recent project you've contributed to that you are proud of. Why is it important? Highlight methods that made the project a success.

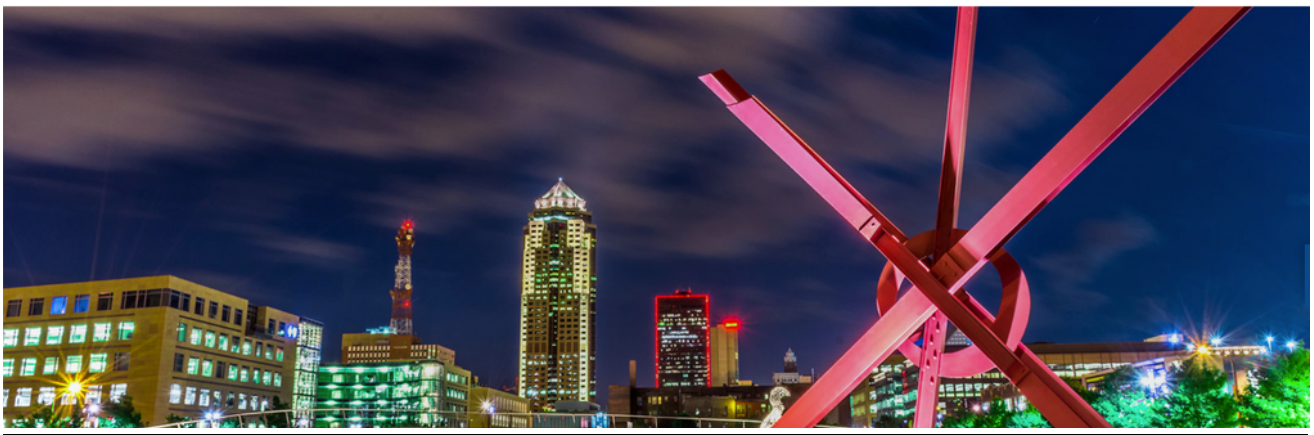
I was very proud to be part of the team that brought a new comprehensive plan and form based code to Des Moines. I think this will help define the city for the next 50 years. This was successful due to the large constituency involved in the public forums, representing a diverse population and a diverse set of interests.

What is one planning challenge you foresee for Iowa or your community over the next 10 years? What preparation do you recommend to meet this challenge?

It is a three pronged challenge: Environment, Health, and Affordable Living. They are all interrelated. To be prepared there needs to be a broad base for public input, and the data sets need to be comprehensive and of high quality.

Do you have a favorite book about planning?

There are many, but I think my favorite is still James Howard Kunstler's "Geography of Nowhere"



DON'T MISS OUT CHECK OUT THESE OPPORTUNITIES...

JOB POSTINGS

City Planner

Job Type: Full Time
Location: Pella, IA
Employer: City of Pella
Deadline: January 20, 2021

Planner

Job Type: Full Time
Location: Nevada, IA
Employer: Story County
Deadline: January 28, 2021

Planner

Job Type: Full Time
Location: City of West Des Moines
Employer: City of West Des Moines
Deadline: February 12, 2021

Assistant Community Organizing Planner

Job Type: Part Time
Location: Iowa City, IA
Employer: Astig Planning
Deadline: January 18, 2021

Planning Intern

Job Type: Part Time
Location: Waukee, IA
Employer: City of Waukee
Deadline: February 3, 2021

Additional job opportunities
are available on the APA
Iowa Chapter website.

GET INVOLVED IN APA-IOWA

Are you interested in getting more involved with APA-Iowa Chapter? We are always on the lookout for members to serve on the chapter board, a standing committee, or assist with temporary, short-term projects. If you are interested, please fill out this short form to understand what your interest areas are and to what degree you want to become involved. We anticipate subcommittees will be forming around the various program areas in the strategic plan. Feel free to contact Dylan Mullenix, APA-Iowa Chapter Chapter President, if you have any questions.



Did You Know? You can now post jobs directly to the APA Iowa website for free! This is a feature of the new chapter website. To post a job, visit <https://iowa.planning.org/career-center/job-posting-instructions/>.

UPCOMING EVENTS

March 19: APA Iowa Chapter Board Meeting

May 3: Iowa Arts Council Grant Applications Due

May 3: Iowa Great Places Designation Applications Due

May 5-7: National APA Conference

Submit your community updates for April's newsletter by Friday, April 2nd.

Fill out the form to be featured in our Planner Spotlight.



Follow us on Facebook to stay up to date on events and happenings.
