

A PLANNING PERSPECTIVE

APA-IOWA CHAPTER
QUARTERLY NEWSLETTER

OCTOBER 2021, ISSUE 4

CHAPTER UPDATE FROM THE APA IA PRESIDENT

SUBMITTED BY DYLAN MULLENIX, AICP
PRESIDENT, APA IOWA CHAPTER

APA Iowa Members,

I want to start by thanking everyone who was able to attend the APA Iowa Annual Conference a few weeks ago. This was the chapter's first in-person event since early 2020, and I thought it was a tremendous success. It was great to see everyone back together again, and I really appreciate everyone following the recommendations to wear masks and engaging in safe behavior. In addition to the attendees, I'd like to extend a special thanks to the conference sponsors as well as the conference committee for all their contributions.

The APA Iowa chapter continues its efforts on Diversity, Equity, and Inclusion (DEI). As previewed in the last newsletter, in September the APA Iowa board and its DEI Committee participated in an antiracism training. To aid in this training, the chapter applied for and received a \$2200 a grant from the APA's Chapter President's Council. DEI efforts are ongoing, with a Planning on Tap session on Microaggressions planned for November 18. The chapter also recently created a working group to review its bylaws to evaluate, among other things, more DEI opportunities within the chapter's organizational structure. This working group will provide recommendations in the coming months.

As we approach the end of the calendar year, the APA Iowa chapter will begin to reflect on the past year and prepare for the year ahead. In November the board will begin to work on its 2022 work plan and budget, both of which run from Jan. 1 through Dec. 31st. I encourage members to reach out to a board member with any ideas or suggestions for how the chapter can serve the membership in 2022.

To conclude on a personal note, I am closing out the final months of serving as APA Iowa president. It has been a pleasure serving the chapter in this capacity over the last four years, and I am proud of what we have been able to accomplish during my tenure. The chapter will be in terrific hands moving forward under the leadership of Madeline Sturms as president, Liesl Seabert as vice president, Bill Micheel as secretary, and Zach Young as treasurer.

Regards,
Dylan Mullenix



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2021 APA-IA ANNUAL CONFERENCE IN PHOTOS



Snapshots of the APA Iowa Chapter Annual Conference in Des Moines.

Please complete the post-conference survey! <https://forms.gle/EeCBBxuqL6W64WPP9>

2022 APA IOWA ANNUAL CONFERENCE

The Greater Ottumwa Convention and Visitors Bureau (CVB), in partnership with the Area 15 Regional Planning Commission, is looking forward to hosting the APA Iowa Chapter Annual Meeting on October 12-14, 2022. The central conference activities will be held in the Bridge View Center; however, a number of events and mobile workshops are being planned throughout the city and in other nearby communities. This will be an excellent opportunity to showcase the many planning-based revitalization efforts that have graced the City of Ottumwa over the last decade.



Stayed tuned for information coming soon on how your community can bid to host the conference in future years!

INTRODUCING THE NEW STUDENT REPRESENTATIVES ON THE APA IA BOARD

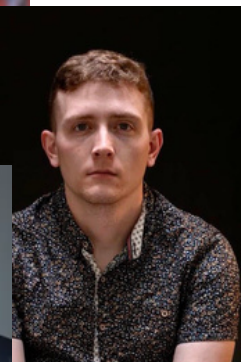
The recent start of the fall semester brought with it two new student representatives on the APA Iowa board.

Representing the students at the University of Iowa's School of Planning and Public Affairs is Tanner Osing. Tanner is a Master's candidate with concentrations in both transportation planning and housing and community development. He received a Bachelor of Arts in Geography and Public Health from Augustana, and previously worked as a transportation planner for three years at the public transit agency MetroLINK in Moline, IL. Originally from Havana, IL, he now lives in Rock Island, IL, with his wife and newborn daughter.



Tanner Osing

Representing the undergraduate students in Iowa State University's Community and Regional Planning (CRP) program is Keegan Haines. Keegan is a senior at Iowa State University majoring in CRP with a GIS concentration. He is a nontraditional student, returning after some years of military service and remains an Air National Guardsman. He is a Des Moines native, has lived in rural Iowa, and now resides in Ames with his wife and two young sons.



Keegan Haines

Iowa State University's CRP graduate student representative, Andre LaFontant, began his term in 2020 and will continue to serve on the board through the 2021-2022 academic year.



Andre LaFontant

APA-IA CHAPTER - DEI COMMITTEE UPDATE

SUBMITTED BY APA IOWA BOARD MEMBERS

In August 2020, the APA Iowa chapter formed a Diversity, Equity, and Inclusion (DEI) committee. As a board it was agreed upon that we needed voices from our under represented planners to help propel the chapter forward. Since that time the committee has focused on developing it's mission and identifying how to best help the chapter, and it's members, advance issues of social justice and increase opportunities for planners from traditionally underrepresented groups. Just as Important, it has also provided a safe space for committee members to commiserate and learn from each other's experiences.

The APA Iowa board has welcomed the DEI committee's recommendations on DEI training, professional development opportunities, and ways to make the chapter more inclusive. The board expresses it's sincere gratitude to the DEI committee for it's work to date. We, as a board, stand in solidarity with the committee's continued efforts, and we look forward to making additional strides in APA Iowa becoming a more inclusive, equitable, and diverse organization.

SUBMITTED BY CALEB KNUTSON, DEI COMMITTEE CO-CHAIR

CONFERENCE WRAP-UP

It was amazing seeing so many faces at the APA Iowa Chapter Annual Conference. I was very grateful for the opportunity to represent the Diversity Equity, and Inclusion (DEI) Committee during the State of the Chapter Address. If you attended the Ethics session you heard Dr. Anthony's hypothetical: what should a State Chapter do if they receive pushback for creating a DEI Committee. My answer if this: as planners we can disagree on: policy issues, what tools to use, if 10 or 20-year TIF is a better option, or what placemaking strategies we want to employ. However, we cannot disagree on human rights. We are not going to indulge the idea that certain humans are less than. I would encourage all state chapters to have a DEI Committee.

MICROAGGRESSIONS & REPRESENTATION

On November 18th the Planning on Tap will be on microaggressions, more information coming soon on how to attend this virtual event. It will be a great panel discussion. In the meantime, check out this wonderful NPR Life Kit article on microaggressions.

Have you noticed lately that the Iowa APA social media has celebrated under represented planners during various months? These months are used to highlight and honor the various under represented population that exists. Giving humans a platform that hasn't been historically granted.

Let me tell a quick little story on how representation has recently affected my life. I had to go to the doctor's office for an in-home sleep test (geriatric millennial here). When I was in the payment office, I handed the individual my insurance card, which has the City of Marshalltown on it. I was asked if I or my spouse worked for the City of Marshalltown. I answered it was me, and left it at that. After a brief cordial conversation on the weather I was asked randomly if I was the janitor/custodian for the city. I replied No, and saw the shock on their face. I did not give them my title, I don't always have the stomach to address every microaggression I face. As we walked back to the sleep test area, I was asked what my job title is for the City of Marshalltown. I said, "I'm THE City Planner". The response I received in return was good for you. I politely smiled, and said, "Thanks, I guess". This is a classic example of a microaggression. Did this person intentionally mean to discriminate? No, I don't believe so. They had made assumptions, and had little to zero experience with a Latino who has a white-collar job.

CON'T: APA-IA CHAPTER - DEI COMMITTEE UPDATE

This isn't some cocktail party story, or a story I tell widely. I told my close friend, my ally of a supervisor, and wife. We then explained the situation to our three children: 10, 8, & 6. I explained to them how this is a direct connection to the lack of Latino representation around us. How often in media do you see Latino's portrayed? When Latino's are on the screen how are they portrayed? As Lin Manuel Miranda pointed out: West Side Story is a great musical, but it doesn't do the community any service because it is all about "gang members with knives..."

I told our three kids that I will always volunteer for their school career day, or any other career day that I am invited to for that matter. This way K-12 students can see a "professional" Latino, and normalize it. They might not get the opportunity elsewhere. I can do my little part in the lives of my kids and their classmates to see people of color as working professionals, with "fancy" job titles.



So, to answer the question why does representation matter? To normalize seeing the various people, from various backgrounds. To continue to create three-dimension view of the world. This is not a unique situation or microaggression. This was not the first time, and won't be the last time this happens to me or other peoples from underrepresented groups. This is why representation matters; in my life, in my children's lives, in the lives of other underrepresented people.

APA IOWA BOARD ELECTION RESULTS

In August the APA Iowa chapter held elections for chapter officers, which include the positions of president, vice president, secretary, and treasurer. One candidate ran unopposed for each position. APA Iowa officers for the two-year term beginning January 1, 2022, include the following:

- President: Madeline Sturms, AICP – City of Pleasant Hill
 - Vice-President: Liesl Seabert, AICP – Iowa Economic Development Authority
 - Immediate Past President: Dylan Mullenix, AICP – Des Moines Area MPO
 - Secretary: Bill Micheel, AICP – WSP USA, Inc.
 - Treasurer: Zach Young, AICP – Des Moines Area MPO
-

RECIPIENTS OF 2021 IOWA PLANNING AWARDS

Each year, the Iowa Chapter of the American Planning Association (APA-Iowa) asks its members to nominate plans, projects, and individuals deserving recognition by the professional organization. Award nominees can be recognized in fifteen categories ranging from public outreach to distinguished leadership. Based on an independent review by a jury of professional planners from the Nebraska Chapter of the APA, ten nominees have been selected to receive APA-Iowa Awards in 2021. These awards can be found below and posted on the APA-IA Chapter website at <https://iowa.planning.org>

Best Practice Award

Awardees: The City of Peosta and RDG Planning & Design
Plan: Peosta Forward! – Comprehensive Plan and Parks Master Plan

Daniel Burnham Award for a Comprehensive Plan

Awardees: City of Ottumwa, Ottumwa Regional Legacy Foundation, Confluence, HR Green, and Leland Consulting Group
Plan: Our Ottumwa 2040 Comprehensive Plan

Environmental Planning Award

Awardees: Astig Planning
Plan: Flood Resilience Action Plan in Coralville and The FRAP Guidebook for Planners

Transportation Planning Award

Awardees: Southeast Iowa Regional Planning Commission, City of Burlington and City of West Burlington
Plan: Greater Burlington Bike and Pedestrian Plan

Urban Design Award

Awardees: City of Bondurant
Plan: City Park Master Plan

Planning Advocate Award

Awardee: Mayor, Curt Sullivan, City of Bondurant

Economic Development Planning Award

Awardees: City of Des Moines, Douglas Avenue Coalition, RDG Planning & Design, and HDR, Inc.
Plan: Douglas Avenue Corridor Plan

Exemplary Student Project Award

Awardee: University of Iowa, Iowa Initiative for Sustainable Communities
Plan: 2040 City of Tama Comp Plan

Exemplary Student Project Award

Awardee: Iowa State University CRP 432 Community Planning Studio Class Members
Plan: Expanding Access to Quality and Affordable Housing in Grand Junction, Iowa

Distinguished Leadership Award for a Professional Planner Award

Awardee: Charles Connerly



EV READY COMMUNITIES WEBINAR

Over the last few years, almost every major car company has announced plans for Electric Vehicles (EV). Six high-end car companies are transitioning to all-electric by 2030 and GMC has announced plans to produce only 100% emissions-free vehicles by 2035. That is good news in terms of reducing air pollution and greenhouse gas emissions, but it also means cities of all sizes must be ready for the rapid changes.

In these rapidly changing times, cities and counties of all sizes are challenged with how to address these challenges and prepare for rapidly changing technologies. Join us for a 75 minute webinar focused on how cities and counties of all sizes can become Electric Vehicle Ready.



EV Ready Communities Webinar
Wednesday, November 10th 11:00-12:15pm via Zoom

Popularity, production, and adoption are on the rise!
Join us for a 75-minute webinar focused on how cities and counties of all sizes can become electric vehicle ready.

Panelists:
Brian Ross – Great Plains Institute
Joleen Jansen – Clean Energy Districts of Iowa
MK Anderson – Iowa Economic Development Authority

More information and registration at <https://iowa.planning.org/events/eventsingle/g224712/>

Logos at the bottom: 1000 Friends of Iowa, Des Moines Area Metropolitan Planning Organization (MPO), Clean Energy Districts of Iowa, Great Plains Institute, and APA IA.

HOMETOWN PRIDE WATER TOWER CONTEST

The Iowa Finance Authority and the Iowa Department of Natural Resources recently announced a water tower contest that challenges Iowa communities to show off their hometown pride in a short video for a chance to win a one-of-a-kind water tower design by Iowa artist Laura Palmer as well as design installation. The contest recognizes the importance of water quality and the State Revolving Fund's efforts to assist nearly 700 communities in financing water quality improvements.

To enter the contest, communities need to create a video, no longer than one minute, that showcases their hometown pride and features a water element in their community. Video submissions will be accepted through the official contest entry page from Oct. 19- Nov. 16.

Submit and learn more. <https://woobox.com/q8wxzm>



TURN UP THE “BASE”

THE POWER OF PUBLIC VOICE AND ENGAGEMENT

SUBMITTED BY CHRIS JANSON, AICP, MSA PLANNER & TEAM LEADER, CJANSON@MSA-PS.COM & SHAWN O'SHEA, AICP, ASEL, SUAS, MSA PLANNER, CLIENT SERVICE MANAGER & IOWA MARKET LEAD, SOSHEA@MSA-PS.COM

The time and effort that goes into planning and goal-setting can be ineffective without support for implementation. How do you build support? By capturing community-specific stories, ideas and experiences from a diverse set of local stakeholders and reaching a deeper base of community knowledge. Reaching this diverse set of people, particularly when physical distancing practices are still in effect, requires new and resourceful ways to not only make the connection, but to turn up the “base.”

If you build it, they will come.

If you build an engagement process that caters to your target audience, they will participate. Families on kids' schedules are less likely to attend traditional meetings; however, they may be willing to participate in an online meeting or survey. Need input from the youth? Reach out to local schools to conduct a student survey and plant the seed for future civic leaders. Think about how to reach across generational sectors while also pulling from critical non-profit organizations, public officials, and those that have been traditionally under-served. Use familiar platforms such as a City's website or social media channels. Consider virtual events as a means to provide accessibility to people of all ages, abilities, mobility levels and locations. Or, a hybrid meeting approach which enables remote participation while also hosting a face-to-face gathering. A wide variety of free or low-cost online virtual meeting platforms are available, such as Facebook Live, which uses the camera built into an organizer's computer or mobile device to broadcast video of a meeting as it takes place, with the ability for online participants to comment in real time.

Current, data-driven decisions

Crowdsourcing is obtaining input from a large number of people, typically via the internet. Planners can organize that data to identify key themes, trends and reasoning, which leads to easier prioritization and decision-making by leaders. Crowdsourcing apps are an excellent tool for obtaining public input. What do residents want specific neighborhoods, parks or business districts to look like? What amenities are missing? Where are opportunities for improvement? A crowdsourcing app is often configured with an online interactive map to add location-specific ideas – useful in identifying public works or transportation needs, potential future amenities, as well as planning and budgeting for infrastructure maintenance, upgrades or replacement.

Whether for infrastructure projects or the creation of long-term community plans, including a deep and diverse pool of voices will lead to a more successful project, and ultimately, a stronger community.



Mitigation and Recovery From Natural Disasters: A One-Day Interactive Workshop

11/13/2021

9:00am - 4:00pm CT

Virtual Classroom

To register: https://uiowa.qualtrics.com/jfe/form/SV_2516QU4poy03OK2

AICP planners will earn 6 CM



A day-long group exercise workshop to learn the essential skills and considerations in planning for hazard mitigation and disaster recovery with a real case study from a coastal community in Texas. Participants will be presented with case study background material from Hurricane Harvey to help them understand the impacts from wind and flooding and common mitigation and recovery needs in small towns and cities. These include rebuilding and enhancing commercial districts and restoring livability in residential neighborhoods, the use of green infrastructure, and ways to revitalize economic activity while better protecting the community from natural hazards. The workshop will take place in a Zoom-based online format, allowing planning practitioners to participate directly from their own home or office.

The day will begin with a one-hour presentation about the case study community, accompanied by digital maps and a summary paper containing essential community data for consideration. Planners will form one or more small groups (depending on numbers) for a role-playing exercise to develop a basic outline of a recovery plan, including hazard mitigation components. The instructors will be available for consultation throughout the day, encouraging participants to use their professional imaginations to seek the most resilient solutions feasible within the community's physical and economic constraints.

Instructors:

JAMES C. SCHWAB, FAICP

He is the principal for Jim Schwab Consulting LLC and adjunct assistant professor in the University of Iowa School of Planning and Public Affairs. He was the long-time Manager of the APA Hazards Planning Center until 2017, known for several innovative PAS Reports and research and training projects. He has a BA in Political Science from Cleveland State University, and MA's from the University of Iowa in both Urban and Regional Planning and Journalism. He is currently chair of the APA Hazard Mitigation and Disaster Recovery Planning Division.

AMANDA TORRES

She is the Community Planner for the City of Rockport, Texas. She oversees land use planning and floodplain management for her organization. Prior to becoming Community Planner in Rockport, Amanda was City Planner and Assistant to the City Manager in the City of Aransas Pass, Texas. She holds a Bachelor of Business Administration in Economics and a Master of Public Administration from Texas A&M University-Corpus Christi, Ms. Torres has been recognized for her work in resilience and disaster recovery by the Gulf of Mexico Climate & Resilience Community of Practice and the Texas Chapter of the American Planning Association.

CAROL BARRETT, FAICP

In 2019, Carol led APA's Rockport Community Planning Assistance Team (CPAT). Carol Barrett has worked in cities around the U.S. for the past four decades with an emphasis on places with historic downtowns. Her experience includes working as a senior professional in Annapolis, MD; Berkeley, San Gabriel, and Burbank, CA; and Austin and San Marcos, TX. She has written and implemented a variety of development ordinances and served as staff to Historic Preservation Commissions. She has also worked as a consultant on development streamlining projects. With this background, she accepted the invitation to lead the CPAT in Rockport, which focused on questions around the conservation and redevelopment of the Historic Downtown.

Questions? Email Jim at jimschwabfaicp@outlook.com

sppa.uiowa.edu

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JOB POSTINGS

Community Development Director

Job Type: Full Time
Location: Waukee, IA
Employer: City of Waukee

Assistant or Associate Planner

Job Type: Full Time
Location: Ankeny, Dubuque, Cedar Rapids, or Bettendorf, IA
Employer: MSA Professional Services, Inc.

Industry Extension Specialist - Local Gov't Education/ Community & Econ Development

Job Type: Full Time
Location: Ames, IA
Employer: ISU Extension & Outreach

Associate Planner - Transportation/Traffic Engineering

Job Type: Full Time
Location: Iowa City, IA
Employer: City of Iowa City

Community & Economic Development Director

Job Type: Full Time
Location: Perry, IA
Employer: City of Perry

Planner I

Job Type: Full Time
Location: Cedar Rapids, IA
Employer: Corridor MPO

**More openings from the region
available on the website.**

GET INVOLVED IN APA-IA CHAPTER

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.

PLANNING ON TAP: MICROAGGRESSIONS

Join us for a panel and discussion on Microaggressions in the Workplace (1 CM Pending)

When: Thursday, November 18, 3 pm – 5 pm

Topic: Microaggressions in the workplace, in planning, and in daily life. Hear from a panel about how they manage microaggressions as they happen and learn strategies to minimize microaggressions in your workplace.

Register: <https://us02web.zoom.us/meeting/register/tZApc-Gtqj0vGt3YFHQyTE0mjYbZ-SQD3aMw>

UPCOMING EVENTS

November 10 - EV Ready Communities Webinar

November 10 - Mitigation & Recovery from Natural Disasters: A One-Day Interactive Workshop (virtual)

November 18 - Planning on Tap - Microaggressions (virtual)

November 19 - APA Iowa Board Meeting (virtual)

October 12-14, 2022 - APA Iowa Annual Conference

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



Submit your community updates for January's newsletter by Friday, January 7th.

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