

A PLANNING PERSPECTIVE

APA-IOWA CHAPTER
QUARTERLY NEWSLETTER

JANUARY 2022, ISSUE 1

CHAPTER UPDATE FROM THE APA IA PRESIDENT

SUBMITTED BY MADELINE STURMS, AICP
PRESIDENT, APA IOWA CHAPTER

Happy New Year Iowa Planners! I am honored to be serving you in the role of President for the American Planning Association Iowa Chapter. Serving as Chapter President has long been a goal of mine to give back to an organization which has greatly helped my career and growth as a professional planner.

Thank you to the individuals who have volunteered their time to serve the membership of the Chapter including:

- Charlie Nichols, At-Large Representative, 3 years
- Emily Bothell, Awards Co-Chair, 4 years
- Charles Connerly, University of Iowa Representative, 12 years
- Ben Champ, Secretary, Vice President, President, Past President, 14 years

I also want to thank Dylan Mullenix as he transitions into the role of Past President. I enjoyed serving as his Vice President and appreciate his work to continuously elevate the Chapter.

I am excited to serve alongside Liesl Seabert in the Vice President role. Liesl brings a unique perspective to the executive committee having worked primarily in state government in multiple states. She is a trusted resource, excellent advisor, and a close friend and we are serving the chapter as the first female President-Vice President duo.

Every year the APA Iowa Chapter must document compliance with the Chapter Performance Criteria as set forth by APA to ensure a quality level of service is provided to local chapter members. The required components include review and approval of bylaws, organizational budget and financial procedures, strategic planning documents and an annual report. A subcommittee of the board is currently reviewing the bylaws to make recommendations to the structure of our organization to ensure it reflects our members as much as possible. Any changes to the bylaws will require a vote of the membership.



IN THIS ISSUE:

CHAPTER UPDATE - 1
AICP CANDIDATES - 2
CLIMATE WEBINAR - 3
2022 NATIONAL
CONFERENCE - 3
AICP CODE OF ETHICS - 4
STRATEGIC DOING - 4
PLANNING ON TAP - 5
VALUE OF PLANNING - 6
DESIGN DAY ON THE HILL - 7
PLANNER SPOTLIGHT - 8
JOB POSTINGS - 9
ASIAN & PACIFIC ISLANDER
INTEREST GROUP - 9
UPCOMING EVENTS - 9



CON'T: CHAPTER UPDATE

In 2022, the Chapter is expanding our sponsorship program to broaden the opportunities available for targeted events and promotion opportunities that align with our Chapter organizational interests. Look for more information coming soon regarding the additional sponsorships available including Planning on Tap virtual events and the All-Iowa Reception in San Diego.

In November, the Chapter Board met for our annual Board retreat which included a facilitated session of Strategic Doing. More information about the results of Strategic Doing are on page XXX. The Chapter is now holding regular check ins to keep the Board accountable to providing quality opportunities to our members. The first deliverable the membership will notice is a recurring schedule of learning opportunities available through the Planning on Tap Program. We are working diligently to offer diverse topics that appeal to more member's interests.

This week marks the beginning of the Iowa Legislative session and will be the Chapter's second year using Cope Murphy + Co as a legislative liaison who assists in following relevant bills, meeting with legislators, and providing representation at the Capitol. The Chapter's legislative agenda will be considered at the January 21st Board meeting. Members are also invited to participate in Design Day on the Hill on February 17 at the Capitol.

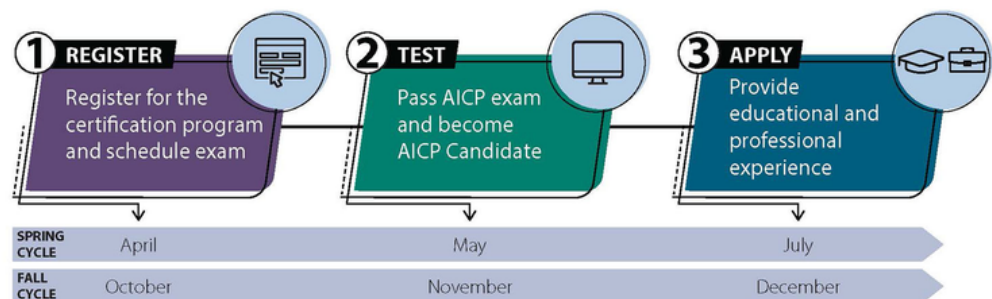
Registration for the National Planning Conference in San Diego is anticipated to open at the end of January for the in-person event April 30-May3. I am looking forward to seeing colleagues in person again during the event and at the All Iowa Reception.

CONGRATULATIONS AICP CANDIDATE MEMBERS

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

Congratulations to the following APA Iowa Members who passed the AICP Exam during the November testing window and are now AICP Candidates. These individuals will earn the full AICP credential upon verification of their employment experience:

- Ryan Forster
- Michael Delp
- Lauren Dietz
- Wyatt Archer
- John Stinogel
- Nicholas Tarpey



If you are interested in becoming AICP or an AICP Candidate, APA has recently unveiled the new "One Path" to certification which streamlines the AICP/AICP Candidate process. To learn more, visit <https://www.planning.org/certification/> or contact David Wilwerding, AICP, APA Iowa Professional Development Officer at dwilwerding@cityofjohnston.com or 515-727-7775.

SUSTAINABILITY & RESILIENCY WEBINAR

SUBMITTED BY ALLISON VAN PELT, CC-P | SENIOR PLANNER, APA CLIMATE CHAMPION FOR IOWA, APA-IA CHAPTER, AVANPELT@DMAMPO.ORG

More and more communities are setting climate goals – goals to reduce greenhouse gas emissions, sequester carbon, and become more resilient in the face of climate change. But, even some of the communities that have done the most to address climate change still have comprehensive land use plans that don't always reflect the climate goals. In some cases, these plans actually set up scenarios that may increase emissions. For example, several Midwest states, including Iowa and Minnesota, have seen reductions in greenhouse gas emissions from electricity, but increases in emissions from transportation.

Join us for this 75-minute webinar that talks about ways to change up how we do comprehensive planning to ensure that it takes into consideration climate change. This webinar is for any community that does comprehensive planning. It will walk you through key things to consider in your comprehensive plan and for your planning process, including the RFP stage. This session qualifies for 1.25 CM hours, and will satisfy the new 1 hour targeted requirement for Sustainability and Resiliency.

The graphic is a dark blue rectangle with white text. At the top, the title 'Comprehensive Planning with Climate' is in a large, bold, sans-serif font. Below it, the date and time 'Wednesday, February 2nd 11:00-12:15pm via Zoom' are in a smaller font. A central question 'Can your comp plan be better? Do you need a separate climate plan?' is followed by an invitation to join a 75-minute webinar. Below this, the panelists are listed: Abby Finis – Great Plains Institute and Allison van Pelt – Des Moines Area MPO. A URL for registration is provided. At the bottom, there are four logos: '1000 Friends of Iowa' with a landscape image, 'DES MOINES AREA MPO' with a stylized 'MPO' logo, 'GREAT PLAINS INSTITUTE' with a circular logo, and 'APA IA' in a yellow square.

Comprehensive Planning with Climate

Wednesday, February 2nd 11:00-12:15pm via Zoom

Can your comp plan be better? Do you need a separate climate plan?

Join us for a 75-minute webinar focused on how climate can be incorporated into your next comprehensive plan.

Panelists:
Abby Finis – Great Plains Institute
Allison van Pelt – Des Moines Area MPO

More information and registration at https://uso2web.zoom.us/webinar/register/WN_AGRjcXmSTkGCMs6_oEewA

1000 Friends of Iowa
People United for Responsible Land Use

DES MOINES AREA
MPO
METROPOLITAN PLANNING ORGANIZATION

GREAT PLAINS
INSTITUTE

APA
IA

2022 APA NATIONAL CONFERENCE

NPC22 will help planners explore critical issues facing our communities, like climate change, housing, transportation, inclusion, and equity. Choose to join the planning community live in San Diego, April 30 - May 3, 2022, or online for insights, innovative and practical solutions, and – of course – fun, connection, and inspiration.

Gain practical insights, plus connect with a network of people facing similar challenges and implementing innovative solutions across the nation at NPC22.

AICP CODE OF ETHICS

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

AICP has recently approved an updated AICP Code of Ethics which became effective on January 1, 2022, the updated code has been posted to the APA website here along with a glossary of terms frequently used within the Code. In addition, a blog post by Mitchell Silver, AICP President, is available that describes the updates and contextualizes the principles of the Code of Ethics within the traditional values of the planning profession.

A few highlights of the updated code include:

- The Aspirational Principles were organized into logical groupings to highlight the planners' role in serving the public interest. Additionally, changes to the Principles:
 - More fully account for the planners' role in social justice and racial equity while accepting our responsibility to eliminate historic patterns of inequity tied to planning decisions
 - Respect the rights of others and not discriminate against or harass others
 - Increase opportunities for members of underrepresented groups to become professional planners
- The Rules of Conduct were organized into logical groupings to increase clarity for compliance. Additionally changes to the Rules:
 - Eliminate geographic inconsistencies for how the Rules of Conduct are enforced
 - Clarify types of additional employment that would create an actual or perceived conflict of interest
 - Require an AICP member to cooperate with the AICP Ethics Officer if they have information relevant to a charge filed against another AICP member
- The aspirational principles of social equity and addressing racial inequity are not new. They have been in the code since 2005 and were inspired by our Ethical Principles in Planning adopted in 1992 as part the APA's Agenda for America's Communities.

STRATEGIC DOING EXERCISE

SUBMITTED BY LIESL SEABERT, AICP, VICE PRESIDENT, APA-IA CHAPTER.
LIESL.SEABERT@GMAIL.COM

On Monday, November 16th members of the APA Iowa Chapter Board gathered for a strategy workshop designed and guided by the Strategic Doing process. Strategic Doing is a discipline of simple rules to form and guide complex collaborations. It is a discipline that enables participants to form complex collaborations quickly, move them toward measurable outcomes, and make adjustments as they learn by doing.

The APA Iowa Chapter Board decided to use Strategic Doing to assure the development of a plan that was collaborative and actionable. This Strategic Plan reflects their process and outcomes. The following framing question guided the strategic conversation: *Imagine if the APA-IA Chapter was the model organization within Iowa and for APA chapters across the country for recruitment, engagement, and value add. What would that look like?*

The first outcome of the session was to develop a monthly schedule for 2022 Planning on Tap. See the next page for the full schedule. Future projects will be determined by the Board.

2022 PLANNING ON TAP SCHEDULE

We are excited to announce the 2022 schedule for our Planning on Tap virtual learning series! On the third Thursday of every month, from 3-4 PM, we are hosting a virtual opportunity to learn from experts in the field on a variety of topics. Speakers and registration links for each month will be sent a few weeks prior to the session. See full topic list below.

Registration is now open for the January session next week.

Session Title: Water Quality in Iowa: Impacts on Communities and Methods in Advocacy Planning (ICM)

When: Thursday, January 20, 2022, 3-4 PM

Topic: This session includes three presenters each with a different perspective and area of expertise. It includes a researcher, advocate, and lobbyist. The session will explore the impacts that poor water quality can have on communities, particularly communities of color. It will also outline the role that planners can play in advocating for ways to improve water quality in Iowa.

Presenters:

- Chris Jones
(he/him/his); Research Engineer, IIHR Hydroscience and Engineering; University of Iowa
- Jess Mazour
(she/her/hers), Conservation Coordinator, Iowa Chapter of the Sierra Club
- Tom Cope
(he/him/his), Principal Cope Murphy + Co.

Register:

<https://us02web.zoom.us/j/84451234567>

PLANNING ON TAP

2022 SESSION SERIES

January 20: Water Quality Issues in Iowa
February 17: Infrastructure Bill & ARP Funding
March 17: Renewable Energy
April 21: ISU Planning Projects - Student Presentations
May 19: Technology in Planning
June 16: Community Engagement Practices from a DEI Perspective
July 21: Current Issues -- TBD
August 18: Housing Topics
September 15: What does the I in DEI really look like in planning?
October 20: Advanced Public Engagement
November 17: Climate Change and Planning
December 15: Current Events in the DEI World & How they apply to IA

**Free Virtual Event
Every Third Thursday
3:00 - 4:00 PM**

Sneak Peak:
January 19, 2023: Zoning Reform
February 16, 2023: Sustainability & Green Cities

APA IA American Planning Association
Iowa Chapter
Creating Great Communities for All

February's session will feature Jason Jordan, Public Affairs Director from the Washington DC office of the American Planning Association. March will have a panel of presenters including Lewis Butler, President-IA Solar Energy Trade Association and Director of Sales for Simpleray, and Charlie Nichols, Director Linn County Planning and Zoning Dept. Check our facebook page for more information and registration links.

THE VALUE OF PLANNING – HOW ARE YOU MAKING YOUR 100-YEAR DECISIONS?

SUBMITTED BY JIM HOLZ, AICP, CLIENT SERVICE MANAGER & MARKET LEAD,
MSA PROFESSIONAL SERVICES, INC., JHOLZ@MSA-PS.COM

Plans are ephemeral. The documents we put together will likely be forgotten in 20 years. And when they're complete, the results aren't immediately visible like a newly reconstructed roadway or splash pad. But they matter, and are worth the investment, because the decisions they guide are century decisions.

Paying for the hard costs of planning is not difficult. Plans serve as validation of a cohesive community vision, an investment that can lead to greater opportunities to secure grant funding. Oftentimes, one singular grant provides more return on investment than the cost of the upfront plan itself. There are legacy benefits too, such as increases in the taxable value of property and efficiencies gained through early and overlapped planning for things like municipal infrastructure, housing, utilities and transportation networks. Under-prioritized planning efforts can also manifest as opportunity loss. If a community lacks planning documents, it can be perceived as a lack of clarity surrounding growth and result in developer apprehension.

How can communities maximize planning efforts?

- Evaluate opportunities for project overlap relative to geography, construction schedules and funding. For example, a downtown revitalization plan might pair well with façade rehabilitation projects or a tax increment financing (TIF) program.
- Consider the pursuit of master and regional planning efforts in phases or in partnership with neighboring communities to share costs and maximize impacts.
- Bundle public engagement programs when undertaking a multi-plan effort.
- Utilize a suite of engagement platforms to reach the deepest pool of public voices, including virtual meetings, online surveys, in-person interviews or GIS-based crowdsourcing apps.
- Create a checklist of priority projects with cost estimates, funding sources and project partners. Identify a target fiscal year for implementation or the need for an ongoing or phased approach.

Communities need to strongly consider what roadmaps they're using for growth or whether those roadmaps even exist. For those without strategic plans, the time to create them is now. Communities with active plans should revisit them often and keep them up to date. With plans in place and the funding to set them into action, communities are better positioned to remain competitive, thrive economically and inspire trusted, transformational change.



DESIGN PROFESSIONALS DAY ON THE HILL

SUBMITTED BY STEVEN VAN STEENHUYSE, AICP, LEGISLATIVE & POLICY CHAIR,
APA-IA CHAPTER, SVANSTEENHUYSE@MASONCITY.NET

The February Planning On Tap event will be part of the 2022 Design Professionals Day on the Hill at the State Capitol on February 17 from 12:00 to 3:00.

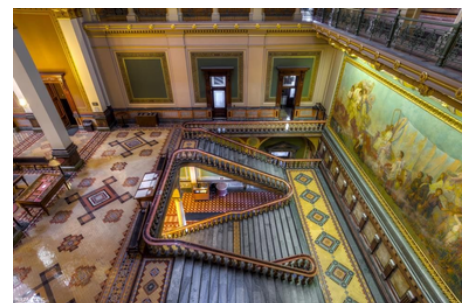
Members are welcome to gather in the Capitol Rotunda at noon and plan to meet with your House and Senate representatives. Fact sheets and talking points on pending legislation affecting planning will be provided.

In the afternoon we plan to gather at another location (to be announced) for a presentation at 3pm from Jason Jordan, Public Affairs Director from the Washington DC office of the American Planning Association. Jason is responsible for strategic outreach to decision-makers and influencers who interact with the planning profession. He leads the government affairs, policy, and advocacy efforts of the association. This includes representing APA to congressional offices, federal agencies, and partner organizations; and management of advocacy networks and outreach campaigns that aim to elevate the voice of planning.

Jason will be presenting about the American Rescue Plan Act and the Bipartisan Infrastructure Investment and Jobs Act, and how this Federal legislation impacts planning at the state and local levels. In addition, he will summarize APA's efforts to assist in zoning reform and other state-level planning issues.

This session is also a Planning On Tap event, information on how to participate virtually will be sent to all Chapter members prior to February 17. However, we encourage you to make the trip to the Capitol to meet with your legislators and promote planning priorities as they debate legislation that affects planning and planners in Iowa.

Additional information will be provided soon! If you are interested in participating at the table or visiting your legislator, please contact Steven for more information or to ask any questions.



IOWA PLANNER SPOTLIGHT:

V FIXMER-ORAIZ, AICP

(they, she, siya)

CEO & Future Ancestor, Astig Planning

vfixmeroraiz@astigplanning.com

Degree & School

Master Degree in Urban and Regional Planning,

University of Iowa

What are your areas of expertise?

I want everyone to have access to clean water, safe homes, education, etc. and our team creates plans that look to disrupt business as usual practices and plans that cause harm to people and to the planet. Our team acknowledges the climate crisis that we are living in and builds relationships between community members and decision-makers that seek to create real, lasting change, beyond the plan and the planning process. As a result, we

lean into social justice and racial equity practices as we create community-led Flood Resilience Plans, Safety Action Plans, and Economic Inclusion Plans for cities, universities, and regional economic development groups.

Why did you decide to become a planner?

I was drawn to the planning profession as someone who comes from community organizing. I see planning as a way to improve lives, heal communities, and connect with the natural world around us. Whether we are planning for growth or safety, economic inclusion or new transit strategies, I believe planners have the tools and the training to leave this world better than we have found it.

What aspects of planning do you enjoy the most?

Disrupting systems of oppression and meaningfully connecting decision-makers to community members. As planners, we are historically responsible for many harms to society (harmful zoning practices, built highway system that destroyed community of color, etc.), and there is a lot of work to undo- I'm grateful I get to work alongside brilliant, passionate people that are up for showing up and doing the work!

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.

We completed the Flood Resilience Action Plan for the City of Coralville where we partnered with the University of Iowa, Coralville Community Food Pantry (CCFP), and Impact 7C. I'm really proud of this project because it was heavily impacted by the outset of the Covid-19 health pandemic and was able to be completed because of our extensive community relationships and I felt like we were also able to give back to the community during a great time of need. One important methodology was the team configuration- the CCFP was a paid member of our proposal and I think this highlights the deep work that community non-profit organizations are already doing and how we can recognize their time, experience, and meaningfully engage them as a true partner in our plans at the outset.

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?

Climate change. We need to be planning for an Iowa that is impacted by derecho storms, health pandemics, and increased natural hazards. We need to continue planning ahead and ensuring that we are including the experiences and knowledge of people at all levels of our society, from children, to low-income, People of Color, people with disabilities, LGBTQ+ people, non-profit organizations, the list goes on and on. And we need to do this work in a way that centers building trust and healing, because at the end of the day we will need to rely on our neighbors and community members, they will be the ones we turn to when we need help the most and they are the ones that can help envision and enact a better future for all of us.

Do you have a favorite book about planning?

'Emergent Strategy' by Adrienne Maree Brown. This is not your typical planning book, but it is a necessary guidebook for anyone doing work with communities!



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

JOB POSTINGS

Community Development Director

Job Type: Full Time
Location: Rochester, MN
Employer: City of Rochester, MN
Deadline: February 9, 2022

Regional Planner I/II - GIS Emphasis

Job Type: Full Time
Location: Sioux City, IA
Employer: Siouxland Interstate Metropolitan Planning Council (SIMPCO)
Deadline: Open Until Filled

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/>

ASIAN & PACIFIC ISLANDER INTEREST GROUP

Announcing the formation of APA's Asian and Pacific Islander Interest Group. This group seeks to connect and support Asian and Pacific Islander planners and communities.

Goals include:

- Increase the numbers of Asians and Pacific Islanders participating in planning in their communities;
- Provide a forum for planners to better understand the needs and desires of Asian and Pacific Islander communities;
- Facilitate planning processes to provide and improve results for Asian and Pacific Islander community residents and stakeholders;
- Support Asian and Pacific Islander planners and planning students in their career development;
- Build a diverse network for all planners to share their experiences and ideas relating to Asian and Pacific Islander communities; and
- Collaborate with other APA Interest Groups and APA Divisions to address issues of significance to Asian and Pacific Islander communities.

There are no fees or dues to join. Please fill out this survey (<https://tinyurl.com/apa-api-survey>) to join. Additionally, they plan to have several online events in 2022 as well as activities during NPC22, and the best way to find out about events and activities is to join as a member by filling out the survey. Please contact Hing Wong, AICP, Chair, Asian and Pacific Islander Interest Group at hing@hingwong.info if you have any questions or feedback.

UPCOMING EVENTS

January 13: Sustainable Communities Division First Annual Symposium
January 20: Planning on Tap - Water Quality in Iowa
January 21: APA Iowa Chapter Board Meeting
February 2: Comprehensive Planning through a Climate Lens
February 17: Design Professionals Day on the Hill
March 29-30: 2022 Iowa Water Conference
April 30 - May 3: National APA Conference



Submit your updates for April's newsletter by Friday, April 1st.

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