

Results from APA's 2012 National Poll

Planning in America: Perceptions and Priorities

Support for Planning

- Just 11 percent of Americans feel things have gotten better for most people during the past five years in their communities.
- Most do not feel that enough planning for economic growth is happening in their local communities.
- Do not believe that "market forces" alone will lift the economic situation out of crisis.

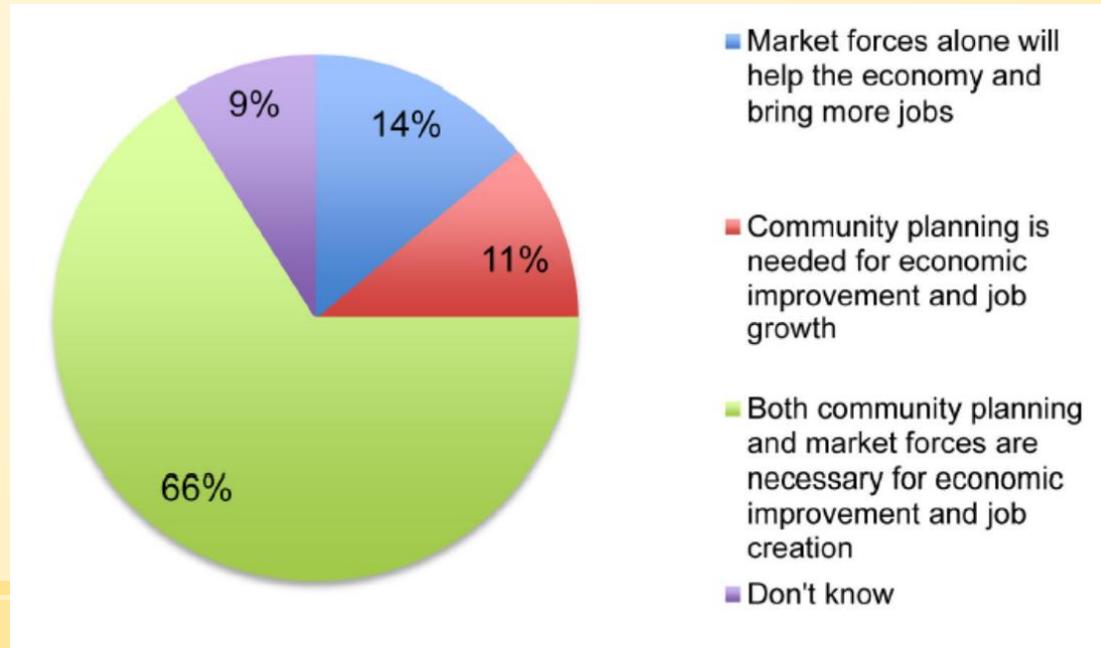
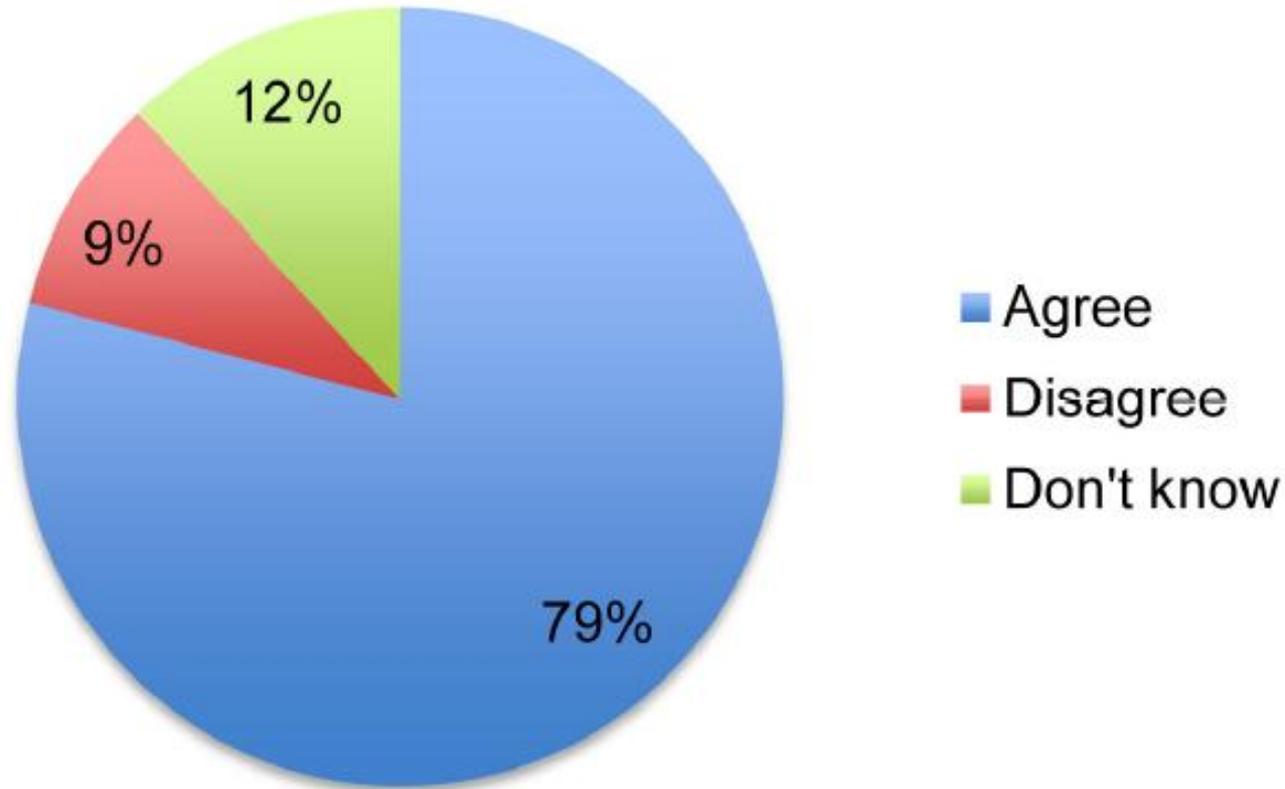


Chart 4: Could Your Community Benefit from Planning as Defined?

“Community planning is a process that seeks to engage all members of a community to create more prosperous, convenient, equitable, healthy and attractive places for present and future generations. “



Top priorities for local planning efforts and local funding priorities are closely aligned around a basic agenda:

- jobs
- safety
- schools
- neighborhoods
- clean water
- roads

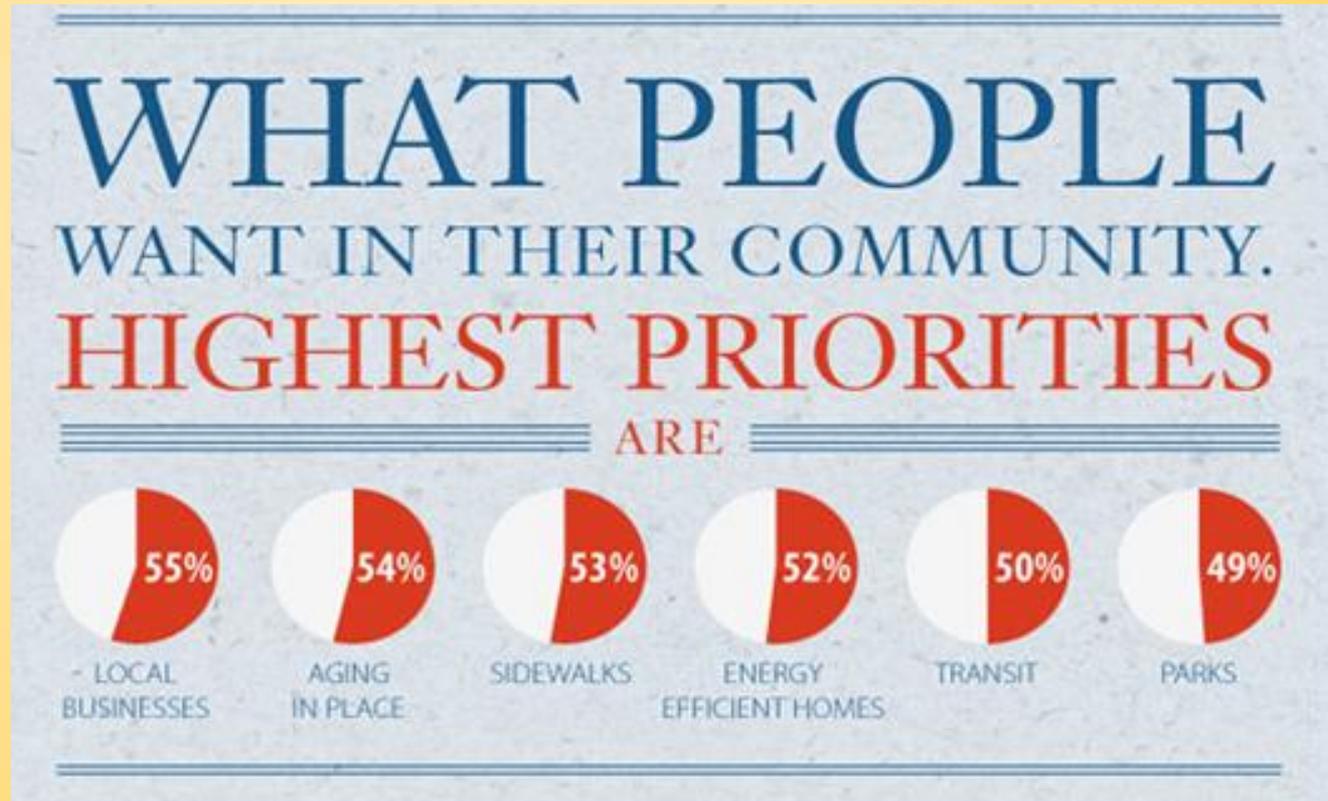
Table 5: Priorities for Local Planning Efforts

HIGH PRIORITIES	
Job Creation	70%
Safety	69%
Schools	67%
Protecting Neighborhoods	64%
Water Quality	62%
Roads	58%
MEDIUM PRIORITIES	
Job Training	49%
Renewable Energy	46%
Air Quality	46%
Revitalizing Neighborhoods	44%
LOW PRIORITIES	
Disaster Recovery	37%
Local Bus Service	36%
Sidewalks	31%
Storm Water	30%
Parks	28%
Open Space	25%
Local Train Service	21%
Climate Change	20%
Bikeways	19%
Walking Trails	18%
Sprawl	16%

It's Not Just Quality of Life...

- High priority issues badly out of sync with most planning themes
- Show the connection development and implementation of a good plan and the community's economic growth and competitiveness
 - Show tangible economic benefits and outcomes to the local community
 - Be specific, use performance measures
 - Examples: Infrastructure cost savings, job creation, property value retention, return on investment

Key features of an "ideal community" include locally owned businesses and the ability to stay in their homes (age in place) while growing older.



National 21st Century Trends and Challenges

- Graying and browning of America
- Rise of single person households
- Traditional family is changing
- Aging Infrastructure
- Urban sprawl, aging suburbs, shrinking farmland and rural areas
- Climate changes
- Antiquated zoning tools
- Shrinking tax base for local governments
- Availability of water
- Obesity, public health and food security
- Jobs and the economy
- Globalization

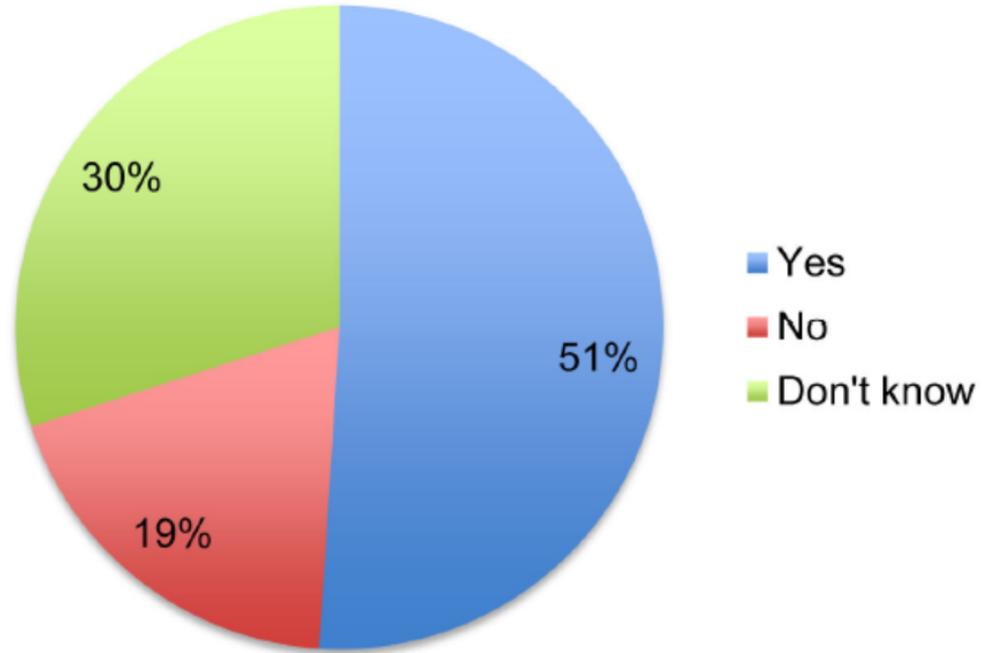


Generations	Born Between
Greatest Generation	1901-1924
Silent Generation	1923-1945
Baby Boom Generation	1946-1964
Generation X	1965-1981
Generation Y	1982-1995
Generation Z	1996-today

The Community Wants to Be Involved

Would you ever want to participate in local planning efforts whether in person, online, or over the phone?

Chart 7: Participating in Local Planning Efforts



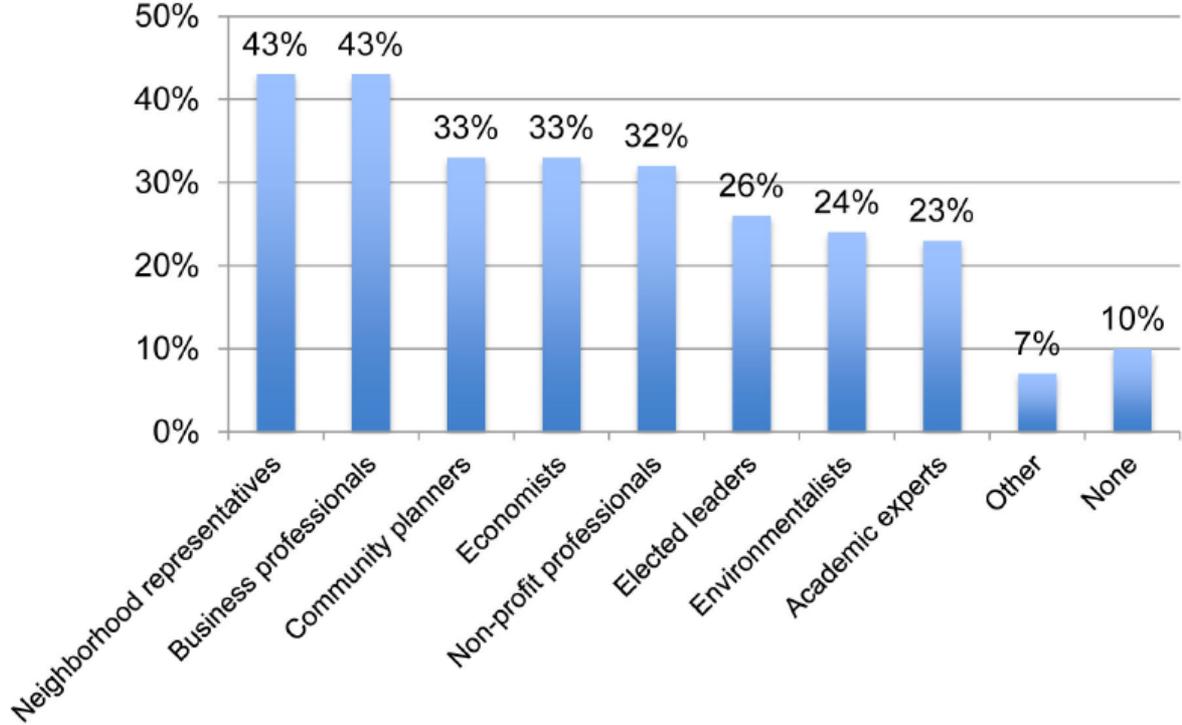
Americans see their neighbors, business leaders, and community planners as the most likely players to be able to lead the necessary efforts to rebuild the economy and improve communities.

How We Involve People in Our Processes

- People want to be included and feel they are not involved in the planning process
- Look at each segment of the population and see how you can get them involved
- Not one size fits all
- Participation does not equal a meeting

Planners Play an Important Role

Chart 6: Best Types of Leaders to Understand and Implement Change



Planners - It's Time to Show Your Value

- Planners are the guardians of our future
- Planners protect the public health, safety and welfare
- Planners have special concern for the long term consequences of present actions
- There are consequences for no action
- When you say no to something, you are saying yes to something else. What are you saying yes to?

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