

# APAPALVB Section Survey Results

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**March 2024 Meeting**

# Overview

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- Open throughout the month of February 2024
- 20 responses
- Purpose: Understand backgrounds of members and solicit feedback on section priorities and activities for the coming year
- Survey feedback supplements meeting discussions regarding the future priorities of the section

# Key Takeaways

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- **Collaborate, don't duplicate efforts.**
- Desire for in-person **educational** (community-serving and for CM credits), **networking**, and **community volunteer** opportunities.
- Section meetings are great **opportunities to share** best practices, lessons learned, and planning news, as well as highlight local projects.
- People want the option to attend in-person or virtually. **Hybrid meetings** seems to be the way to go.

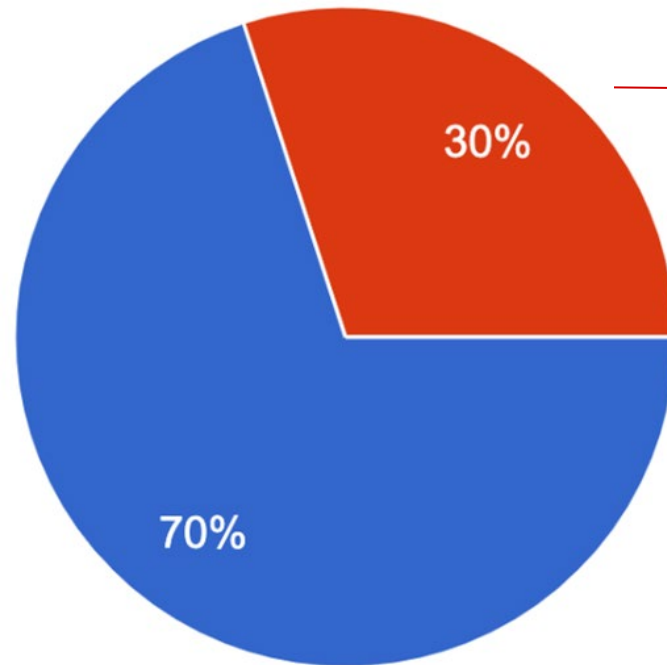
# Section Meetings



# Have you attended section meeting within the last year?

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- Yes
- No



- Haven't achieved the roi with time requirement
- Limited interest in anything after work
- Never received invites until February 2024
- Scheduling conflicts
- New member

# What information is most useful to you from our Section Council Meetings?

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## Top 5 Responses

1. Information about planning activities and projects in the regions
2. Discussion on local topics regarding planning
3. Updates from APA-PA Chapter Committees
4. Updates from LVPC and BCPC
5. Information about local CM events

# What information would you like to hear about at Section Council Meetings?

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- CM opportunities
- Municipal updates (local projects, sharing processes/experiences)
- Sharing of lessons learned/best practices
- Updates on local planning trends
- Opportunities for collaboration between organizations.

# Meetings Logistics

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## Frequency

45% Monthly  
30% Bi-Monthly  
20% Quarterly

## Day of Week

50% No Preference  
20% Friday  
15% Wednesday  
10% Thursday

## Time of Day

40% 12 pm  
20% 10 am  
10% 9 am  
10% 1 pm  
10% 3 pm

*“Many planning agencies have different start and end times and a lot of people now work four-ten hour days and aren’t available either a Monday or a Friday.”*



Call for meeting host  
volunteers!

# Meetings Logistics

## Location of Meeting

45% Hybrid  
30% Virtual

## In-Person Location Top Responses

- At a local municipality
- Alternating between Berks, Lehigh, and Northampton Counties
- At a county planning commission office
- At one single location (1 suggestion was between Kutztown and Fogelsville)

*“Sometimes the meetings can feel like the same people participate / speak and we end up only talking about topics specifically of interest to those individuals. We should explore meeting formats that open up the conversation a bit more and make attendees feel more included or more inclined to participate. An in-person or hybrid meeting may help with this.”*

# Engagement/Education/Events



Let's discuss!

# Engagement: Section Committees

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- Committee Ideas
  - Young Professionals
  - Events
  - Professional Development
  - Legislation
  - Education
- No need for committees

# Events/Engagement: Which of the following programs would you be interested in?

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## Top Responses (8 or more responses)

- Lunch and Learns
- Site Visits/Walks/Mobile Tours
- Webinars CM Credits
- In-Person CM Credits
- Planner Forums
- Planning Commission Training
- Social and Networking Events
- AICP Test Prep
- Evening Socials

## Other Ideas (4-6 responses)

- Project Design Workshops
- Mentor Opportunities
- Planning Book Club

# Municipal Engagement: Do you believe the Section should provide more engagement and outreach with local municipal officials and/or Planning Commissions?

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- 55% - Yes
- 39% - Maybe
- 15% - No

**Let's discuss!**

# Municipal Engagement: What resources could the Section provide to local officials?

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- Quarterly newsletter with APA educational resources
- Networking opportunities
- Training/education
  - Current planning issues
  - Roles and responsibilities
  - Planning trends
- Guides/best practices
- Information on PSATs, PMPEI, and the Section

**Need to coordinate with  
LVPC and Berks County  
Planning Commissions**

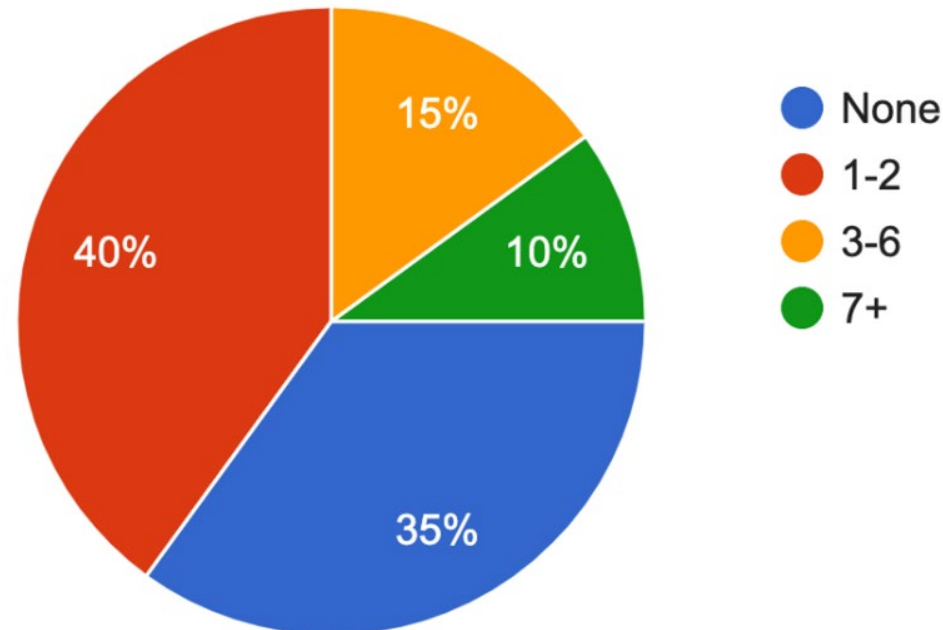
# Events: Annual Meeting

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- Responses mostly in favor
- Opportunity for CM credits or featuring local planning projects.

# Education: CM Credits

How many APA-PA-LVB CM events have you attended over the last 4 years?



## Where do you obtain your CM credits?

- I do not need CM credits (55%)
- APA PA Annual Conference (40%)
- Other webinars (40%)
- APA PA webinars (30%)
- On-Demand Trainings (20%)
- Other - Other APA Section Events, National Conference, APA Conferences and Webinars (15%)



# Education: What subjects would you be most interested to learn more about?

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## Top 10 Responses

- Land use law
- Legislative trends and updates
- Local planning development
- Redevelopment
- Land use planning
- Transportation planning
- Economic development
- Hazard mitigation
- Facility planning
- Active transportation planning

# Education: Would you be interested in seeing AICP prep resources or study sessions?

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- 45% - No
- 40% - Yes
- 15% - No because I am already AICP, but it would be beneficial for other members.

# Other Engagement:

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## What resources could the Section provide to private firm planners?

- Opportunities to present their projects
- Networking
- RFP locations
- How to best work with local government

## What can the Section do to benefit the LV/Berks communities?

- Annual volunteer event or series of community volunteer events
- Partnership with school/youth organization
- Help the region understand how local decisions impact their communities and the region
- Engage with communities more directly and provide a place where anyone interested in planning can come and get to know others with similar interests.
- Education/best practices.

# Engagement: What can the Section do to increase local membership and provide more interest in planning?

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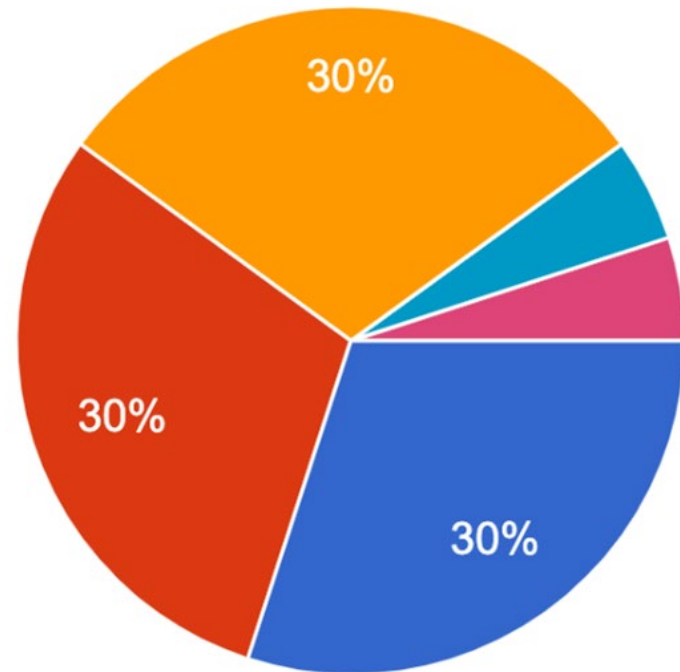
- Bring a friend campaign - encourage members to bring a friend to events or meetings.
- Share basic information about the chapter - what it does, who is in it.
- As the section becomes more active, the benefit of membership will become more evident.
  - Possibly more event / CM planning to bring the regional planners out. Giving them reasons to engage more and then in turn become more involved/active, which could drum up more interest.
- CM Credits - Reduced fees for members may encourage membership.
- Easy engagement methods - hybrid meetings, social events that occur in different locations throughout the section area, perhaps bi-monthly.
  - A variety of activities (not just online and not just happy hour-type socials).
  - Email outreach and virtual participation options.
- Get involved with colleges and high schools. just graduated and even if people aren't planning majors they're into it. Planning is trendy right now!
  - Maybe programming at local colleges- Kutztown University has a Planner Track in their Geography program. I'm sure they would be open to the Chapter visiting.
- There are some new planners. They need to be invited to the table and understand the resources available to them. LVPC AND Berks County can help with this.
- Encourage county planning commissions to promote municipal participation.

# Member Backgrounds



# How are you involved in the planning industry?

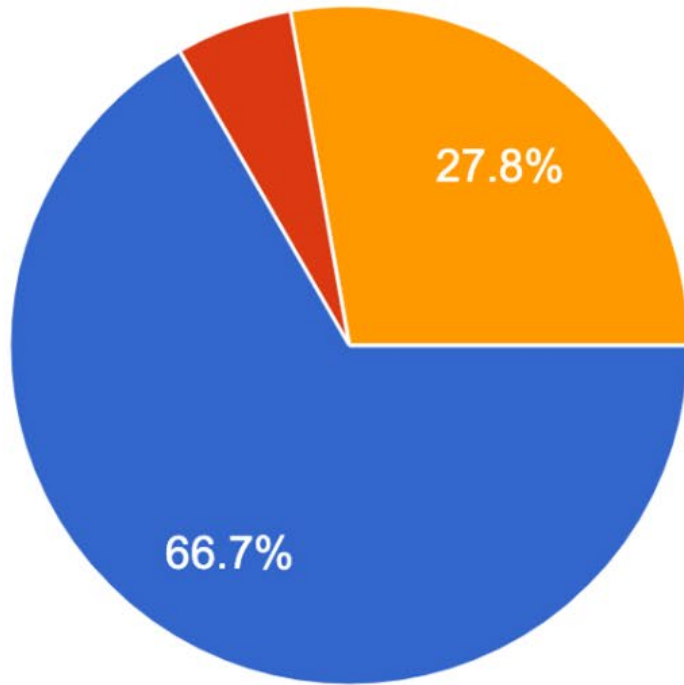
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- Municipal Planner
- County/MPO Planner
- Private Sector Planner
- Citizen Planner
- Student
- Public Transportation Planning
- Non-profit convener and influencer

# Are you currently an APA National member?

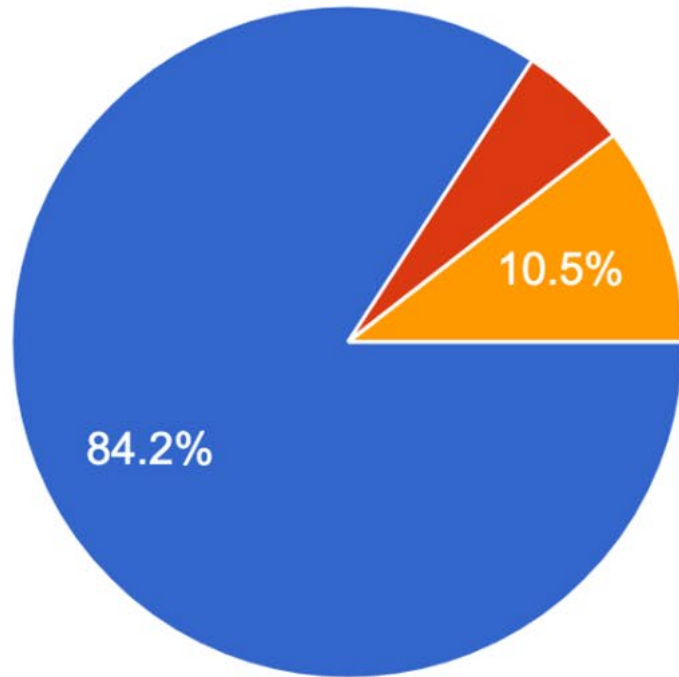
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- Yes, current member.
- No, but former member.
- No, never was a member.

# Are you currently an APA PA member?

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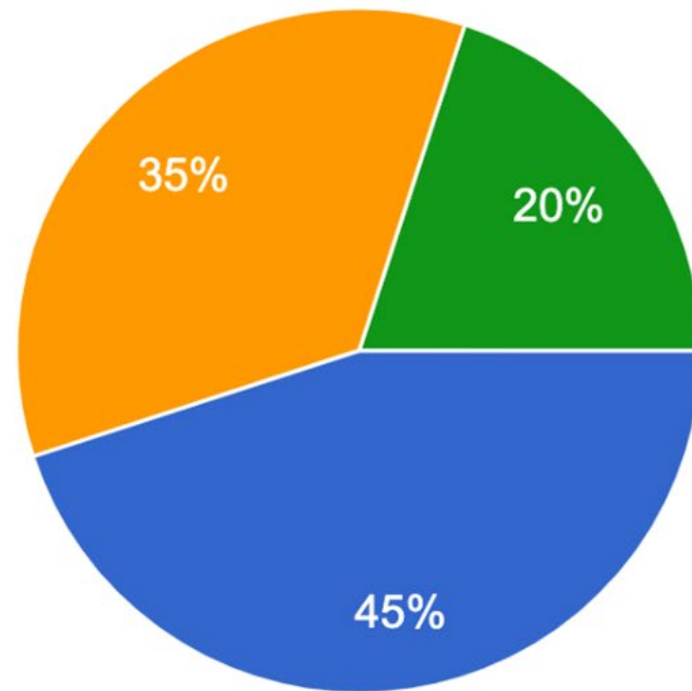


- Yes, current member.
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# Are you AICP?

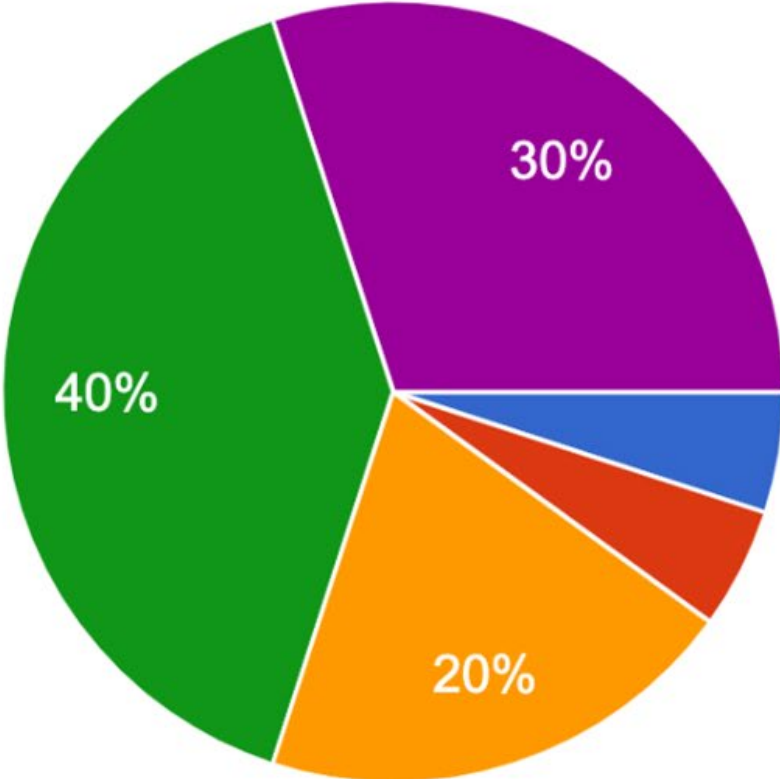
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- Yes
- No, but I formerly was.
- No, but I would like to be.
- No, and I have no interest.

# How long have you been involved in planning?

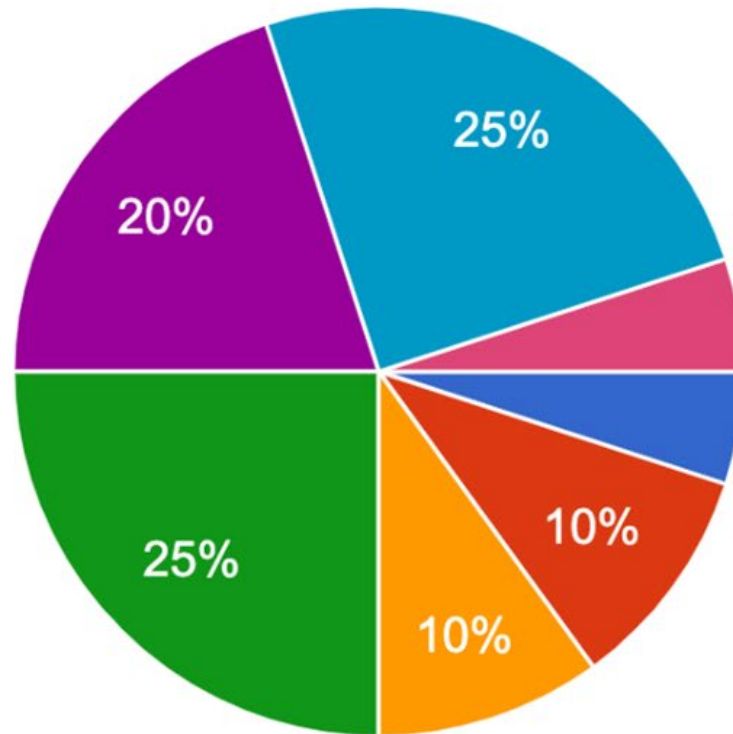
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- Less than 1 year
- 1-4 years
- 5-9 years
- 10-19 years
- 20+ years

# How old are you?

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- Under 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+ years old