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# NY UPSTATE PLANNER



American Planning Association  
New York Upstate Chapter

Making Great Communities Happen

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## Plan 400 Conference

### Honoring the past Planning the future

By Sandy Misiewicz, AICP

The Capital District section is thrilled to be working with the NY Upstate Chapter and an energetic committee of volunteers to organize the 2009 Chapter Planning Conference in Albany. The gathering in the state capital from September 30 through October 2.

This year's conference coincides with celebrations related to two historical events: Henry Hudson's voyage up what is now the Hudson River and Samuel de Champlain's discovery of what is now Lake Champlain, both of which occurred in 1609.

As we reflect on these historic events, we look forward to the future...a future that uses technology and sustainability to enhance quality of life, empower struggling economies and respond to the impacts of climate change in upstate New York. The question before us: How can we bring a 400-year-old city and region into the 21st Century?

This year's theme is Plan 400: Honoring the Past...Planning the Future. Nowhere is that theme more appropriate than your host city, the historic City of Albany. The conference committee has worked hard over the last 6 months to develop a program of sessions that touch upon the issues of history, technology and sustainability.

Our keynote speaker is Michelle Wyman, Executive Director of ICLEI-Local Governments for Sustainability (ICLEI stands for International Council

*Continued on page 2*

## Economic Gardening: Cultivating Sustainable Jobs through Entrepreneurial Development

By Vilma Heramia, CECd

With numerous large companies such as GM and Chrysler declaring bankruptcy and Wall Street shedding thousands of jobs, communities have to rethink their economic development strategy. Often communities rely on a strategy of business recruitment and retention to grow their economy, and they pay very little attention to helping existing and emerging entrepreneurs and small businesses.

New York State, for example, is pumping \$1.2 billion in incentives to bring AMD, now Global Foundries, to the Luther Forest Campus in Malta. A study by Semico Research Corporation indicated that a \$650 million incentive package to develop Luther Forest would result in 5,514 new jobs in six years, costing the state around \$117,000 per job.

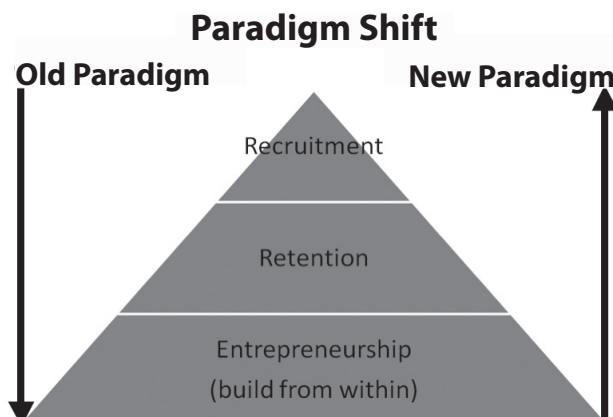
Contrast that with job creation in small businesses, which could cost as low as \$10,000 per job, according to the U.S. Small Business Administration (SBA).

While large businesses often draw headlines and garner enormous political support, small businesses have a bigger impact on the national and state economy. According to the SBA, there were 26.8 million small businesses in the United States in 2006, representing 99.7% of all employers in the country and 50.2% of private-sector employment. Small businesses generate 60% to 80% of new jobs annually. In New York State, the 1.9 million small businesses represent 99.1% of the state's employers and 51.7% of its private sector employment. Small businesses accounted for all of New York State's net new jobs from 2003 to 2005.

The US Small Business Administration defines small businesses as those employing fewer than 500 people. Micro-enterprises employ fewer than five people. Most family-owned businesses and self-employed individuals are considered micro-enterprises. For many rural communities, small businesses are usually those employing fewer than 100.

### Rethinking Economic Development

With small businesses comprising the backbone of the nation's and the state's economies, a paradigm shift has to occur, focusing more attention and resources to entrepreneurial development and growing small businesses from within, rather than relying on the practice of recruiting large businesses from outside. As the International Economic  
*Continued on page 4*




*The attitude towards regional economic development has shifted from recruiting new business - the least efficient - way of growing jobs - to building from within existing org-*

## Conference in the Capital

for Local Environmental Initiatives). This organization is dedicated to supporting local governments in defining, Continued from page 1

measuring and creating sustainable communities. Ms. Wyman will be sharing her vision for a sustainable community...what might it look like, what might it feel like and how sustainability can be used as an economic development tool in upstate New York communities. Her vast experience working for ICLEI USA and ICLEI Global as co-director for international climate policy as well as her educational background in sustainability from Denmark makes her perspective on the subject of sustainability and local planning unique. We could not be more thrilled to have her as our keynote.

Along with our keynote, we will be offering 18 technical sessions and two mobile workshops. All sessions and mobile workshops will be assigned Certification Maintenance (CM) credits from APA. This is important to note since many of our members are nearing the end of their two-year reporting period to maintain their AICP status. In addition, there will be a planning law and planning ethics session offered on both Thursday and Friday to enable participants multiple opportunities to complete these mandatory CM requirements. The conference committee is also finalizing plans for evening receptions and will be working with the chapter on the annual awards luncheon program including the awarding of the Krasner Scholarship.

So, please visit the conference website at [www.planningconference.org](http://www.planningconference.org) for complete information on the conference and check back for regular updates. The conference planning committee co-chairs Sandy Misiewicz, AICP and Jackie Hakes, AICP would like to personally thank everyone who has dedicated their time and energy to assist in organizing the conference and we look forward to seeing everyone in Albany! 

*Misiewicz is a senior transportation planner with the Capital District Transportation Committee.*

**Get up-to-date information on this  
year's chapter conference at:  
[www.planningconference.org](http://www.planningconference.org)**

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## President's Message

Judith Breselor, AICP

*This message is being written from the Minneapolis APA conference in April.*




As a member of the Chapter President's Council it is necessary for CPC members to arrive early for the conference and attend a series of meetings on chapter related issues. Arriving early I had an opportunity to visit this charming city and I was surprised to be greeted by unexpected warm hot weather that seemed to take everyone by surprise, including the local residents. I had never before been to Minneapolis and immediately felt comfortable in walking the downtown alone at night, particularly the Nicollette Mall area located in the heart of downtown. Activity seemed to be everywhere; the restaurants were plentiful with folks enjoying dinner outdoors and there was a vibrant party atmosphere as I walked around the main streets leading to my hotel. The light rail is a single line which runs directly from the airport to downtown and was very clean and rider friendly.

Several significant issues were discussed at the conference that will directly impact our members. As many already know, Planners both in the private sector and local government have been severely impacted by budget cuts. The result is that many planners across the country are being laid off, their positions are being abolished, or their salaries reduced. This was very clear at the APA Conference in Minneapolis, where attendance was down, and everyone was having conversations about cost cutting efforts by employers. It was announced that if you find yourself in your position of being unemployed, APA offers an unemployed planner rate. APA also offers an installment plan service. You can find more information about these services at [www.planning.org](http://www.planning.org).

I was very surprised to hear that only 30% of our AICP members have gone to the APA website to log in their credits. Many of our AICP members have attended functions either at the chapter or sectional level or attended the online sessions, but unfortunately

They have forgotten to go to the APA website and log in their credits. I urge you to do so as soon as possible; do not assume that by signing a sign-in sheet that you are covered, only you can log your credits. Next year's national conference will be held in New Orleans and will be compressed into a three day, more affordable conference. It was decided that with the current economic climate the shorter conference will allow more of our members to attend. The folks from the New Orleans Chapter are busy getting ready and anticipate a large attendance; however, there will not be an early conference packet mailed to the members; in an effort to be environmentally friendly and cost effective the preliminary program will be delivered to your email address so be sure that national has all of your current information.

The Capital Section has been very busy preparing for the September Chapter conference which will be held in downtown Albany (see conference information). The committee has been working very hard to provide you with a great program. The Chapter Board looks forward to seeing many of you in Albany. Have a great summer. 

## Former Capital District planner Heather Mallozzi passes away

Former Town of Malta planner Heather Mallozzi lost her long battle against cancer in June.

Mallozzi was the planner in Malta for over five years. During her tenure, she had to oversee the initial planning for the Luther Forest Technology Park. One of her major accomplishments was the completion of the current town master plan. The plan seeks to focus development in the downtown and other growth areas, while seeking to keep parts of the rural.

Malta Town Supervisor Paul Sausville told The Schenectady Gazette that Mallozzi was great at helping people reach a consensus.

"She was a breath of fresh air with a can-do attitude," he said this morning. "We were very sad to see her move away. She did very important work for the town and had a wonderful way of getting things done."

The newspaper reported that close friends in Malta plan to build a meditation garden at the Malta Community Center complex in honor of Mallozzi. Contributions for the garden may be sent to: Adirondack Trust Co., 473 Broadway, Saratoga Springs, N.Y., 12866. Checks should be made payable to the Malta Meditation Garden Fund. ©



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# Sustainable Job Creation: From the inside out

*Continued from page 1*

Development Council has reported only about 300 companies consider relocating in a given year, while 300,000 economic development organizations and communities around the country vie for this small number of prospects.

Large businesses that are drawn to rural areas usually require low production costs. To attract these companies, communities often offer substantial incentives that include shovel-ready sites, tax abatements, infrastructure improvements and low labor costs. These large businesses, being transplants, are usually not vested in the community and may quickly relocate to even cheaper environments when costs of living and labor increase in the host community.

## Learning from Littleton

Many upstate New York communities could learn from Littleton, Colorado. Littleton pioneered the principles of "economic gardening" or the "inside-out" cultivation of entrepreneurial growth as opposed to "economic hunting" or the traditional practice of utilizing the "outside-in" economic development strategy of business recruitment.

The conditions that spawned the concept of economic gardening in Littleton are similar to circumstances facing upstate communities today. In 1987 the country was in a recession and Littleton's major employer had laid off thousands of workers. The city had nearly a million square feet of retail space and almost 30 percent of its downtown was vacant.

In an article published by the SBA, authors Steve Quello and Graham Toft explain that community leaders, led by Chris Gibbons, the city's director of business/industry af-

fairs, recognized these symptoms and decided to choose an alternative to recruitment based on the principle that small local entrepreneurs could provide sustainable growth of new jobs, with the city providing a nurturing environment for these enterprises. The city's website describes the three major elements of Littleton's economic gardening program.

- **Information.** Littleton provides comprehensive support and information, usually only available to large corporations, to small entrepreneurs. This includes access to critical marketing lists, competitive intelligence and industry trends, as well as advanced management seminars.

- **Infrastructure.** Physical infrastructure includes roads, sidewalks and public transit. Quality of life improvements include parks and open space, trails, sidewalk widening in downtown neighborhoods and historic preservation. Intellectual infrastructure involves training and courses at the local community college related to local business needs.

- **Connections.** Littleton helps link businesses to trade associations, academic institutions, and other similar groups.

Since the program's inception 20 years ago, the number of small business jobs in Littleton has grown from 15,000 in 1989 to more than 35,000 in 2006. The city's population grew by 30 percent from 1990 to 2007. Sales tax revenues more than tripled from \$6.8 million to \$22.9 million by 2004.

Littleton's model of economic gardening success has taken root in communities throughout the country. Lancaster County, Pennsylvania has used the county library system to run business centers where databases can be accessed directly by businesses. Oakland, California offers consulting

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# Sustainable Job Creation: From the inside out

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services to participating businesses related to search engine optimization and web-marketing. Santa Fe, New Mexico utilized economic gardening as a strategy to develop industry clusters and diversify its economy. Wisconsin created the Wisconsin Entrepreneurs Network (WEN) to strengthen connections among entrepreneurs and provide peer-to-peer mentoring - successfully developing high-tech business and angel networks. Statewide economic gardening programs are also run in Georgia, Wyoming, South Dakota, and North Carolina.

As planners and economic developers, we have the ability to influence policy towards a more sustainable model of economic development. This would mean focusing attention and resources to entrepreneurial and small business development instead of relying on big business recruitment.

There are several ways to show concrete support for local entrepreneurs and encourage small business growth.

- *Develop a culture where entrepreneurship is considered cool.* This could mean establishing a young entrepreneur's club or working to integrate entrepreneurship into classroom learning. It could also mean recognizing successful entrepreneurial ventures. A regular feature on success stories or new business ventures in the newspaper and on the municipal website could elicit community support.

- *Establish a small business one-stop shop.* This would include providing information on permits, zoning laws and other applications that will facilitate approvals.

- *Provide technical assistance to small businesses.* Technical assistance could be in business plan development or provision of market and demographic data at the mu-


nicipal level, through local colleges and universities, small business development centers or volunteer organizations.

- *Align workforce development strategies to include entrepreneurial and small business development.* This involves working with the local community colleges or other training institutions to develop a curriculum that would help entrepreneurs acquire skills to run their business.

- *Provide access to capital.* This could mean launching a micro-lending program or establishing an angel network. Several state and federal programs provide seed funds for micro-enterprise programs.

- *Establish a business incubator.* Small start-ups need support in securing affordable rental space, shared basic services and equipment, technology support and business mentoring. Lately, virtual incubators have become the trend - providing the same services as a regular business incubator, except for the physical space.

- *Provide networking opportunities.* Higher levels of innovation and collaboration occur in an environment with strong networks. Small businesses need opportunities to connect with peers, potential suppliers and buyers, technical assistance providers, trainers, and funders.

These are the strategies that communities and regions could use to raise a crop of small businesses and to breed tomorrow's entrepreneurs. Over time, this approach has proven a more sustainable form of economic development than hunting for a company to make the big move. 

*Heramia is a Certified Economic Developer with Saratoga Associates in Saratoga Springs, New York.*

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# Town-Gown planner seeks long term sustainability

*For decades, the focus of sustainability efforts has been on individual lifestyles and single buildings. That's no surprise; those are the easiest aspects of our complicated society to find ecological efficiencies. However, over the past decade, planners and others have started to look more broadly at community sustainability.*

## Planning in a Page

David Orr is at the forefront of that research. The Oberlin College professor has authored five books and is best known for pioneering environmental literacy in higher education. His current work brings together Oberlin College and the greater Oberlin, Ohio community with strategies for environmental and economic sustainability. The Upstate Planner's George Homsy caught up with Professor Orr at the University of Pennsylvania where he was speaking at a conference titled *Re-imagining Cities: Urban Design after the Age of Oil*.

### UP: What are you trying in the Oberlin community?

There are a number of layers to this. First, we are trying to figure out how both the town and the college get to carbon neutrality. The problem is to create a vision of a different kind of energy system. For us it will probably involve some variant of landfill gas. There is a landfill two miles outside of town and that probably gives us 20 to 40 years of time to figure out a permanent solution.

### UP: For all energy usage?

Yes. Our baseload for the college and the town totals

about 15 megawatts. The load can peak at about 22 megawatts. The landfill could provide up to 25 per year.

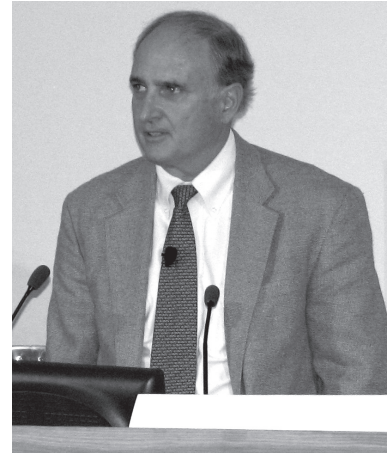
The second issue is how you deliver the energy and who comes in and moves the power supply? That's business development.

The third issue is how you finance it. That's my issue right now, finding the money to do all that.

Somebody has to buy the rights to the landfill gas and has to put in the power plant. How do you incentivize it? How do you get the rates such that you get people and organizations to do what they need to be doing?

Now that's all phase one.

Phase two is to redevelop this arts block, a 13-acre block,



**A wave is coming at us.  
We can surf it or we can  
drown.**

in the middle of our small city. A hotel there, an arts center - all need to be upgraded. The hotel wants to become a four-star establishment with a four-star restaurant.

In addition, there is talk about a culinary school, student dorms, condos, a small conference facility and a jazz club. It creates quite the urban fabric downtown.

The corridor will eventually include a green high school that the state will largely fund. At the southern end of the corridor, three former students of mine are creating a \$17 million commercial mixed-use development. They are making sustainability a driver.

The questions are, can you make the community carbon neutral? Can you make it zero discharge? Can you make it a driver for the green economy in Oberlin?

### UP: How hard was it to get the college and community to a single vision of carbon neutrality?

It wasn't hard. It wasn't hard because we had a new city council, new city manager, new vice-president at the college and new superintendent of schools. The time was right to do something. The city council voted four to three to opt out of a coal fired power plant in the next county, the cost of which has gone up by \$1 billion. It means that in four and a half years, if we don't do anything, we have to go out on the open market and buy electricity that is not going to be green. That is why we are trying to increase efficiency and make the shift to landfill gas.

### UP: Why could this project be an economic driver in a place like Oberlin?

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# Syracuse neighborhood recognized as great by APA

Finding the Greater University Hill area of Syracuse, New York, is not hard considering the neighborhood rises 300 feet above downtown. Making a trip to "The Hill," as residents call it, is becoming easier given a new shuttle bus and other improvements stemming from a recent partnership between the university community and City Hall.

Known as the "Connective Corridor," the partnership is the latest initiative to strengthen ties between downtown Syracuse and the Greater University Hill area, which is home to several major medical and educational centers and provides employment for more than 20,000.

Given the neighborhood's community engagement, as well as its memorable character and role as an economic engine for the central upstate New York region, the American Planning Association has designated the Greater University Hill area as one of 10 Great Neighborhoods for 2008.

Encompassing approximately 2.25 square miles, the neighborhood is characterized by unique topography. A series of drumlins — spoon-shaped hills formed during the last Ice Age — populate the landscape and provide a bevy of natural overlooks. The small green space on top of Westminster drumlin is Syracuse's highest point.

Further enhancing the neighborhood's memorable character is its unique housing stock, built primarily from 1900 to 1925 after the neighborhood's creation followed the founding of Syracuse University in 1870. Famous architect Ward Wellington Ward designed a number of the Craftsman-style residences and other buildings on The Hill, while noted Arts and Crafts furniture builder Gustav Stickley lived there and had a gallery nearby. Historic Berkeley Park, one of the city's earliest planned subdivisions, is so well preserved that 126 of the original 137 properties are historically significant.

The neighborhood's largest employment centers — Syracuse University, SUNY Upstate Medical University, Crouse Hospital, and SUNY College of Environmental Science and Forestry — form the economic backbone. Syracuse generates more than \$300 million annually in economic impact, and Upstate Medical is nearing completion of the 90,000 square foot Golisano Children's Hospital.

Civic participation is the Hill's other hallmark. Thornden



*Three business districts offer everything from clothing to pizza. The restaurants and shops along Marshall or simply "M" Street (above), which has pavers that signify parking stalls, offer the 22,000 college students a places to meet and relax after class.*

Park alone has three groups to keep it clean. The United Neighborhood Preservation Association promotes neighborhood stability with grants of \$1,500 to \$4,500 for first-time home buyers as well as low-interest loans for exterior renovations.

To expand the neighborhood's strong economy, a focus on alternative transportation intertwined with arts and culture is being developed. Guided by a city-university mutual agreement, building space is being converted for art galleries; shuttle bus service and Wi-Fi access is being provided; and streetscape improvements, are under way.

"This [design] process will not only offer new looks for certain city streets, but also is a real sign that our university and city are collaborating in ways to benefit the entire city and the wider region," says Mayor Matthew Driscoll.

The Greater University Hill neighborhood is a successful example of what can result when a university neighborhood and surrounding community work together for mutual benefit. The civic activism found here, coupled with the universities' economic strength, will continue to make The Hill a unique and vibrant neighborhood. ©

## Town-Gown planner seeks long term sustainability

*Continued from previous page*

We haven't done the economic analysis yet, but we ballpark that it would bring in three to five new companies. In terms of increasing energy efficiencies, there have to be companies selling and installing equipment, installing as well as maintaining and equipping buildings.

But that's the energy efficiency industry. The infrastructure is different for the green energy economy. We don't have a delivery mechanism for that yet. But once it's in, we will be able to find financing and increase jobs.

*UP: Even in a community that small?*

I have no doubt that easily half of energy use is waste. To eliminate that half and then switch the other half to renewables, that's a whole new energy economy - the green economy.

What we're trying to say is that through a climate

action plan you can have a whole different economy. But it builds on the economy you have right now; it's not some exotic economy. Take windmills. There are 8000 products that go into windmills. A lot of them are products that we make already. There are things you find in refrigerators and stoves and furnaces. There is 250 tons of steel in one of those windmill pedestals. There are gear boxes the size of a room; these can be part of today's tool and die industry.

*UP: So when it comes to the green economy, small communities can do this?*

There is no option. The fact is a wave coming at us. We can surf it or we can drown. There is no option. If this were in a neighborhood in Brooklyn or in Los Angeles or a little town in Ohio, it's the same. This is a revolution. ©



# Re-seeding government: a new opportunity for regional prosperity

by Charles Moore

Our American Constitution is one of the greatest political and economic accomplishments in human history. Yet, many do not realize the powerful association upstate New York and our Capital District played in its development.

The seeds for self-government were planted here in upstate New York with the Iroquois Confederacy, their form of union and their democratic government. Benjamin Franklin used the Iroquois example in his proposed Albany Plan of 1754. This was the first attempt at uniting disparate governments to defend against outside influences as well as to regulate trade and financial activities. Following the Revolutionary War, the Albany Plan was used to help write the Articles of Confederation, the precursor to our Constitution.

The U.S. Government acknowledged the influence of the Iroquois Constitution on our national document in 2004. Fundamental to this was the Iroquois inclusion of women. Therefore, the creation of democratic self-government was an evolutionary process with myriad influences that took generations to perfect.

## New York's forgotten history of regionalism

Can our regional history help build a regional future?

Perhaps this extraordinary local connection to our nation's founding could give us the confidence we need to initiate the next phase of innovative self-government. We face enormous outside influences that impact the economic and environmental security of the upstate region. As with the Iroquois Confederacy, the Albany Plan, the US Articles of Confederation and even the US Constitution, we could promote a regional structure of management rather than the piecemeal and inefficient patchwork we have now.

The Albany Plan of 1754, for example, called for a council to be selected by the colonial legislatures where the number of delegates would be based on the taxes paid by each colony. A similar system could work today. An association could be created to mitigate sprawl, strategically invest economic development funds and otherwise enhance and preserve existing quality of life.

Planners are well aware that competition among adjacent communities does little to improve the economy or quality of life of a region as a whole. On any given day a family will drive through multiple towns, village and cities to go shopping, visit friends, enjoy the outdoors or go to work. No longer do people rely on one locality for their various needs and activities.

At the same time we planners sometimes forget, working in our individual communities, that the dynamics, which create poverty in our urban cores, are regional in scope. Disparities unravel our social fabric and eat away at the economic viability of an entire region - urban, suburban and rural areas.

Nationally, 2005 marked the first year that suburban poor outnumbered urban poor. Poverty is spreading outwards.

The Brookings Institution report from October 2003, "Sprawl Without Growth: The Upstate Paradox" makes it clear. The total amount of urbanized land in upstate grew by 30 percent between 1982 and 1997 while its population grew by only 2.6 percent. The Central New York area - Syracuse, Utica/Rome region urbanized over 100,000 acres while losing 6,500 residents.



In 1754, Ben Franklin published this cartoon in his *Pennsylvania Gazette* to promote the value of working together. Franklin helped draft *The Albany Plan* sought to do just that. Could such 255-year-old strategies bring New York governance into the 21st century?

## Correcting dumb growth

We know the statistics and have read the reports on fiscal disparities and fragmented government. We know the consequences of "dumb growth." Therefore, perhaps every so often we could step back from our municipal silos and remember to take the long view. As Jane Jacobs said, "The erosion of cities by automobiles proceeds as a kind of nibbling. Small nibbles at first but eventually hefty bites."

As planners, there are many avenues we could take to correct this. We could further advocate and promote intermunicipal cooperation. We might coordinate with inner city job and career development centers on a regional basis. Or we might start a new, not-for-profit to educate leaders on taking the regional view.

Integrating the inner city poor into the regional economy not only increases equity but also ensures the long-term growth prospects of a region. The further we improve our inner cities the less sprawl is encouraged and the more open space is preserved.

The bottom line is that we must develop partnerships that reach across issues, sectors, races and ethnicity.

Fighting sprawl and inequitable development mitigates rising tax rates, disappearing jobs and underperforming schools. Sometimes just getting the myriad stakeholders together to talk is the spark that could move innovation. Simply linking inner city poverty fighting agencies with suburban and rural development and open space agencies could lead to remarkable conversations.

For example, advocates for low-income families cite Austin, Texas where poverty indicators actually worsened following the high tech boom. As New York seeks to mimic their boom, we could learn from and avoid their mistakes.

In our economically "flat" world people make choices on where to live not by the image of one town, but the image of the entire metropolitan area. As planners, we must always be cognizant that the success of an individual community is intertwined with the success of a region.

Crisis has a funny way of bringing opportunity. Could there be a better place to initiate a regional organization, than the cradle of innovative self-government? ©

Moore, an urban and regional planner, lives in Rensselaer.



# Region 1 Director's Report

By David W. Woods, Ph.D., AICP/PP, Director, Region 1

For the last three years, I have had the honor of serving on the APA Board of Directors elected from Region 1, the Northeastern United States and Canada. During this time, I have been struck by many ways that we as planners can serve the public and the profession while realizing professional and personal growth. In short, it is an exciting time to be a planner.

Recently, I received the newsletter from the Ohio Chapter, in which my fellow board member, Cynthia Bowen, wrote an excellent report. Instead of writing similar things I have asked Cynthia's permission to reprint her report - with a few changes to make it relevant to Region 1. Here it is.

As this article reaches you, I know that many planners are struggling with the economy. Planning directors are struggling with budget cuts, consultants are struggling to get work and all planners have limited resources to obtain CM credits. APA is aware of these concerns and is tracking the impacts on our planners in order to respond to our members' needs. The APA Board met in early February to update our strategic plan as well as discuss the issues - and APA responses - planners are facing. I have provided a summary of some issues that emerged from that meeting:

## Increased communication with chapters and members.

APA will continue to send out its Interact newsletter with information on what is happening at APA and how the slowdown in the country affects planners. Additionally, board members will be trying to attend more chapter board meetings to understand the issues that each state is facing and how APA can help. Some of the things that APA is doing include holding off on filling vacant positions, cutting department budgets and determining how the organization can be more efficient at providing services. Anna Breinich, AICP, Region 1 AICP Commissioner, and I are strategizing how we can better increase communication within our region.

Most of you probably realize that APA has redesigned Planning Magazine. New items include a "By the Numbers" section which could aid planners in their day-to-day activities. The APA website now has a research section with graphics that can be incorporated into reports.

## Cash Flow Projections

APA has put together projections for our budget over the next several years. Three scenarios have been projected to help the APA board make decisions on how to handle the economic slowdown and how it might affect services. We are encouraging each chapter to put together their own projections in order to make sound fiscal decisions and to help weather this economic climate. The organization is looking at ways to provide lower cost services and events to help planners get through this recession. The AICP Commission is also looking into low cost/no cost CM sessions. Paul Farmer, FAICP will also be preparing an article for Interact regarding the economic downtown and its impact on APA.

## Website

APA understands that there have been significant issues with its website. They are currently working through this. The board felt it was important that we should not take the

entire website off-line for 3 months while it was updated. Instead, we decided that we would make some major overhauls and keep it on-line while continuing to tweak it, causing some problems. However the board still believes this was the best strategy. If you are experiencing issues, please submit a comment to APA so they can get it fixed.

The other issue with the website is lack of connection. The organization realizes that the Chicago office, where our servers reside, does not have enough bandwidth to handle all of the traffic. The Board has approved money, not originally allocated in the budget, to upgrade our system to a fiber optic line that will increase bandwidth and speed for our members.

## Membership


APA has approximately 44,500 members and is in Phase II of our membership growth strategy. At this time, we have not seen a drop in our membership, however as the economic situation continues to unfold, we understand that the organization could be impacted. The membership committee is looking at how to maintain membership and grow, if possible, over the next two years. A focus group will be created to discuss membership and member services as well as ways to grow without compromising service. The membership committee will also be focusing on trying to attract more students, young professionals, planning commission and board of zoning appeals members. We will work with chapters to help increase their membership as well, which will benefit their budgets. Currently, the membership committee is reviewing membership categories and bundles to determine ways to meet the needs of existing and future members.

## Infrastructure Task Force

In order to understand the existing conditions of our country's infrastructure, the APA board formed a task force to look at long-term solutions. This is a three-year program that APA is undertaking to evaluate current conditions and challenges, develop a new vision and identify changes in public policy and planning practice. The task force steering committee will include the chairs of six sub-committees focused on the topics of transportation, water, energy, technology and telecommunications, public facilities and green infrastructure.

## APA National Centers of Planning

APA has created four national centers to obtain funding for research into specific topics including hazards planning, green communities and planning and community health. This research then is translated into PAS reports, free CM credit webinars, conference presentations and articles in Planning Magazine. You can learn more at [www.planning.org/nationalcenters/index.htm](http://www.planning.org/nationalcenters/index.htm).

This should bring you up to date with the APA's efforts to help you succeed as a planner in a challenging time. We are moving forward on communicating our message that planning will help to rebuild the economy and green our communities. Please don't forget to check the APA website periodically for news about these and other initiatives. If you have any comments or questions please feel free to contact me at [david@greenwoodsassociates.com](mailto:david@greenwoodsassociates.com) or 631.365.3604 

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## 2009 Awards Program

The New York Upstate Chapter of the American Planning Association is seeking nominations for its 2009 Professional Awards Program. This Program recognizes outstanding planning achievements within our Chapter. Awardees will be honored at the Chapter Conference in Albany, New York on October 1, 2009.

The deadline for submittals is July 17, 2009. Submissions post marked after this date will be returned unopened. The 2009 Professional Awards Program Committee judges each submission solely on information contained in the submittal package. If you have questions regarding this 2009 Professional Awards Program, please contact Gary Palumbo at 716-362-1126 or by e-mail at [gpalumbo@acp-ny.com](mailto:gpalumbo@acp-ny.com).

### Award Categories

- Comprehensive Planning
- Planning Excellence Award for Best Practice
- Planning Excellence Award for a Grassroots Initiative
- Planning Excellence Award for Implementation
- Planning Excellence Award for Public Outreach I
- Innovation in Best Practices in Sustainability

Awards submission deadline

Postmarked by


**July 17, 2009**

## Upstate Planner on-line

This issue will be the last mass-printed edition of the Upstate Planner. For environmental and economic reasons, the New York Upstate Chapter has decided to stop printing and mailing each issue. (Each issue currently costs over \$1200 to print and mail.)

We will print a limited number of issues for people who would prefer to receive paper copies. If you would like to have a paper copy of the Upstate Planner to you, then email Tanya Zwahlen at [tzwahlen@frontiernet.net](mailto:tzwahlen@frontiernet.net).

A link to each issue of the Upstate Planner will be mailed out to everyone. You will be able to download on-line will facilitate printing in case you need to read it away from your computer.

With each issue, we continue to make improvements that we expect to make the issue easier to read and more useful. If you would like to write an article, or if you have any ideas or comments about our new look or delivery system, please email editor George Homsy at [gch24@cornell.edu](mailto:gch24@cornell.edu). 

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Honoring the Past, Planning the Future

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