



Celebrating National Community Planning Month in Oregon,

Oregon has prominence as a leader in planning in North America, and our successes are worth celebrating. Does the public know [what planners do](#) and how we are partners in building great communities? Do our elected officials understand the contributions planners make to the success of their communities?

October is National Community Planning Month (NCPM). While this effort is [promoted nationally by APA](#) and [supported by Oregon APA \(OAPA\)](#), [the best celebrations are local](#) and local planners can best tell their story. What are some things we can do to inform our planning story through [#PlanningMonth](#)? This document, organized into the following parts, provides ideas and resources to get you started:

- [Get Inspired](#)
- [Plan Your Event Now!](#)
- [Next Steps](#)
- [Celebrate Your Successes](#)
- [Resources and Templates](#).

For questions or if you need support, OAPA can help! Send us flyers, links to articles, or photos of your activities so that we can share your plans and successes. Contact OAPA at oapa@oregonapa.org.

Get Inspired

This October, share how planning and planners are leading the way forward for all in your community, from economic development and transportation planning to reinventing what our communities look like post-COVID-19. Some examples are included below:

- [Planners are helping small businesses become resilient amidst the pandemic](#)
- [Planners are working to close the digital divide](#)
- [Tools for NCPM](#), including the [Road to Recovery Videos](#)



Plan Your Event Now!

The following list provides several suggestions for your community to use in planning ways to celebrate planning and its accomplishments:

1. Have your governing body pass a proclamation ([template included below](#)) emphasizing the value of planning to your community's past, present, and future. How has planning created lasting value and carried out a vision for the future, representing the values of your community members? Have your chief elected official introduce the planning staff. Proclamations by the offices of state and federal elected officials are also valuable to display the importance and interdependent nature of planning at all levels.
2. Draft a letter to your local newspaper's editor ([template included below](#)) regarding [#PlanningMonth](#) and [communicate the benefits of planning](#) in your community. Talk about how the public can get engaged in the community's future. Or discuss with a reporter you're familiar with about planning during the COVID-19 pandemic in 2020 and new challenges facing your community. Talk about [NCPM](#) on your website and include featured activities and links to [APA/OAPA information](#) and videos.
3. Invite residents to a Planning Month community meeting, open house, or workshop(s) to discuss planning in your community or region, how residents can become involved, and let residents identify issues they would like to see addressed. Opportunities for planner/community member one-on-ones are great ways to get input. Videos are available from the APA highlighting [#PlanningMonth](#) and can be used for any special events.
4. Schedule one of your public engagement activities in October if you have an ongoing planning effort (a comprehensive plan update, downtown or district plan). Invite the public to see planning in action and how implementing the plan can change the community using concrete examples.
5. Host an interpreted walking tour of your Main Street or community points/projects/neighborhoods of interest during October, explaining the history of these special areas and the role of planning in creating them.
6. Host a fun run or bicycle tour in October featuring your "great places" and let participants know how they can get involved in planning for the future and how they can provide input on development proposals.
7. Approach your school district about [sending planners to schools](#) in October to discuss how communities are planned and how planners turn visions and ideas into great livable neighborhoods.
8. Spend some time in October on a discussion of [Great Places in America](#). Planning is behind the places communities value most. APA recognizes the neighborhoods, streets, and public spaces that make communities stronger and bring people together through good planning.



Following is a list of Oregon Great Places designated in the past by APA. We know there are many more that deserve to be on the list. Find additional information at www.planning.org/greatplaces/. The national program is on hold as of 2020, but it's never too early to start discussions in your community!

Great Places in America in Oregon 2007-2019

Ashland, Oregon

[Lithia Park](#)

Lake Oswego, Oregon

[First Addition](#)

McMinnville, Oregon

[Third Street](#)

Portland, Oregon

[5th and 6th Avenues – Portland Transit Mall](#)

[Governor Tom McCall Waterfront Park](#)

[Pioneer Courthouse Square](#)

[Ladd's Addition](#)

Next Steps in Preparing Your #Planning Month Plan

Draw up some ideas for National Community Planning Month in your community. Get consensus around one or more concepts from your staff and elected officials. Decide who will carry out the plan to make it happen. Contact APA at www.planning.org/ncpm and share your ideas with APA staff. They can help.

Celebrate Your Successes

Celebrate your planning successes! Planning a community tour, meeting, or special event to mark the occasion? Contact Oregon APA at oapa@oregonapa.org and let us know. We'd love to highlight your efforts in our Chapter newsletter, [our website](#) and social media outlets during October and beyond.

Resources and Templates

The following resource pages include key messages, background information, an NCPM Proclamation template, and language for websites, newsletters, and letters to the editor. Use these as a starting point and go from there.





Planning Month Key Messages

National Community Planning Month is a time to highlight the critical role of planning in our communities. While many people may not realize it, planning has a significant impact on their day-to-day life. Planning plays a vital role in a person's life: where they live,

how they commute, the type of home they live in, and life and well-being. Planning can be summed up as comprehensive, community-focused choices that enhance the spaces where people live, work, and play.

Planning helps create access and opportunity for all. Through planning, strategic investments in innovation and infrastructure can boost the economy and strengthen communities.

Planners help create communities of lasting value. Planning helps leverage public and private funds that lead to business growth, job creation, robust infrastructure, and economically resilient communities.

Planners are skilled at balancing the varied interests and viewpoints that emerge as a community plans its future. Planners consider what is best for all people living in our communities. How do they arrive at these community-wide decisions? Through meaningful conversations with residents and thoughtful, inclusive engagement and outreach to community stakeholders.

Planners work for the greater good. Planners work with professionals from different fields such as public health, recreation, and engineering to make safer, resilient, more equitable, and prosperous communities. Planning does not stop at a geographic border. Communities are served best when planners take a broader viewpoint, encompassing regional and statewide perspectives. This is especially critical for infrastructure projects, which are most successful when planned at a regional scale. Taking a regional focus ensures the infrastructure system will benefit those well beyond the immediate location of the project.

Planners have the unique expertise to comprehensively address the impacts of today's actions on tomorrow's communities. With a comprehensive big-picture perspective, planners are uniquely positioned to evaluate how decisions about the built environment, including transportation networks, building location, scale, and parks and green space, impact communities. When guided and informed by good planning, these decisions make communities safer, more resilient, healthier, prosperous, and equitable.

More than 15,000 planners have earned their professional certification through the [American Institute of Certified Planners \(AICP\)](#). Certified planners pledge to uphold high standards of practice, commit to a code of ethics and professional conduct and keep their skills sharp and updated by continuously pursuing advanced professional education through the Certification Maintenance Program. AICP planners also serve at-need communities, pro bono as individuals, with their chapters, or through or through OAPA's [Community Assistance Program](#).

BACKGROUND

What is National Community Planning Month?

Established in 2006, National Community Planning Month is celebrated each October to highlight the role of planners and the importance of good planning in our communities. Planning is essential for the health, safety, equity, and economic well-being of all people living in our communities. Across the country, communities celebrate planning in different ways: mayoral or city council [proclamations](#) declaring October as Community Planning Month, with site visits for federal, state, and local elected officials; community tours of APA designated [Great Places in America](#); or [outreach to students](#).

Why Celebrate Planning?

National Community Planning Month is your chance to raise the planning profession's visibility and highlight its positive impact on your community. It is also an opportunity to share your stories with your appointed and elected officials to reinforce the importance of planning in your community.



COMMUNITY PLANNING MONTH PROCLAMATION

WHEREAS, change is constant and affects all cities, towns, suburbs, counties, boroughs, townships, rural areas, and other places; and

WHEREAS, community planning and plans can help manage this change in a way that provides better choices for how people work and live; and

WHEREAS, community planning provides an opportunity for all residents to be meaningfully involved in making choices that determine the future of their community; and

WHEREAS, the full benefits of planning requires public officials and community members who understand, support, and demand excellence in planning and plan implementation; and

WHEREAS, the month of October is designated as National Community Planning Month throughout the United States of America and its territories, and

WHEREAS, American Planning Association and its professional institute, the American Institute of Certified Planners, endorse National Community Planning Month as an opportunity to highlight the contributions sound planning and plan implementation make to the quality of our settlements and environment; and

WHEREAS, the celebration of National Community Planning Month gives us the opportunity to publicly recognize the participation and dedication of the members of planning commissions and other community members who have contributed their time and expertise to the improvement of the (State, City, or County) of _____ (insert name of the state, city, or county); and

WHEREAS, we recognize the many valuable contributions made by professional community and regional planners of the _____ (State or City or County) of _____ (insert name of state, city, or county) and extend our heartfelt thanks for the continued commitment to public service by these professionals;

NOW, THEREFORE, BE IT RESOLVED THAT, the month of October 2021 is hereby designated as **Community Planning Month** in the _____ (State or City or County) of _____ (insert name of the state, city, or county) in conjunction with the celebration of National Community Planning Month.

Adopted this _____ day of _____, 2022.

Chief Elected Official

Clerk



Sample text for websites and newsletters in October:

National Community Planning Month is Here

All month long, we're celebrating the lasting value that thoughtful and innovative planning has for [insert community name]. Get to know the planners in your community; learn about the local planning initiatives underway, and maybe even attend your first planning-related meeting.

Want to get involved with planning the future of our community? Visit [insert department or firm web address] to learn how.

Learn more about National Community Planning Month at www.planning.org/ncpm.

Planning Month Letters to the Editor

Using points from the Planning Month key messages write a customized letter with specific examples from your community and with your community name. Keep in mind your target media outlet's allowed, maximum word count.

For tips on how to write an effective letter to the editor, visit APA's Communications Guide: www.planning.org/communicationsguide/
