

A hand in a suit sleeve points to a specific location on a dense, multi-colored transit map. The map features a complex network of lines in blue, yellow, red, and green, representing different transit routes. The background is slightly blurred, focusing attention on the hand and the map.

SKILLS FOR FUTURE PLANNERS

Moderator:

Byron Nicholas, PP, AICP

Speakers:

Tom Sanchez, Ph.D.

Lian Plass, AICP

Jack Heide, AICP, CFM

data analysis & skills for planners



- 1. Data-driven decision-making:** Urban planners need to analyze data and information to make informed decisions on land use, transportation, housing, economic development, and environmental issues. Quantitative analysis helps them evaluate different alternatives and select the best course of action based on empirical evidence.
- 2. Assessing impacts:** Urban planners must evaluate the potential impacts of proposed projects, policies, or programs on various aspects of the urban environment. Quantitative analysis skills allow them to measure and quantify these impacts to facilitate comparison and prioritization.
- 3. Forecasting and modeling:** Urban planners often use quantitative methods to predict future trends, such as population growth, housing demand, or traffic patterns. These forecasts help planners anticipate future needs and develop appropriate strategies to address them.
- 4. Performance measurement:** Urban planners must evaluate the effectiveness of their plans and policies, which often requires quantitative indicators to measure progress and success. Strong quantitative analysis skills enable planners to track performance and make necessary adjustments.
- 5. Communication:** Urban planners must communicate their findings and recommendations to a diverse audience, including decision-makers, stakeholders, and the public. Quantitative analysis skills help them present complex information in a clear, concise, and visually appealing manner, making it easier for others to understand and support their proposals.

Planning Process and Engagement

Lian Plass, AICP, Vice Chair, Planning Technology Division

- Planning process and community and stakeholder engagement
- Plan creation and implementation
- Tools for design and intervention to understand and influence the future

Plan Creation and Implementation

- In practice, many different approaches to plan creation depending on objectives, local context, resources, among other things
- Implementation often involves interdisciplinary, intersectoral coordination as well as willingness to learn

Community Engagement



ENGAGEMENT PROCESS RESOURCES

Equitable Community Engagement Requires Learning, Self-Reflection, and Transparency

Five ways planners, engineers, and other allied professionals can establish a long-term, measurable approach to equitable planning (2023)

By: Jennifer Fierman, AICP, Kristof Devastey, PE, PTOE, PTP; Lindsay Welsch Scen, PhD

Three Essential Questions for Better Planning

PAS Memo 110

By Kyle Ezell, FAICP CUD

Questions:

- Who is helped?
- Who is harmed?
- Who is missing?

Planning for Equity Policy Guide

Approved 2019

- (1) Institute principles of effective community engagement and use targeted community-specific strategies
- (2) Implement principles of participatory planning
- (3) Build trust through outreach
- (4) Create space to listen and heal old wounds
- (5) Avoid duplication of engagement efforts

ENGAGEMENT PROCESS RESOURCES

AICP Code of Ethics and Professional Conduct

Last revised: 2021

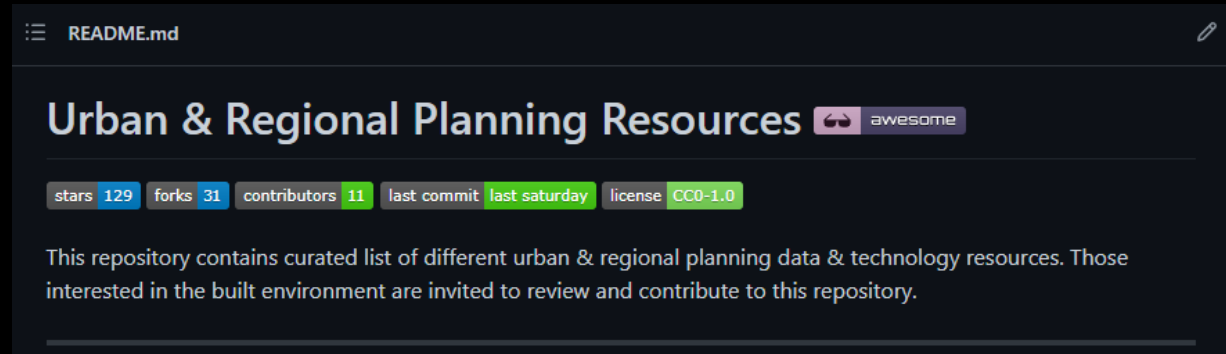
Tools for Engagement, Design, and Intervention

"If the only tool you have is a hammer, you tend to see every problem as a nail."

- Abraham Maslow

- APA Tech Tools Series in APA Magazine
- APA Knowledge Center Resources (e.g., PAS Reports, Memos, Quicknotes)
- APA Technology Division Urban-and-regional-planning-resources
Repository

Urban & Regional Planning Resources



A Planning Technology Compendium

- Public Data Resources
- Vendor Data Resources
- Planning Data Specifications
- Planning Coding Resources
- Platforms and Software Resources
- Educational and Informational Resources
- Other

Contribute!



Research and critical analysis skills

Plan creation and implementation

Data analytics and urban technology

Planning process

*Methods of design and
intervention*

***Community and stakeholder
engagement***

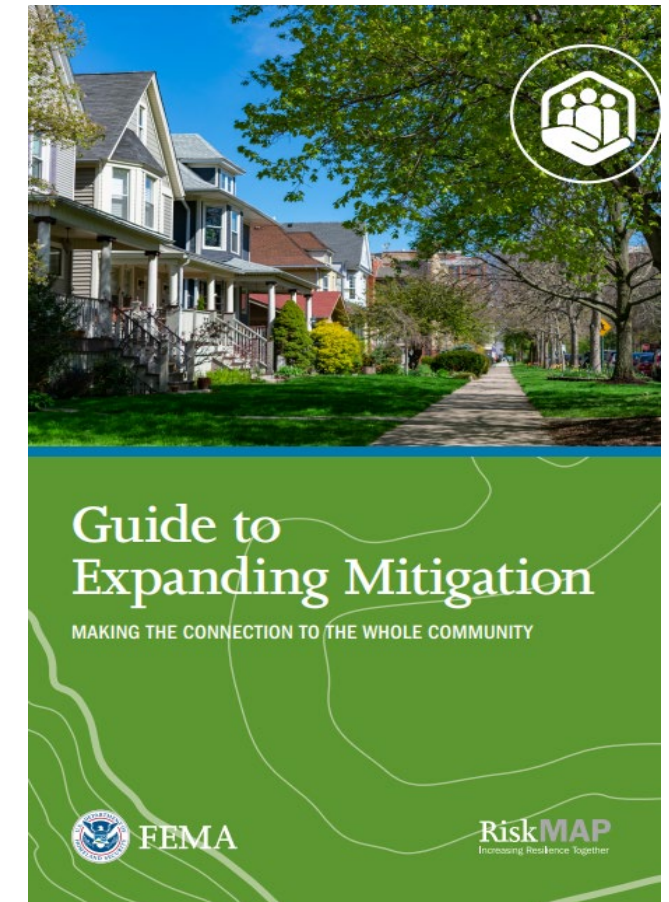
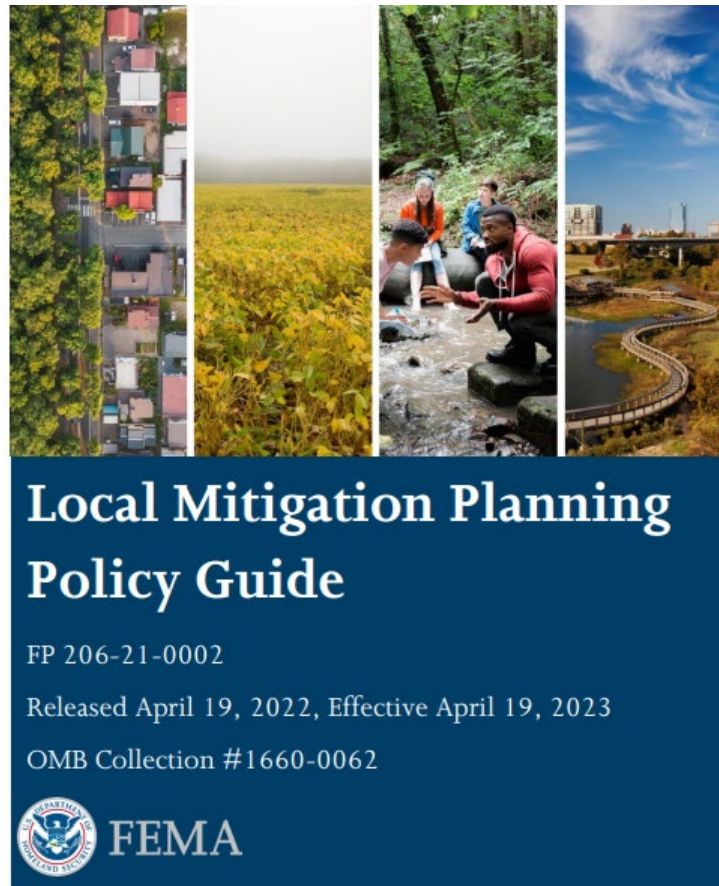
Qualitative methods of data collection

Mapping and data visualization

Methods of geo-spatial analysis

Introduction

FEMA Planning Work



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Communication

Communicating More Clearly

WHAT WE THINK THEY WANT

- I want my audience to understand their risks.
- I must include plenty of data to back up my points.
- I must include every detail.
- I must be highly precise and use technical terms.

WHAT THEY REALLY NEED

Is this information relevant to me?
Why should I care?

There are a lot of numbers here.
What do they mean?

Tell me what is most important now,
and where I can follow up for details.

There is a lot of jargon here I do not
understand.



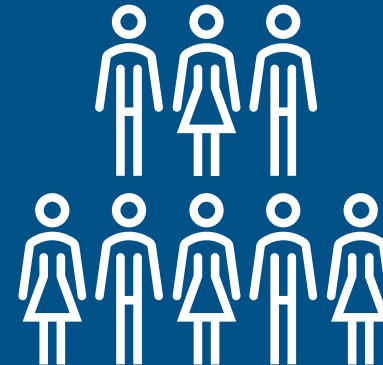
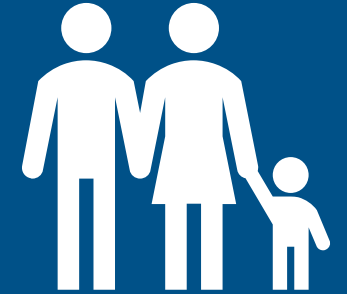
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Who are stakeholders?

- Internal/External Audiences
- Questions to think about:
 - Who will this affect?
 - Who should be involved?
 - Whose support do we need?
 - Who needs to know/understand?
- Who else should we consider?



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Practical Tips



Be interested in other people. Ask questions and listen.



Consider “what **i**s in it for them.”



Be present. Put technology away when you are with others.



Respect time and show people you value them by following up.



Pause and let people complete their thoughts. Do not interrupt.



Use plain language, examples, stories and analogies.



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Leadership

Leadership



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Professionalism

Professionalism



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