

PROMOTING PLANNING: time for action !



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1. *What is Promoting Planning?*
2. *Where* are we now? ...do we want to be?
3. *How* could *Promoting Planning* happen?
4. *What* are our key messages?
5. *Who* do we need to engage with?

And what can you do to help.

BACKGROUND

18 months ago Alberta elected a new government

- Their promise: deliver sustainable development
- First: climate change and the environment
- Next: economic and social sustainability

OUR PROPOSITION : *Sustainable development requires good planning – ‘sustainable planning’.*

The planning profession has a critical role to play.
We need to promote sustainable planning.

Promoting Planning

- Advocacy initiative to promote sustainable planning
- A campaign to restore Alberta as planning leader
- An opportunity to help this gov't deliver its mandate
- A chance to reboot, refresh and restore planning
- About delivering key messages to key audiences
- About delivering sustainable development in AB

A chance for us to do what we're trained to do.

SUCCESS FACTORS

- Collaboration – all planners & planning supporters
- Clear and focussed communication
- Promoting the public interest – good planning
- Delivering key messages to key audiences
- Addressing the Government's interests
- Establishing planners' credibility and credentials

AND THREATS ?

- Moving too slowly - missing window of opportunity
- Failure to mobilize planners & planning supporters
- Mixed, conflicting or unclear messages
- Being seen as promoting planners – not planning
- Not establishing credibility in sustainable develop't
- Failing to deliver good news stories quickly

AND - if we don't step up?

- Others will (and already are)
- Gov't unaware of planners as an ally and resource
- Government could fail to deliver sust. development
- Future governments may be less receptive
- Planning could be further demoted / fragmented
- Province will not rebuild planning leadership

WHO are key audiences?

- Cabinet Ministers and Premier Rachel Notley
- Provincial Civil Service
- Related professions (e.g. Landscape Architects)
- Academic institutions
- Environmental and community organizations
- Media (including social media)

A SHORT HISTORY

- Alberta – Canada’s planning leader from 1913 until 1993
- Ralph Klein & Steve West – radical changes!
- Regional planning largely dismantled
- *Planning Act* absorbed into *Municipal Government Act*
- Planning later split further under *Land Use Framework*
- Loss of most planning support services and capacity

*“Planning legislation in **Alberta...has long been thought to be in the forefront** of planning efforts in Canada”*

Regional Planning in Alberta - G. Dagushian - 1979



Dr. Steve West

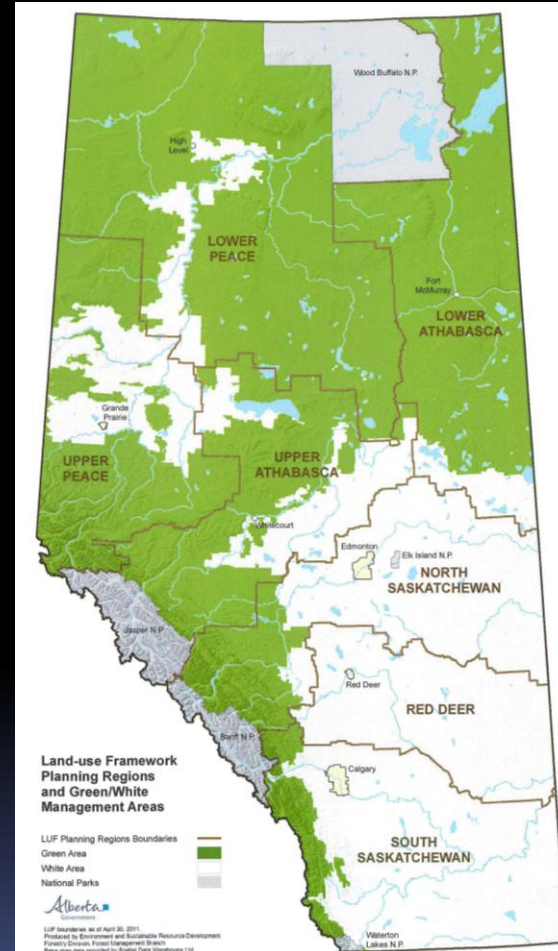
(AKA Dr. Death) 1992 -1995

- *"The first mistake you make if you want a change is to study it to death."*
- *"Necessity breeds solutions. **You have to force the issue.**"*
- *"If (you) don't address the planning boards, the people who do it, and straighten them out first... **You'd better destroy some of the system first.**"*
- *"To get something done...**pull the money.**"*

Alberta: Two Planning Systems?

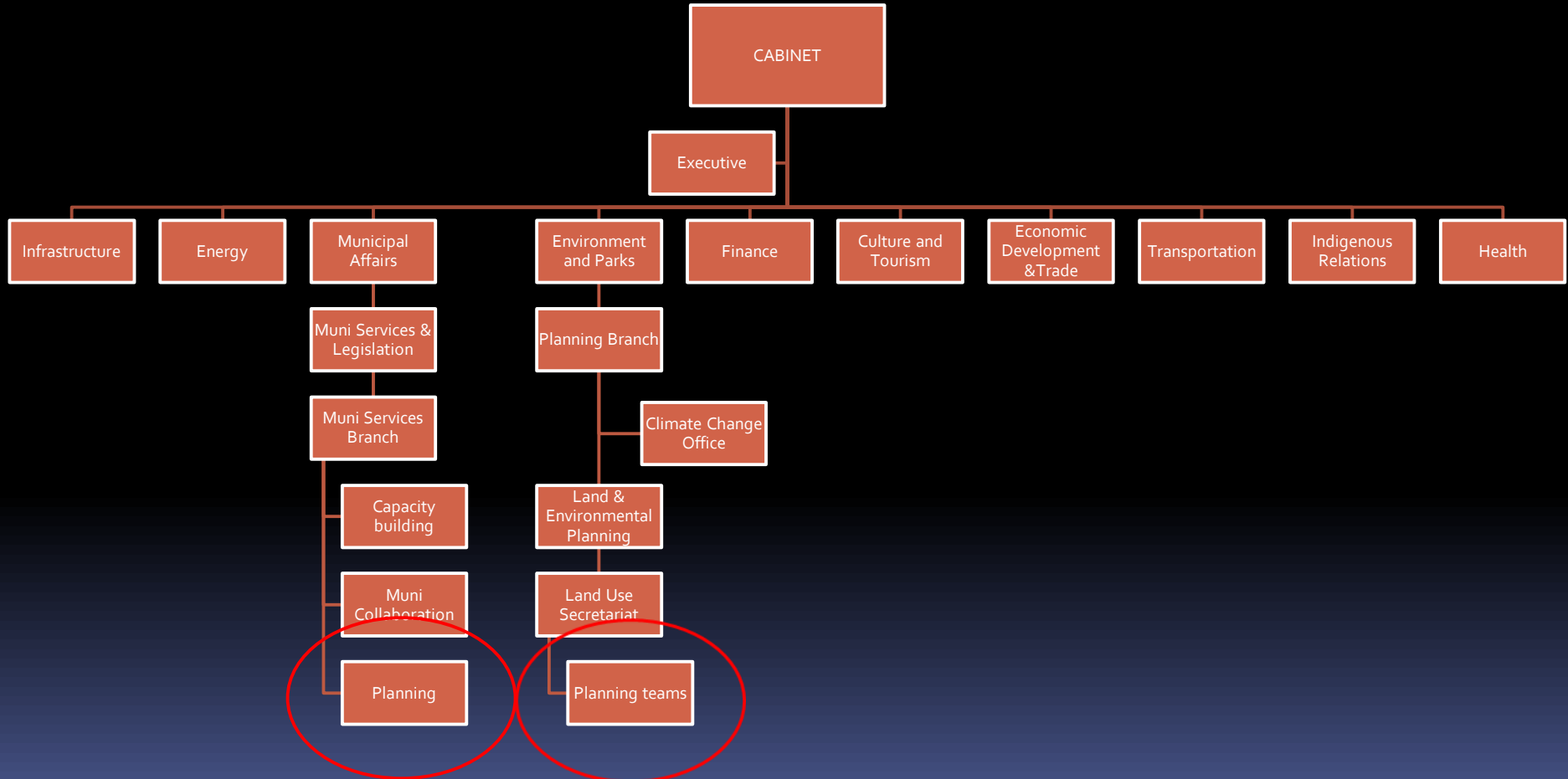


Municipal Government Act
(Town and Country Planning)



Alberta Land Use Framework
(Resource Management)

Find The Planners: (skill testing question)



HOW will we *Promote Planning* ?

- APPI Strategic Plan (outreach and engagement)
- face to face communication at the highest levels
- multiple, coordinated voices – a chorus
- start with planning supporters within Government
- through our combined network of connections
- secondary media and digital communications

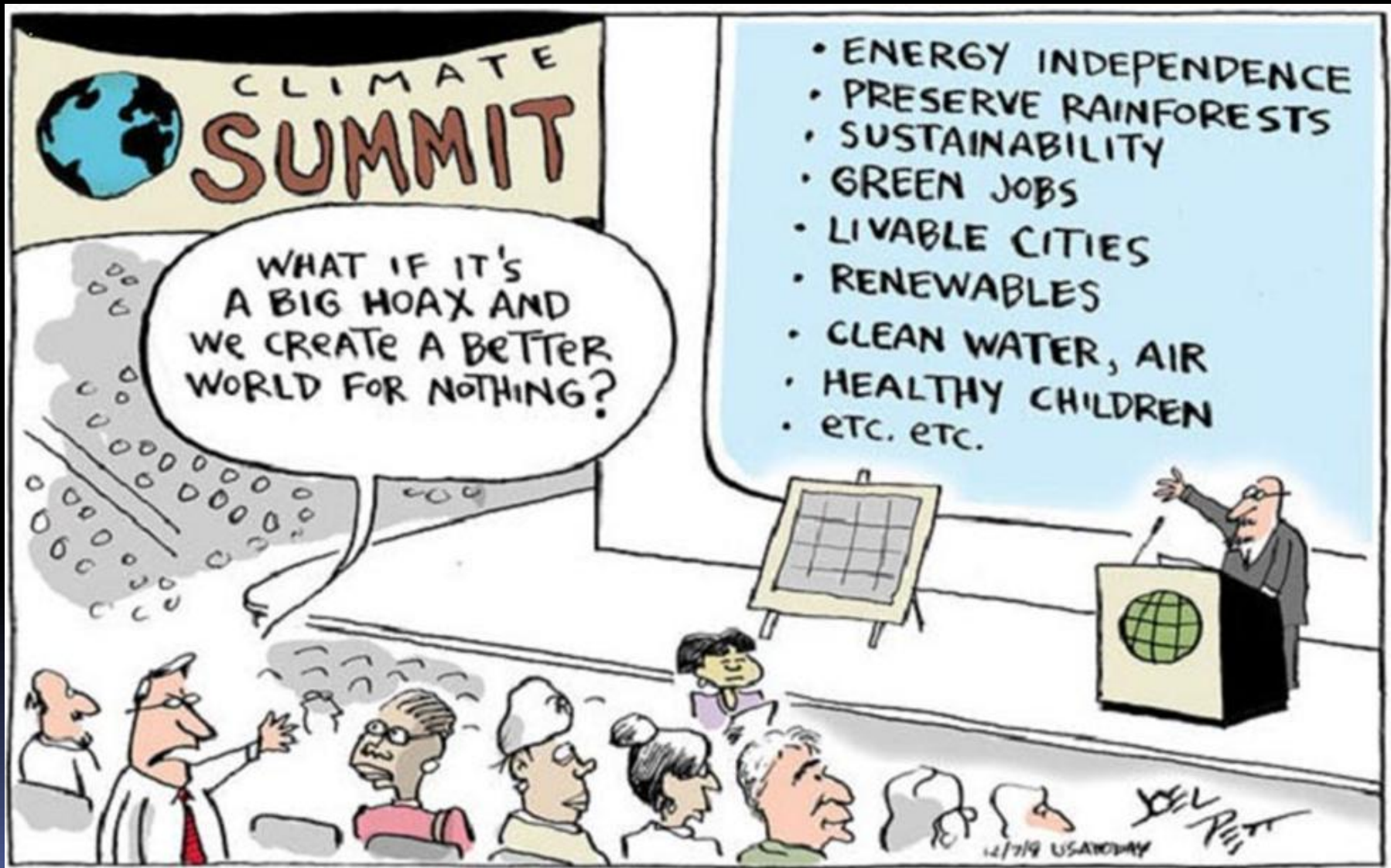
We need YOU – time for all hands on deck! All planners – students, new, experienced and retired, private and public sector, across all disciplines. All friends of good planning.

KEY MESSAGE #1:

Sustainable development requires sustainable planning

- We can help you deliver your promise
- Planners are experts in sustainable development
- There is no stronger supporter than APPI
- We can assemble a coalition of other supporters
- Climate Change (environmental sustainability) is #1
- We can help with economic & social sustainability

NOT a key message:



Huh? *Sustainable Planning?*

2006 Vancouver Declaration

Principle 1 – ‘*promote sustainable development*’

“We assert that there can be no sustainable development without sustainable urbanization and no sustainable urbanization without effective planning: political will and investment is required for effective planning”

World Planners’ Congress

Vancouver 2006 (signed by CIP and most international Planning Institutes)

SUSTAINABILITY

SUSTAINABLE DEVELOPMENT

ENVIRONMENTAL

- Climate Change
- Environmental Protection
- Water + Air Quality
- Energy + Emissions
- Materials + waste

ECONOMIC

- Economic growth
- Diversification
- Employment
- Hard Infrastructure
- Community Infrastructure
- Public finances

SOCIAL

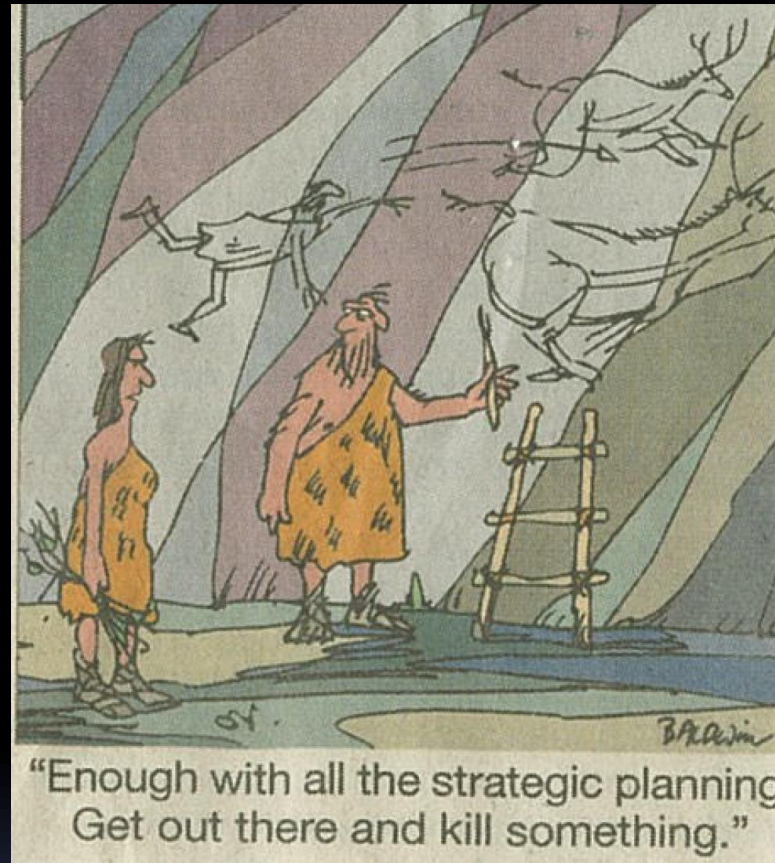
- Livability / Quality of Life
- Health + wellness
- Culture + heritage
- Equity
- Diversity
- Community engagement

KEY MESSAGE #2:

Let's re-establish Alberta as a leader in sustainable planning. Planners are ready, willing and able to help.

- Alberta - once a planning leader - can be again
- New planning focus: sustainable development
- The Province should lead by example
- Our regions and rural areas need Provincial support
- We have some of the world's best planners
- We can help you deliver sustainable development
- This is a rare opportunity – let's move fast (together)

Where to from here? Let's discuss.



And please sign up here!

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