



“Improving, changing, and exploring the roles of women and men in planning.”

## Addressing Transportation Equity for Women Through Value Pricing

By Angela Jacobs

The transportation needs of women have become increasingly diverse. The 1995 Nationwide Personal Travel Survey (NPTS) showed that between 1980 and 1990 an estimated 14 million women entered the labor force. In addition, the study revealed that women made over fifty percent of family and personal trips (NPTS p. 19). However, it has only been in the past decade that the transportation community acknowledged that women’s travel needs differ from those of men because women use different “journey to work patterns” and modes of transportation. In addition to the dramatic shifts in women’s use of the transportation system, major metropolitan areas have experienced tremendous growth in congestion, hours of delay, and problems arising from severe air quality conditions.

Time, in general, is an extremely important factor for working women with small children. Since women usually assume the major responsibility for getting children to child care, school and outside activities, they face greater travel time constraints than men. Being late to pick up a child from daycare can result in late charges assessed by the minute. Therefore, the provision of a safe, efficient trip that is not delayed during congested periods would be extremely valuable for working women who have multiple responsibilities outside of work. This paper will explore how Value Pricing strategies can address some of the travel concerns of women.

The Value Pricing Pilot Program (VPPP) was established under TEA-21 to provide up to 15 States, local governments, or other public entities with 80% Federal matching funds to establish, maintain, and monitor value pricing projects. Value Pricing is an innovative financing tool that helps manage peak-period congestion as well as to finance transportation infrastructure and transit improvements. Women seem willing to pay for more efficient transportation when they assume responsibility for additional family obligations.

In my opinion, there are three pricing strategies that can improve travel options for women: Pay-as-you Drive Insurance, FAIR Lanes, and High Occupancy Toll (HOT) lanes. These travel options offer all economic classes of women options to meet their travel needs. Under the PAYD program, women can save on the price of car insurance based upon how much they use their vehicle. Since studies show that women tend to work closer to home and travel shorter distances, states with PAYD programs would allow women who are from low income groups to purchase affordable car insurance. The FAIR lanes concept would address equity concerns for women with limited incomes by allowing them to earn credits that they can use to travel on the express lanes when they value their trip more. For example, if there is an accident on the regular lanes and it is necessary to pick up a child from day care or face costly late fees. HOT lanes provide women with a safe and reliable trip in their personal vehicle when they choose to pay the toll or when they carpool or use mass transit the toll price is reduced.

The Value Pricing Pilot Program has supported some successful projects such as the I-15 FasTrak project in San Diego, California and the SR-91 project in Orange County California. Recent data collected on both of these facilities clearly demonstrate that pricing can provide women with

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travel options. Research shows that politicians at the state, regional and local level need to consider developing policies that address women's unique transportation needs. Financial and political support provided to transportation planners will allow them to focus greater resources toward applying innovative concepts to improve transportation systems and address specific travel needs of women in the workforce.

*The views presented in this paper are those of the author and do not reflect the opinions of FHWA.*

**Email Update!!**

**If you have a new email address, please let us know. Or, if you would prefer to have your PW newsletters and announcements sent to another email address, let us know as well.**

We are now in 2003, and in the spirit of reflecting upon the year that ended, I thought I would challenge our members to consider some important issues regarding the Women in Planning Division. This marks the third edition of our revived newsletter, and there seems to be a lukewarm response to our request to become active participants in the Division. As co-editor, I ask that you please take some time to consider what you expect from the Division. I would also like for the members to consider what part each one of you can play in helping to strengthen our division and to increase our voice as active APA members. As a working mom with two small children, I understand first hand that most of us are juggling quite a few things on our plates. However, we really need you, the members, to support us by becoming actively involved. There are many exciting things on the horizon in 2003. We need to consider what impact the new transportation appropriations bill will have on women. In order to have a reasonable quality of life, safe and reliable access to employment, childcare, medical facilities and shopping centers are essential. However, millions of Americans, the majority of which are women, struggle daily to access transportation that adequately meet the needs of their families. In 2003, our division needs to examine what issues we want to champion, and outline an action plan on how we will help to improve the quality of someone's life.

*~Angela F. Jacobs*

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Winter is upon us and for many of us that means snow, ice, and warm hot chocolates. As for the Planning and Women Division we are rolling along, in preparation for the annual APA conference, held in Denver. Again this year, the Planning and Women Division will be offering its annual pre-conference gathering. Please make sure to attend, bringing along your ideas, suggestions, and comments about the division and the newsletter. We are always interested in your opinions and your suggestions for improvement. Most importantly, as Angela points out, we are very interested in your active participation in the division. Because, if there isn't active participation, then arguably, there may not be a need for attention to women in urban planning and women as planners. I certainly think that is not true. With only a small percentage of women honored as "Fellows," and with a tradition in planning that has been mostly male-dominated, in a society that is mostly female, I wonder where the attention to women's issues in urban planning has gone. I urge you to consider this issue and send us your reply in the hopes of stimulating interesting discussion about the loss—or perceived loss—of attention to women's issues in urban planning and women as planners.

*~ Karen Shakira Khan*

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# Doing Gender in Denver! PW sponsored sessions

The division is sponsoring outstanding programs during the upcoming APA national conference.

- **Top Women in the Planning Field**  
Sunday, 4:00 p.m.–5:15 p.m.  
Hear from some of the most prominent women in planning — directors and consultants — as they describe their paths to planning success. Learn to focus your career options and move forward into positions where you can affect change. Sponsor: Planning and Women Division. CPDP 1.5 The panelist are:

- Lucie Ayer, Director Transportation, Hillsborough County Planning Commission, FL
- Barb Cole, President, Community Matters, Inc., CO
- Maxine Griffith, Director, City of Philadelphia Planning Commission
- Sharon Hightower, Hightower Associates, CA

- **Gender's Role in Urban Design**  
Monday, 10:15 a.m.–11:30 a.m.

Recent studies suggest that urban design project results could vary depending on who executed the design. Does gender affect urban design? Examine real-world scenarios and reflect on other possible outcomes. Listen as panelists discuss whether urban design is an art or involves little more than the mechanics of drawing. Sponsor: Planning and Women Division. CPDP: 1.5 The panelist are:

- Ellen Ittelson, Director, Community Planning & Development, CO
- Jane Thompson, Design Group, Inc., MA

- **Planning and Women Division Business Meeting/Dinner**

Tuesday, 6:00 p.m.–9:00 p.m.

- Los Cabos II, 1512 Curtis St., 2 blocks from the Convention Center. **Dinner is Dutch treat; however, the restaurant is moderately priced and serves Peruvian and Mexican foods.** There will be a jazz band this evening.

In addition, I have been involved in planning the following session for planning commissioners. This session is also a webcast.

- **Appointed and Elected Officials Planning Commissioner Ethics**

Monday, 8:45 a.m.–10:00 a.m.

Planning commissions make decisions on behalf of the public and therefore the decisions must be made within an ethical framework. This lively roundtable explores the relationship between legal and ethical responsibilities and how commissions consider varying points of views while considering the long-term community interests. Learn how the APA Ethical Principles in Planning relate to your official role. The panelist are:

- Christopher Duerksen, Clarion Associates, CO
- Clyde Forrest, University of Illinois
- Lorie Garcia, City of Santa Clara Planning Commission, CA
- Phillip Klotz, Pennsylvania General Assembly
- Pat Sheffels, Planning Commissioner, APA Board, WA

It is not too early to begin thinking about the nominations for the Diana Donald Award for 2004. The deadline will not be posted until after the national conference. Nonetheless, a target date to keep in mind is the third week of August 2003. There were no nominations for the 2003 award. In addition, the deadline for FAICP nominations is just around the corner. The percentage of women fellows is still disproportionately small.

My thanks to the newsletter editors for the outstanding job they are doing.

I am looking forward to meeting you in Denver, P2

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## AICP exam and its 2002 results: Pass rate declines

*By Paul Farmer, AICP  
Executive Director, APA and AICP*

**F**or more than 20 years, the American Institute of Certified Planners has been certifying planners through a process that includes education and practice requirements, as well as a written examination. Employers are showing their confidence in the "AICP" credentials by increasingly requiring certification or otherwise giving special consideration to those who are certified. Planners are showing their interest by taking the exam in numbers that are regularly in the 1,000-1,500 range. AICP membership, which has been growing at approximately 1,000 per year, now stands at about 13,300. Of course, the purpose of certification is both to assist planners in their practice of sound, ethical planning and to assure the public that planners with such credentials have the expected expertise and that that expertise will be utilized in accordance with our code of ethics.

This year, the Institute experienced a lower pass rate for its certifying exam than it had experienced in recent years, which understandably resulted in a number of concerns expressed by both unsuccessful examinees and chapter Professional Development Officers. However, it should also be noted that this year's pass rate was more in keeping with the rates of many of the first 20 years of the exam than with the higher rates of the last half dozen years. From 1980 through 1992, the range had been from a low of 50 percent to a high of 63 percent, a rate that was achieved only once. In eight of the last nine years, the range had been 71-76 percent. Only in 1999, with an all-time high pass rate of 79 percent, was it outside that range.

Several phenomena may explain why this year's pass rate dropped back to rates more common during the first 13 years of the written exam. None explains the entire change. For example, pass rates vary widely according to such factors as an applicant's years of experience or degree program (planning versus a related degree; an accredited planning degree versus a non-accredited degree). For an entire applicant pool, these vary from year to year.

In 1999, the AICP Commission commissioned a study of the certifying process. The Commission selected James Spencer, FAICP, a member of the University of Tennessee faculty, to perform the study. Dr. Spencer had completed a similar study approximately 15 years earlier. The Spencer Report suggested a number of procedural and substantive changes to the exam process. One of the recurring themes that Dr. Spencer identified in his report was a strong desire by AICP members for the certifying exam to be more oriented to testing the application of planning knowledge and experience and a reduced emphasis on rote memorization of facts and figures. Since the report's publication in 2000, the exam committee of AICP has been slowly and deliberately shifting the focus of the exam to testing the application of planning knowledge and experience.

The change in focus of the exam became evident to the exam committee members who certified the exam for administration in 2002. Many of the exam committee members remarked that the draft exam seemed to be calling for more decision making on the part of examinees than did previous exams. The exam is beginning to meet the desire of AICP members as expressed through the Spencer Report: to have an exam that is testing the

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application of planning knowledge and experience. This continued shift of emphasis in the exam may also have contributed to a lower overall pass rate.

Standardized exams require a periodic process to establish a "cut score," which establishes the number of questions that need to be successfully answered to pass the exam. The cut score is reviewed approximately every five to seven years; 2002 happened to be one of those years. The Select AICP Exam Cut-Score Committee that was convened in late May for this purpose consisted of recent exam takers, those who had taken the exam years before, a member of the last cut score committee, members of the exam committee, and current and former PDOs. A representative of the Chauncey Group, the professional administrators of the AICP certifying exam, led this effort. Most of the committee's time over two days was spent on two tasks. The first task was to develop a profile of an exam candidate who would marginally pass the exam. The second task was to evaluate questions from the 2002 exam and collectively agree on how well this marginal candidate would perform on each question. Using these data, the Chauncey Group developed a draft cut score for my review and certification as the AICP Executive Director.

After reviewing the recommendations of the Committee, I had further conversations with staff of the Chauncey Group and with the Chair of the Committee. I certified a cut score that raised the pass rate slightly from that initially recommended by the Committee. Although the change between the cut score from the past several years to this year was slight, it apparently has contributed to a lowering of the pass rate in 2002. However, the change in the cut score does not entirely explain the total change in the pass rate experienced this year. But, as with the background of the 2002 applicant pool and the implementation of the Spencer Report, it isn't the sole reason for lowered pass rate in 2002.

We should all be careful about relying on previous pass rates as a predictor of the pass rate in any given year. An applicant understandably asks for the history of pass rates. A rate is frequently stated in exam preparation courses. In fact, it is not uncommon for faculty of such courses to state the pass rates of "their graduates."

Another expectation relates directly to the preparation courses and materials. Too many exam takers assume that the practice exams provided as part of the review sessions offered by state chapters and private individuals somehow replicate what is on the actual exam. Those who conduct the review sessions emphasize that the practice exams are just that. But a number of applicants who called the chair of the exam committee expressed amazement that the questions on the practice exam(s) were not on the certifying exam. Practice exams should never be viewed as a shortcut to completely studying the exam subjects.

AICP certifies planners. It has an interest in having every practicing planner become certified and be a member of the Institute. It is not the intent of the AICP Commission or its Exam Committee to artificially raise or artificially lower the pass rate for the certifying exam. But an exam score must be set that numerically identifies those that qualify for membership in the Institute. We hope that the exam itself will be viewed as simply a part of a valuable learning process for those who seek to become certified planners. We will work with APA's Chapters so that continuing education programs can continue to be improved so that planners build on their knowledge and skills through the focused learning processes leading up to the exam. Those who become certified will then have both the satisfaction of earning their "AICP" credentials and the satisfaction that their knowledge and skills have improved through the process.



# Preliminary Summary of Continuing Professional Development Online Survey

By Pattsy Petrie

Please participate if you have not done so, by going to the following website.

[HTTP://WWW.URBAN.UIUC.EDU/CE/CPDSURVEY.ASP](http://www.urban.uiuc.edu/ce/cpdsurvey.asp)

The continuing professional development survey is being conducted online at the University of Illinois, Urbana-Champaign. The respondent population is not a random sample; nonetheless, respondents are geographically dispersed throughout the US. This survey is ongoing.

Therefore, this summary is based on 384 responses. (Present response count is 450.) Of these respondents, 43% are female and 57% are male, 50% are under 41 years old, and have finished the last formal degree less than 11 years ago. Of the 255 who are APA members, 208 are AICP. Urban planning is the most frequently reported last earned degree (273), then geography (91), architecture (27), economics (27), landscape architecture (19), and other (149). Only 97 respondents own or are partners in a firm as compared to 291 who do not.

There are three main topics in the survey—

- Based on career or volunteer needs, indicate the importance of CPD programs listed.
- Rank the listed modes of learning as related to the CPD program needs.
- Rank limitations to participation in CPD the programs.

A Likert Scale 1 (not important)-5 (important) is used for the ranking. The reported findings are based on collapsing the 4 & 5 scale into one.

## IMPORTANCE OF CPD PROGRAMS

Planning law is considered the most important (81%), followed by management (73%). Ranked next are natural environment (68%), economic development (64%), community development (63%), planning technology (61%), and each of the following received 60%--negotiation, GIS, and ethics. Urban design, built environment, zoning administration, and build constituency for planning each received 58%. Within the range of 56-50% are public hearings, subdivision design, housing, capital improvements, TNP, and zoning regulations. Considered less important are planning commissions (47%) and intermodal transportation (46%). At the very bottom are impact fees (37%), historic preservation (27%), and tourism (18%).

## MODES OF LEARNING RELATED TO CPD PROGRAMS

Clearly, the preferred mode of learning is workshops (85%); next is local colleague (70%). These are followed by state APA conference (69%), internet (67%), symposium (62%), and state colleague (61%). Within the range of 56-53% is national APA conference, regional APA conference, professional listserv, and *Planning..* National colleague, PAS, colleague from another profession, chapter newsletter, and books are within the range 49-40%. The least preferred modes of learning are other conferences (36%), journal articles (34%), division newsletter (32%), Planetizen (27%), online MUP (23%), other professional newsletter (18%), other professional journal (16%), and PLANET (14%).

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## LIMITS TO PARTICIPATION IN CPD PROGRAMS

The cost of a program, location of program, amount of agency money budgeted, and travel distance to venue are the most significant (66-64%). Cost of housing (51%), quality of program (48%), and content of program (42%) are moderately important. Length of program (37%), time of year (21%), AICP CPD credits (12%), and sponsorship of the program (8%) do not appear to deter attendance.

## A FEW INTERESTING CORRELATIONS

The correlation between age and modes of learning indicates that as an individual gets older, the individual places less importance on the following modes of learning:

- Consulting local colleagues
- Consulting national colleagues
- Reading division newsletter
- Reading professional newsletters
- Reading other professional newsletters
- Regional APA conferences
- National APA conferences
- Internet
- Professional listserv
- PLANET
- Planetizen

As females get older, they place less importance on the following modes of learning:

- Consulting local colleague
- Reading division newsletter
- Professional newsletter
- National APA conference

There is no significant correction for males between age and modes of learning.

The correlation between years since last formal degree and modes of learning indicates that as years since the last degree increase, females place less importance on the following modes of learning:

- Consulting local colleague
- Consulting another profession
- Reading division newsletter
- Regional APA conference
- PLANET
- Planetizen

There was no significant correlation for males between years since last formal degree and modes of learning. There does not appear to be a significant difference between males and females as to mode of learning preferences.

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The preliminary analysis shows a clear preference of workshops as a mode of learning; however, cost is a limiting variable for attendance at any program. A second strong preference is to consult with local colleagues. Nine CPD topics received 60% or above as important now based on an individual's career needs.

It appears that the respondents do not value reading as a mode of learning. This information might cause a rethinking of the use of printed matter as a means to convey information.

The ranking of the modes of learning is very similar to research data collected a decade ago with the exception of the internet, which was not well established then. Planners tend to prefer face to face learning situations and use learning approaches that minimizes effort, such as consulting with local colleagues and the internet.

There has been no statistical analysis of the written comments. Nonetheless, a review of the responses concerning the five preferred modes of learning, though not ranked by preference, confirms the above stated statistical results that learning face to face appears to have a high frequency. Comments indicate this preference is due to a learning environment that has fewer participants as compared to conferences. Other modes of learning are mentioned much less frequently, such as online education. Comments indicate this preference is due to economic and time efficiency; however, not best mode of learning.

## **TRB Women's Mobility Session Targets Women's Needs for Self-Sufficiency**

by Angela Jacobs

The Committee on Women's Issues in Transportation is one of a number of committees that met during this year's Transportation Research Board 82<sup>nd</sup> Annual meeting in Washington, DC. The purpose of the Committee on Women's Issues in Transportation is to identify emerging women's issues in the use of transportation; define research needs related to these issues; and stimulate, gather, and disseminate relevant research findings. This year, the committee sponsored three sessions. Addressing Women's Transportation Needs for Self-Sufficiency examined transportation equity for women through a number of ways. Presentations focused upon women's travel patterns, how land use conflicts affect access and mobility; how

childcare services at transit centers ease employment barriers; and innovative ways to address transportation equity issues. The session on A Future Look at Transportation Issues for Women considered safety and how the design of today's transportation system tends to make elderly women vulnerable. Finally, the Impact of Transport on Poor Communities session examined transportation in relation to its cost effectiveness from the perspective of welfare recipients in California, and looked at mobility issues in a rural part of Pakistan and Western Africa. Our newsletter will try to provide a link to the papers for these sessions once they are available. I included a summary of my presentation in this issue.

### **Important Dates to Remember**

- 1. The APA National conference will be in Denver, Colorado, March 29-April 2, 2003. Hotels can be booked on the APA website ([www.planning.org](http://www.planning.org)).**
  - a. PW Session-Top Women in the Planning Field  
Sunday, 4:00 p.m.-5:15 p.m**
  - b. PW Session-Gender's Role in Urban Design  
Monday, March 31, 10:15 a.m.-11:30 a.m.**