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

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## Newsletter Revamped and Awaiting Your Contributions

### **From the Editor**

I am really excited to present a new edition of the Planning and Women newsletter. I confess that this marks my first experience as a newsletter editor. That means I will need a lot of support from our members. Our hard working Chair, Pattsie Petrie, reminded me that one of my major responsibilities as editor is to provide interesting articles for our members. You can assist me by recommending topics and submitting material for the newsletter via email or on a disk.

This edition primarily covers events from the 2002 APA National conference. There is an article about this year's Diana Donald Award winner Susan J. Friedland; a summary of the session sponsored by our Division; and a brief report on the reception we co-sponsored.

Here is a bit of information about your new editor. I work for the Federal Highway Administration as a Transportation Specialist. I have worked in the transportation field since graduating from Clemson with my MCRP 12 years ago.

Some of the hot topics that I thought would be interesting to include in our newsletter are a quarterly feature story on a female Planning Director. Any field is eligible (planning agency or school, zoning, transportation, historic preservation, etc.) I can't wait to hear from female planning directors or anyone who wants to submit an article about a female planning director.

I understand that the Planning and Women Division have regional representatives. I would appreciate receiving material regarding what is going around the

regions. Please send me any news you consider to be noteworthy.

Forgive me for reiterating that I welcome receiving help from our members. Please contact me and share your opinions on how to help strengthen our division. Invite all of your friends to join the Planning and Women Division. By the way, men are encouraged to join our division. I can't wait to see what type of material our members provide for the fall newsletter (hint, hint)!

A special thanks to K. Shakira Khan, graduate student at Iowa State University, for helping me format this edition.

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# Exciting Division News from the Chair's Corner

**T**hanks to Angela Jacobs, the division newsletter is revived. Angela offered to take on the editor's role and accomplish delivery through electronic means. In previous newsletters, this was mentioned as a goal to save money for the division and help the editor save time by eliminating the printing and mailing processes. In the future, the procedure will be to send out an email message containing the URL for the newsletter, which will be placed on the division web site at:

<http://www.urban.uiuc.edu/apa-pw>

In addition to the newsletter, the site contains the presentations made at the division-sponsored sessions at the APA national conference in 2001 and 2002, pictures of the receptions during these conferences, and many other useful pieces of information. Angela organized the very successful session, Women and Transportation Accessibility in the New Millennium, for the 2002 conference.

Again, this year Rachael Pitts has agreed to organize the nominations for the Diana C. Donald Award. Read all about Rachael's huge success for the 2002 nomination in this newsletter. Another important nomination process is for the next FAICP class. Unfortunately, the percentage of women awarded this honor is lower than the percentage representation of women eligible. So I am looking for a volunteer to organize these nominations. A list of all women who meet the minimum requirement of 15-year AICP membership is posted on the web site. This is the year to change the statistics!

The next national conference will be held in Denver, Colorado, from March 29-April 2, 2003. The deadline for conference session proposals submitted by divisions is August 9th. This is only two months away. Please send me topic, speaker, and entire session suggestions. Would someone like to coordinate this effort?

Two APA chapters, Texas and Oregon, have established Planning & Women Committees. These two chapters are excellent models of how to involve women and men at this level and in turn at the national level. I encourage more chapters to build on these examples, especially to strengthen the FAICP nominations. Please contact me and other members of the Board if you are thinking about creating similar Planning and Women Committees in your area. We strongly support such development and offer our aid.

The last item is the division by-laws, which are also posted on the web site. Take five minutes to read them. You will notice a wonderful structure for the division; however, we are not taking advantage of this structure and missing an opportunity to make the most impact within APA. I will be directly contacting you to discuss your participation in the division. This **MUST** be done to keep the division active. The best way to immediately be involved is to contact me.

**Two new Planning  
and Women  
committees in Texas  
and Oregon!**

**Pattsi Petrie, Chair**

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<http://www.urban.uiuc.edu/apa-pw>



## Susan J. Friedland Wins the Diana Donald Award

By Angela Jacobs

The American Planning Association selected Susan J. Friedland as its 2002 National Planning Conference winner of the Diana Donald Award.

The Diana C. Donald award was created to annually recognize an APA member who has “made a substantial contribution to women’s rights; demonstrated significant contributions to the profession; held a responsible management position in planning; and devoted substantial effort to community service.” These qualities reflect the contributions the late Diana Donald made to the field of planning.

This year’s winner, Susan Friedland embodies many of the qualities of past award recipients. Ms. Friedland currently serves as the director of housing development at the Fifth Avenue Committee, a community development corporation in Brooklyn, New York. Prior to assuming the role of director, Friedland served as assistant director of the committee. The mission of the committee is to promote social and economic justice by developing and managing affordable housing as well as creating employment opportunities, organizing residents and workers, and combating displacement caused by gentrification.

Since joining the Committee in 1997, Friedland has supervised six innovative projects that resulted in the development of more than 100 units of affordable housing for women and families. She is dedicated to leading the charge to provide high-quality affordable housing and is a staunch advocate for actively involving the future residents in the design of building their future homes. Congratulations to Susan.

To find out more information about Susan Friedland, see the March 2002 issue of *Planning* magazine or see: <http://www.planning.org/awards/20>

## New Members Inducted as Fellows of the American Institute of Certified Planners

By Angela Jacobs

During the National Conference, 36 new members were inducted as members of the College of Fellows. Congratulations!

Please note that of the 36 inductees in 2002, only 2 are female – Constance Lieder and Heather McCartney. Of the 230 AICP fellows currently included on the AICP website, only 32 are women, less than 14%. As planners who have an interest in equalizing the gender roles and expectations, we should take a closer look at the number of eligible women and determine a strategy to increase the number of women chosen as Fellows. Perhaps someone would be willing to examine how these numbers compare to the number of female members of AICP.

For the sake of those, who, like myself, are unfamiliar with FAICP, here is a small excerpt of the description that is available on the APA website. To be elected a Fellow in American Institute of Certified Planners (AICP) is considered one of the highest honors. The College of Fellows recognizes planners who have made significant contributions to planning and society. In order to be granted Fellowship, a planner must be a member of AICP and have achieved excellence in professional practice, teaching and mentoring, research, public/ community service, and leadership. A panel elects new members annually. I welcome member feedback regarding this subject.

**If you would like to volunteer to look at the AICP and FAICP statistics, please let me know.**

# APA 2002 Chicago National Conference Wrap-up

## Providing Equal Transportation Access to Women in the New Millennium

By Angela Jacobs

The division sponsored two sessions during the 2002 National Conference. Unfortunately, one of the sessions was cancelled due to travel budget cuts that sidelined all but one of the panelists. In addition, the division cosponsored a reception with Women in Planning & Development to commemorate their 10-year anniversary. The two panelists were Gloria Jeff, Atlantic District Manager of Transportation Programs for Parsons Brinkerhoff and Dr. Beverly Ward from the Center for Urban Transportation Research (CUTR), Univ. of South FL. You can find the PowerPoint presentations on the Planning and Women website.

The topic of Ms. Jeff's presentation was Women's Transportation Issues. Ms. Jeff pointed out that men will view transportation issues differently from women. Planners and engineers need to assess where women are now in terms of whether transportation needs are being adequately met and determine where we want to be in the future. Ms. Jeff used statistics from the 1995 Nationwide Personal Transportation Survey (NPTS) to highlight why women need to assume greater responsibility for determining how transportation is provided in their communities. Women take more daily trips but travel fewer miles than men.

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Overall, women drive up to 70% fewer miles than men of the same age and women spend 17 fewer minutes driving per day. It is not a surprise to discover that two-thirds of the trips women make are to take someone else somewhere. Some of the major issues facing women in regards to transportation are safety, the environment and employment. While women represent one-third of fatalities as drivers or pedestrians, women are also more likely to experience serious injuries when involved in a vehicle crash. Adequate lighting in parking lots and at bus stops is important for women who ride the bus or return to their cars after dark. The coordination of land use patterns and transportation is vital to improving access for women.

Finally, in terms of employment, only 10% of engineers are women. In 1995, only 17% of graduates with engineering degrees were women. Ms. Jeff also eloquently outlined what our mission as planners united in the

**APA Wrap-up Continued:**

betterment of women needs to be. We need to form partnerships with other APA divisions and other organizations such as the Women's Transportation Seminar (WTS) and the TRB Subcommittee on Women. We need to conduct research to examine the impact inadequate access to transportation has had on women. Then we need to determine how to instigate a change in policy in regards to transportation decision making and implement new policies that will improve access to transportation for women in the new millennium.

Dr. Beverly G. Ward's presentation was on "Job Training Activities and Opportunities and Transportation Among WAGES Participants." WAGES is Florida's Work and Gain Economic Self-Sufficiency Program. A welfare reform study was conducted by the Catholic Charities Diocese of St. Petersburg, Florida in collaboration with the Center for Urban Transportation Research and the Louis de la Parte Florida Mental Health Institute (FMHI) to "identify existing or future "holes in the safety net: for individuals transitioning from public assistance to self-sufficiency." This study was part two and it specifically focused on the job training

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opportunities available to participants and assessed participants' access to, use of, and need for transportation for all daily activities, including attending job training sessions, interviews, childcare, employment and personal trips. The study relied on purposeful sampling techniques and focus groups, as well as a trip diary to complete the data collection. The findings from the study supported many of the issues raised by Ms. Jeff. Over 55% of the participants reported that transportation posed a problem. The study found that a major barrier in WAGES recipients' efforts to participate in job training and to maintain employment was lack of access to transportation and unreliable transportation. Recommendations from the study included reducing the number of trips and travel times when using public transportation and to locate daycare centers with training and job sites. Previous studies found that by addressing these issues, absenteeism and tardiness could be reduced.

Clearly, adequate transportation access is critical for those seeking to become self-sufficient. For further information about this session, please refer to our website.

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## CONTINUING THE CONVERSATION ABOUT MANDATED CONTINUING EDUCATION

Pattsi Petrie, Chair

AICP Continuing Education Committee

The argument has been made to strongly support the concept of mandated Continuing Education (CE) especially by the Chapter Presidents Council; whereas, articles in other chapter and division newsletters have focused on perceived challenging issues connected with implementation. Clearly as a profession that is involved with the health, safety, and welfare of communities, we are on a par with engineers, architects, and lawyers--other professions often used by communities to solve planning issues--in needing continuous updating of our knowledge and skills, especially to meet our own code of ethics.

The focus here is what might be the "best practice" to establish and implement quality CE programs that meet planners' needs. Many more professions than mentioned above have mandated CE. Most have turned the development and implementation of CE programs over to outside agencies or have allowed this to occur by default. The result is that the national organization is not involved and therefore does not control for content and quality. The modus operandi is to let market forces determine whether programs live or die. Profit drives the programs offered, not education.

This type of approach does not seem to be a "best practice" for quality continuing education of planners. Each chapter does have a Professional Development Officer (PDO) who is a volunteer and probably without sufficient time to do the work needed for CE programs. AICP does not necessarily have to be the agency that designs and implements all CE programs. What is an alternative? One untapped possibility would be for AICP working through the state chapters and the Planning Advisory Board (PAB) accredited institutions to develop and implement these programs.

Why might this work? One of the many PAB accreditation criteria is outreach and continuing education. Therefore, this concept is already part of a department's milieu. Further, a constantly expressed concern between the practitioner and academic is bridging theory and practice. This type of partnership could lead to a working relationship between chapter and higher education institutions within the state to identify and develop CE programs. In addition by working with accredited institutions, the opportunity for quality programs is greatly increased. Presently, neither chapters nor higher education institutions are reaching this potential of outreach and continuing education.

How can this be implemented? For whatever reason, the majority of chapters and academic planning departments do not build upon each other strengths, let alone the strengths of allied professional organizations. (This is based on survey data collected from both chapters and PAB accredited institutions.) This appears to be an untapped source. Chapters and academic planning departments could easily meet to establish a pilot CE program, agree on the number of CPD credits, implement the program, and then send a simple report to AICP listing who attended and credits earned. This approach would respond to expressed concerns about AICP being in the CE business, program quality, and certified reporting of earned Continuing Professional Development (CPD) credits.

This approach could reach a large majority of the AICP population. For AICP members in less densely populated areas or not within a reasonable driving distance from a PAB accredited institution, alternative delivery systems need to be developed. What starts the ball rolling? The intent of both chapters and academic planning departments to work together in building the continuing education credibility of our profession so the legitimacy of planners is heightened. Then communities would look to us first for planning solutions rather than engineers, architects, landscape architects, or lawyers.

There is one last concern. Much energy and discussion has focused on the removal of AICP standing if an individual does not meet the mandated CE requirements. Here are several approaches that might mitigate the expressed concern. First, the proposed number of mandated CE credits to be earned is rather large. During the nascent stages of the program, the number of credits could be much lower with a scheduled increase until the desired maximum is reached. Second, a form of graduated "grandfathering" could be applied to the present AICP population. This way, those who pass the AICP exam after the mandated CE is instituted will do so knowing the requirements to maintain this status.

Mandated CE is necessary for the planning profession to reach visible credibility. A "best practice" could be collaboration between APA chapters and PAB accredited planning departments, plus other allied professional organizations, solving the issues of time to develop and implement quality CE programs and reliably report earned credits to a central accounting agency.

Please share your thoughts and comments concerning mandated continuing education.

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## Women in Planning & Development Celebrate 10 Year Anniversary



By Angela Jacobs

Women in Planning & Development along with the American Planning Association's Planning and Women Division cosponsored a reception to recognize the contributions of women in the fields of planning and development. The event took place during the conference on Tuesday, April 16, 2002 at The Signature Room.

Women in Planning & Development celebrated 10 years of providing leadership, networking and educational opportunities to women in the fields of planning and development. Since its founding in 1992, WPD has grown and prospered in promoting the professional advancement of its members. During this milestone event members celebrated the successes of the past 10 years and listened to two of Chicago's leading women in the field, Alicia Mazur

Berg and Valerie Jarrett, share their vision for the future.

Alicia Mazur Berg is the Commissioner of the City of Chicago's Department of Planning and Development, where she serves as the city's top planning and economic development official. She is a member of Women in Planning & Development, American Planning Association, Lambda Alpha Land Economics Honorary Society and Urban Land Institute's Chicago District Council. Valerie Jarrett is the Executive Vice-President of The Habitat Company; a Chicago based real estate Company, and is the Chairperson of the Chicago Transit Authority.

Ms. Jarrett was the Commissioner of the City of Chicago's Department of Planning and Development from 1991 to 1995. She is a Trustee of the University of Chicago and WTTW Channel 11, in addition to serving as Vice Chairperson of Metropolis 2020.

### Important Dates to Remember

The APA National conference will be in Denver, Colorado, March 29- April 2, 2003. The deadlines for award nominations, FAICP, and by-right session proposals are only two months away. We need you to help with the following:

1. The deadline for the by-right sessions for all APA divisions is August 9, 2002. The PW division has 2 by-right sessions. We need help with two items: a volunteer to coordinate the submission of the proposals and suggestions for topics and panelists for these sessions. In addition, we can consider cosponsoring a session(s) with another division.

2. Deadline for the Diana Donald Award is 5 p.m. September 6, 2002. Rachael Pitts ([rachael.pitts@phoenix.gov](mailto:rachael.pitts@phoenix.gov)) has again agreed to coordinate this effort. She did this most successfully last year--the division nominee was the award winner. More information can be obtained at: <http://www.planning.org/awards/2003.htm#14>

3. Deadline for FAICP nomination--this information is not posted. Check the following URL for updated information: <http://www.planning.org/faicp/faicp.htm>

Our Chair, Patsi Petrie has posted the names of the 400+ eligible women along with their state of residency (based on the criteria of 15-years of AICP membership) on the division web page: <http://www.urban.uiuc.edu/apa-pw>.

Would anyone like to volunteer to coordinate these nominations? We really need to change the percentage of women tapped to be a fellow.