



# Chapter Chat

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Hosted by:

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# Today's Agenda

- Welcome
- How APBP Supports Chapters (governance, structure, finance)
- Chapter Webpage Management
- Chapter Activities
- Idea Swap
- Q&A

So you've  
started an  
APBP Local  
Chapter...

What next?



## What have other chapters done to kick things off?

- Email all APBP members within a certain distance of the primary chapter city (e.g. 50 miles from Washington, DC) (using the APBP membership database)
- Start with an informal gathering like a happy hour
- Reach out on other established communication channels like the American Planning Association (APA) or Institute of Transportation Engineers (ITE) local chapters e-mail lists
- Select a “steering committee” of champions from the initial social gathering
- Start a Google group for future communications

# Communicating with Chapter Members and APBP Headquarters

- Communicating with chapter members:
  - Chapter webpage (post to the wall, message all members)
  - Free MailChimp account (up to 2,000 email addresses)
- Communicating with APBP HQ:
  - Include [info@apbp.org](mailto:info@apbp.org) on all important communication (newsletters, invites, etc.)
  - Send event recaps for inclusion in future This Week @ APBP newsletters

## We've identified some champions, what next?

- Create a survey to distribute amongst members and friends to gain consensus/feedback (SurveyMonkey)
- These surveys can be tailored to your region but could include:
  - Preferred event and meeting locations (near bike routes, transit access)
  - Event frequencies, dates (week day vs weekend), and times
  - Preferred types of events (webinars, picnics, tours, speaker sessions)
  - Who are your members (consultants, government, students, advocates)
  - Vote on pre-identified topic ideas but with the ability to provide suggestions
  - Let people identify if they're willing to host and champion future events

## We did a survey, now what do we do with the results?

- Host a “steering committee” meeting to gather event champions and create a plan for the year
- Commit to a date and meeting frequency to plan events (e.g. meet the third Thursday evening of each month)
- Establish a “work plan” identifying champions, month, and location of each event, recognizing that weather and seasons may play a role
- Decide if you want to send the preliminary schedule of chapter programming out or do more targeted promotions as event date draws closer

## What have other chapters done for events?

- **Tours!** Take advantage of weather and do a walking tour or use a local bike share system if available to see some infrastructure
- **Show and tell.** Consultants and their clients such as local agencies partner to showcase a project and discuss lessons learned
- **Back to School!** Outreach with a local university or community college such as speaking to a class or student organization
- **Let's get together.** Joint events and social gatherings with other professional organization chapters such as APA, ASCE, ASLA, ITE, etc.
- **APBP Webinar series.** Host an APBP webinar and rotate the locations. They're held monthly. Send contact info to Lauren at [webinars@apbp.org](mailto:webinars@apbp.org)

## What about national APBP involvement?

- APBP wants to help you succeed
  - \$100 is available each year to help with things like food and communications
  - Free webpage/group on the APBP website
  - The listserv is a great way to learn from others
- It's a two way street. Don't forget that APBP has many opportunities
  - Professional Development Seminar (PDS) held in odd numbered years (e.g. 2015, 2017)
  - Pro Walk, Pro Bike, Pro Place held in even numbered years (e.g. 2014, 2016)
  - APBP committees like Membership and Education
  - Webinars! Be a speaker for a monthly webinar. Topics are chosen annually.

## How else can we get support?

- Don't forget that there are likely successful local chapters of other professional organizations in your area. Reach out to them and ask what they do best.
- Events take more than just one champion. Match and encourage people with topics they're passionate about.
- Don't be afraid to host a social hour without an agenda and listen to what attendees say. Conversations will often reveal more than a survey would
- Social media and listservs can be powerful tools if used wisely and in targeted ways. Cross-promote your meeting and events

# Contact APBP Headquarters

- Lauren Mangnall, APBP Program Manager
  - [info@apbp.org](mailto:info@apbp.org)
  - 859-402-9818
- Or, reach out to other chapter leaders
  - All chapters webpages are hyperlinked on the website:  
[http://www.apbp.org/?page=Chapters\\_Info](http://www.apbp.org/?page=Chapters_Info)