



# Connecticut

## *Connecticut Chapter of the American Planning Association*

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### **CCAPA CHAPTER COMMUNICATIONS PLAN – DRAFT AUGUST 2007**

#### *Corporate Image:*

- CCAPA is a nonpartisan, fair and objective expert in the field of planning and development.
- CCAPA is an advocate for the public interest: an honest broker of ideas that takes a position after considering all points of view.

#### *Corporate Style:*

- CCAPA as an organization will be polished, professional and articulate.
- CCAPA will be clear and concise in its communications and fair minded while expressing opinions and a point of view on key planning and development issues.
- CCAPA will always present an alternative to positions or policies that we disagree with in a respectful and yet firm a manner. We will not attack individuals or organizations, only issues.
- We must establish our own positions on key issues, and not be compliant or “go along to get along” with other organizations or other positions.

#### *Communication Objectives*

- To raise the profile of CCAPA among multiple audiences involved in land use and development.

- To influence legislation in planning and development practice in a positive way consistent with our positions.
- To communicate planning principles and practices to a nonprofessional audience.

### ***Main Audiences***

- The broad public in Connecticut including residents, businesses, corporations, etc., who we will try to reach through mass media, our website, and other communication means.
- The Legislature, where we will present position statements and testimony on proposed legislation.
- CCAPA members, through our website, newsletter, and other media.

### ***Policy Areas for Position Papers***

The following is a list of issue areas for which position papers will be developed. The priority issues are in boldface type.

**Smart Growth/Responsible Growth/Transit-oriented development**

**Transportation policy**

**State and Regional planning/Regionalism/Metropolitanism**

**Housing policy**

**Economic policy**

Agricultural viability

Preservation and conservation, including open space, agriculture, habitat and historic Resources

Sustainability and climate change

Energy policy