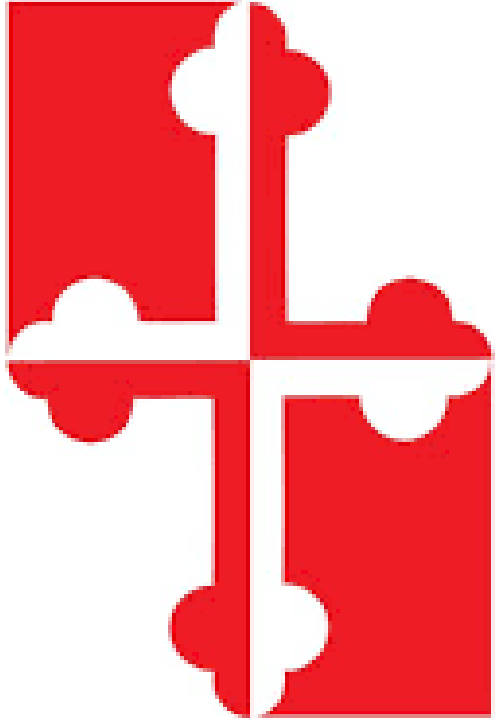


MPCA



Maryland Planning
Commissioners Association

Board Recruitment and Diversity

February 21, 2020

Salisbury Workshop

THE DAILY *Star* ON FRIDAY

Plus Star Weekend Magazine

People's Right to Move

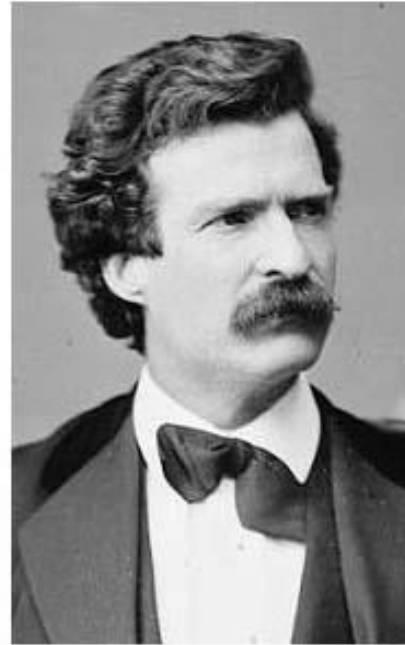
WANTED: VOLUNTEERS FOR EXCITING AND DYNAMIC POSITION ON OUR PLANNING COMMISSION; LONG HOURS; NO PAY; BUT GREAT REWARDS IN KNOWING YOU ARE CONTRIBUTING TO A BETTER FUTURE FOR ALL OF US. CALL OR WRITE ... (Elaine Cogan)



This Photo by Unknown Author is licensed under CC BY-SA

What skills or characteristics does a good planning board member have?

Community minded and engaged
Shows up, does homework, and is prepared
Active listening
Fair and open-minded
Analytic ability
Team-oriented
Knowledge of the community
Big picture and detail oriented
Courageous and exhibits personal integrity
Maintains courtesy
Avoids conflicts of interest



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

**"An open mind
leaves a chance for
someone to drop
a worthwhile thought
in it."**

--Mark Twain

What methods does your jurisdiction/board use to recruit and retain members?

- What works?
- What could be improved?

How selective can you be?

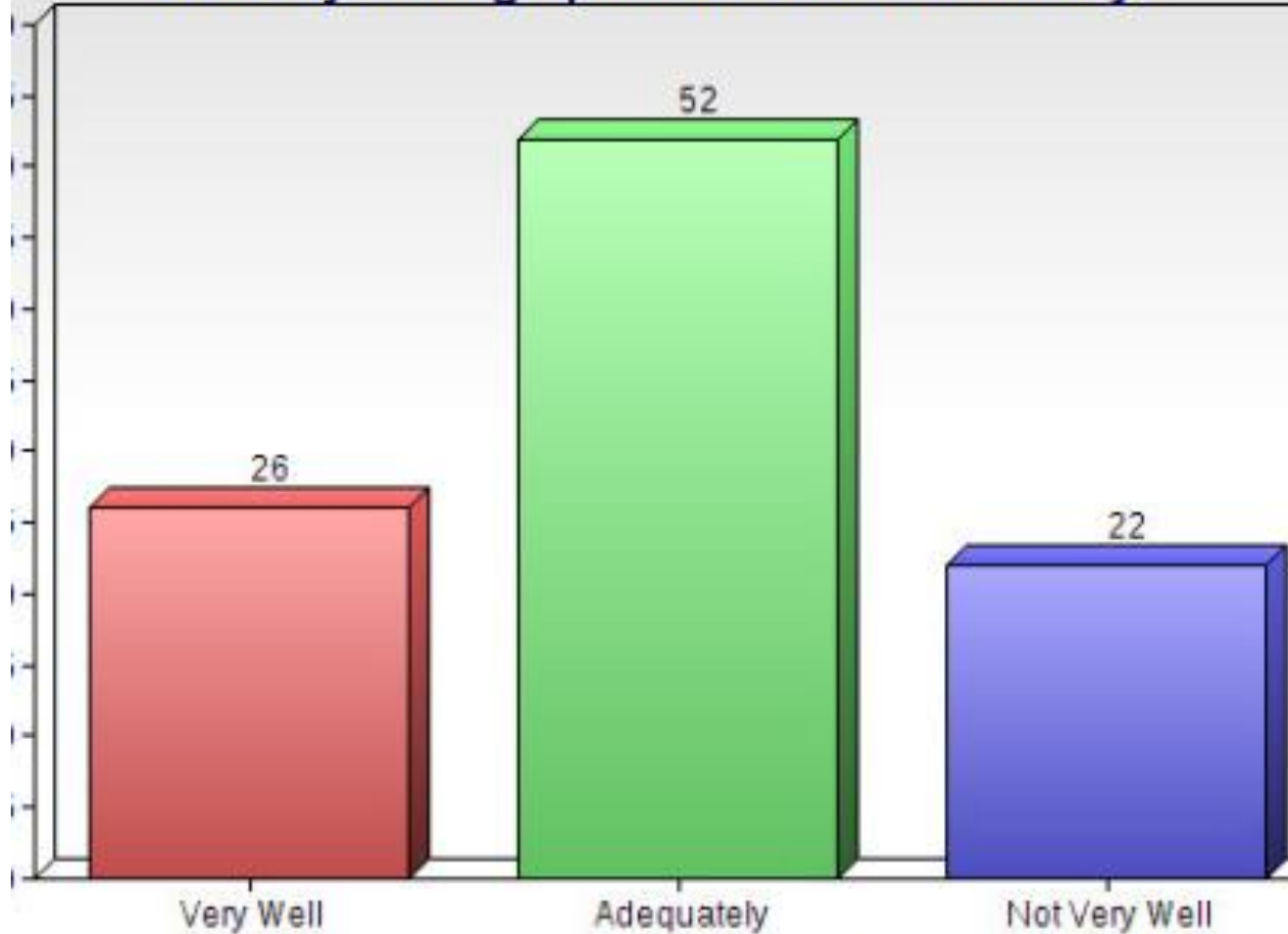
How active is your board in the recruitment process?

Do you have an orientation process for new members?

- How does it work?

Board Recruitment and Retention

How Well Does Your Planning Commission Reflect the Diversity/Demographics of Your Community?



PlannersWeb Survey - August

Survey of the Room

What do we mean by board diversity? What groups should be represented?

How well does your planning board represent the diversity in your community?

Why is it important for a planning board to represent community diversity?

Does your jurisdiction consider diversity in its recruitment process?

Pull Factors: What Makes a Board Effective? And Therefore Attractive to Potential Members?

Vision

Clear roles and responsibilities

Training and mentorship

Clear process/procedures that are consistently followed

Constructive and supportive relationship with staff

Honest and open communication

Collaboration

Periodic evaluation and adjustment

Ethical standards

Reward and recognize board members (one on one, in public, events)





Push Factors: What do you do to encourage them to join?

Must be proactive

Involve board members in the recruitment process

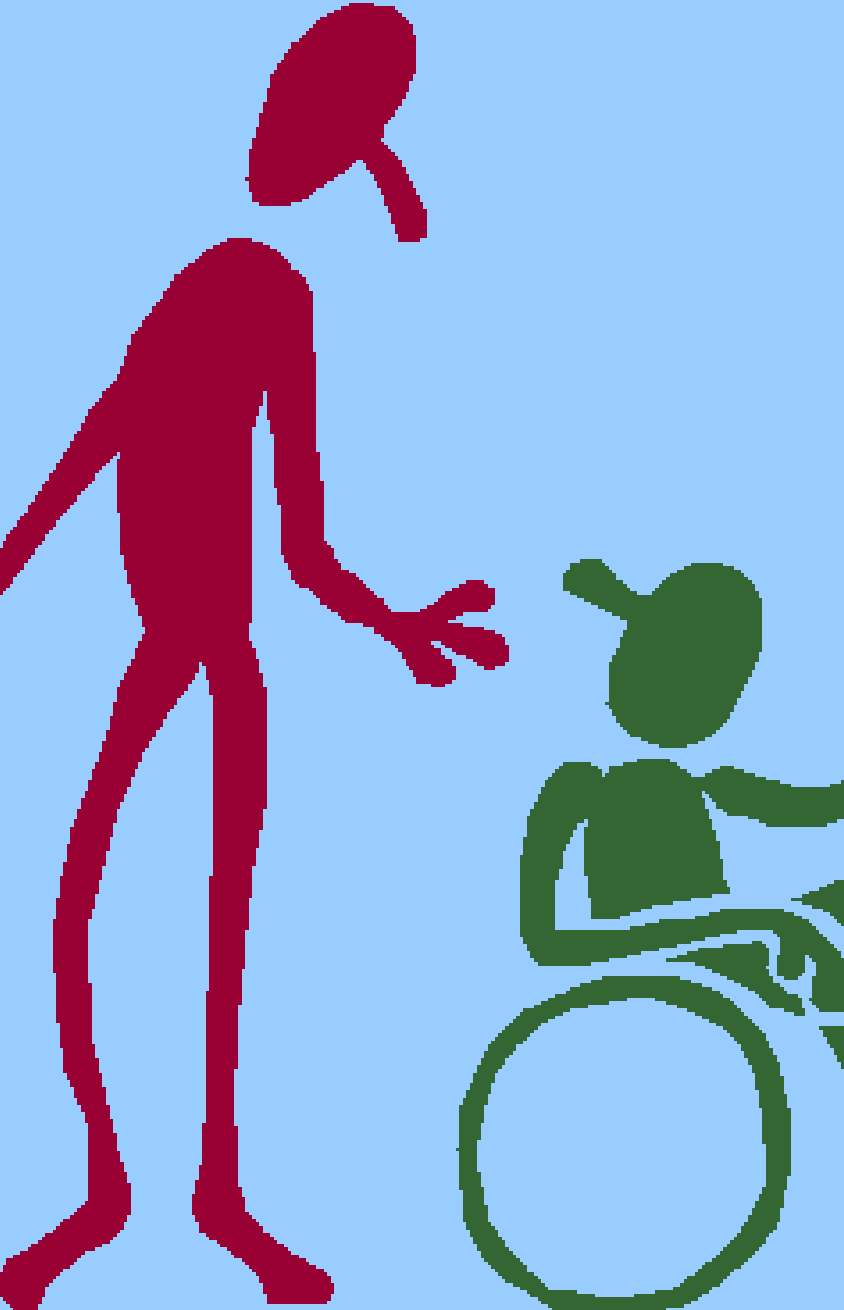
Connect with organizations (community, business, health, educational, religious, etc.) to identify potential candidates with diverse skill and knowledge sets

Educate the community and its leaders about the important and rewarding work of your planning boards

Simplify applications and make them readily available

Review public hearing records for outspoken, but reasonable, attendees who may be interested in getting on the other side of the dais

Modify meeting hours if needed



Seeking Diversity

Look outside normal networks

Consult with editors of alternative media outlets

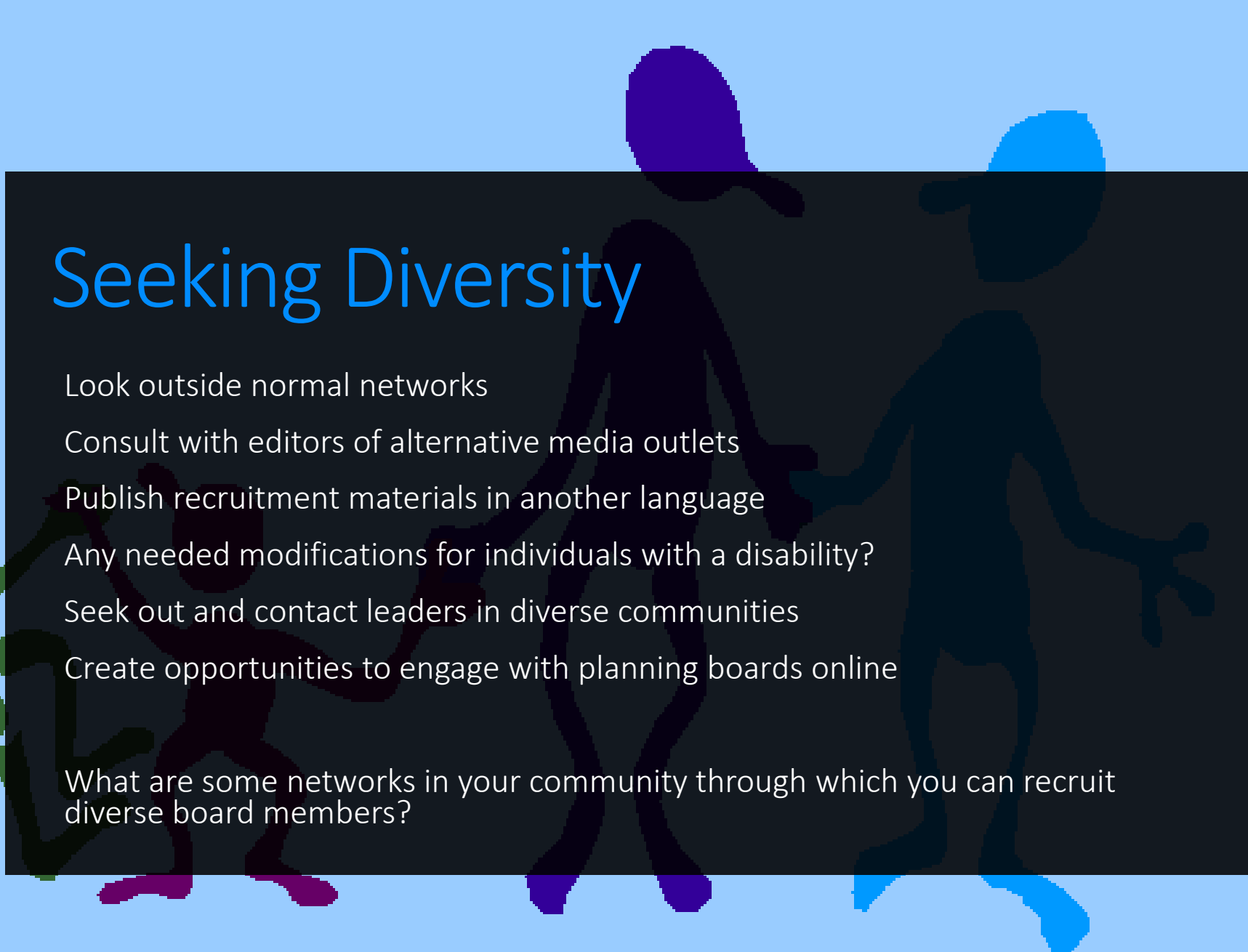
Publish recruitment materials in another language

Any needed modifications for individuals with a disability?

Seek out and contact leaders in diverse communities

Create opportunities to engage with planning boards online

What are some networks in your community through which you can recruit diverse board members?



Group Activity: Self Evaluation



What community members do your recruiting methods reach? What else could you do to reach a broader audience?



Do we have rules of procedure and bylaws? Are they understood and occasionally evaluated?



How does our board orientation work? Are members prepared when they attend their earliest meetings?

Commissioners Manual



Statement of purpose or mission (if developed and adopted by the Board)



History of the jurisdiction



Board member job description and expectations



Meeting minutes



By-laws and rules of procedure



Staff organization chart



Policy statements and procedures which have been formally adopted by the Board (related to the board, such as Conflict of Interest)

Commissioners Manual



Comprehensive plan



Zoning code



Subdivision ordinance



Other planning related ordinances (stormwater, forest preservation, etc.)



Glossary of abbreviations and acronyms used to refer to agencies and programs they will work with



UNDERSTANDING OF
PURPOSE AND MISSION



FEELING OF SUPPORT



EFFECTIVENESS OF
WORKING
RELATIONSHIPS



KNOWLEDGE OF AND
COMFORT WITH PLANS
AND ORDINANCES



COMMUNITY
REPRESENTATION



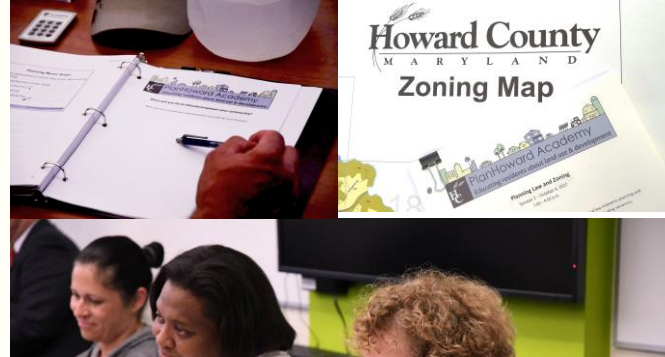
BOARD DEVELOPMENT
AND EDUCATION



PUBLIC IMAGE

Conduct Regular Board Self Evaluations

Planning Academies



County Executive Calvin Ball congratulates the PlanHoward Academy participants.



WHY A PLANNING ACADEMY?

Baltimore is a city of neighborhoods - nearly 300 - that have their own rich histories, cultures and relationships to the planning process.

Baltimore Department of Planning recognizes our need to build trust, improve community engagement and

WHO SHOULD APPLY?

You! Baltimore City residents who want to increase their understanding of urban planning in order to improve their communities.

We are seeking engaged community members to join our inaugural cohort. You do not need a background in urban

WHAT DOES THE COURSE COVER?

Over six weeks, Academy participants will participate in 2 hour course sessions. These workshops are lead by Planning Department staff, and complemented by other community partners.

The core curriculum will cover in-depth



What can you take away from today's discussion and implement immediately?



What would you like to do, but don't currently have the resources for?



Would any of these suggestions not work in your community? Why? What resources would you need to implement them?



Any other questions or examples that you would like to discuss?

Discussion Questions