

INS and OUTS of PLANNING MANAGEMENT

2004 Pennsylvania Planning Association
Development Post Conference Workshop
November 9-10, 2004

Relationship Building and Building Support

Arthur Chambers, AICP

Director of Community Planning & Development
Rockville, MD

Michael Harper, FAICP

Planning Manager, Advanced Planning Program
Washoe County, NV

Intent of this Morning's Session

- Enter into a dialogue to
 - Identify those with whom we should build relationships.
 - Identify the reasons we should build relationships with certain individuals and organizations and the type of support expected from these relationships.
 - Identify the positives of creating and maintaining relationships; and the negatives when relationships fail and support evaporates.
 - Identify successful strategies for building relationships and maintaining support.

With Whom Do We Build Relationships?

- Appointed and elected officials
 - Professional peers
 - Trades
 - Financial institutions
 - Citizens and citizen organizations
 - Clients
 - Others?
-
- Do we treat them all the same?

Is There a Pecking Order?

- When building relationships and support, is there a pecking order of whom we spend more time building and maintaining a relationship?
- Is there a different approach to building relationships and maintaining support between the public sector and the private sector?
 - Is there a fundamentally different goal in building relationships and maintaining support?
 - Does the public sector planner/planning organization have a different goal in mind than the private sector planner/planning organization when building relationships and maintaining support?

What Do We Gain Through Successful Relationships and What Do We Lose When Relationships Fail?

- Are there gains and losses that accrue to planners/planning organizations notwithstanding if they are public or private?
- What might be the gains and losses that are different between the public sector and private sector?

Successful Strategies for Building Relationships and Gaining/Maintaining Support

- Why are you the success that you are?
- What technique did you use to build that relationship?
- Maybe more importantly, what are you doing to keep that a successful relationship (and how do you measure success)
- Is there a different approach in achieving successful support between the private sector and the public sector?