



September 22, 2011

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Dear Mayor,

This October, the American Planning Association-New Jersey Chapter (APA-NJ) and its 1,000 members will celebrate the importance of planning during National Community Planning Month. The celebration of Community Planning Month provides the chapter with two opportunities to share with you: We're pleased to debut a new pro-bono assistance program for municipalities and community-based organizations, about which you may read more at the end of this letter, and we invite you to join us in recognizing the contributions of professional planners, the dedication of your planning and zoning board members, and the great communities throughout New Jersey.

We hope you'll acknowledge these contributions by proclaiming October as Community Planning Month in your community. At APA-NJ, we believe that planning begins at the local level, where citizens, volunteers, and elected officials know best. Highlighting the importance of planning enables us to showcase not only its critical connection to New Jersey's economy but also its positive effect on quality of life. Through our programming during the October celebration of Community Planning Month, and with your community's adoption of a proclamation in support of our efforts, it is our hope that planning can be reaffirmed as a tool to strengthen our communities' bottom lines and improve our citizens' quality of life.

We need your help. Enclosed we have provided a sample proclamation that we ask you to consider adopting. Once you have adopted this proclamation, APA-NJ will highlight your community's participation on our website, and it will be officially recognized at our annual conference and at our booth at the League of Municipalities convention, both in November.

To confirm your community's participation, please contact our Proclamation Coordinator, Brandon McKoy, at [proclamation@njplanning.org](mailto:proclamation@njplanning.org). We look forward to hearing from you.

As mentioned above, the APA-NJ is also happy to announce the launch of its new Community Planning Assistance Program. This pro-bono initiative is available to municipalities and/or community-based organizations that need planning support to address specific problems or challenges. Communities will be selected through a formal proposal process, to be announced on our website at the beginning of October, and we encourage you to consider submitting a proposal. To learn more about this and our various Community Planning Month activities, please visit [www.NJPlanning.org](http://www.NJPlanning.org).

With our thanks and best regards,

Charles Latini, Jr., PP/AICP  
President  
American Planning Association - NJ Chapter

cc: Sue Dziamara, President, New Jersey County Planners Association  
Jason Kassler, Executive Director, New Jersey Planning Officials  
William Dressel, Executive Director, New Jersey State League of Municipalities  
Gerry Scharfenberger, Director, Office of Planning Advocacy