

VISION

The Congress for the New Urbanism will reinforce the relationship between the art of building, the making of community, and the conservation of the natural world. It will reform the practice of community building to restore existing urban centers and towns, create coherent metropolitan regions, reconfigure sprawling suburbs into communities of real neighborhoods and diverse districts, and protect our natural environment.

MISSION

Within a generation, the Congress for the New Urbanism seeks to minimize automobile-dependence and to replace climate-changing sprawl with a sustainable urbanism integrating diverse, walkable, transit-served places across a regional transect with high performance buildings and infrastructure. It educates professionals on how to implement the Charter of the New Urbanism, provides a forum to harness the expertise of New Urbanists to carry out reforms, and promotes leadership within the design professions.

CRITICAL ISSUES

The Congress for the New Urbanism adopts the following priorities to guide the creation of initiatives and the allocation of CNU resources:

- **Sustainability:** Promote the relationship between urbanism and sustainability and challenge practitioners to design for the reduction of greenhouse gas emissions.
- **Transportation:** Reform policies and standards in transportation planning and design to focus transportation investments on adding economic and community value instead of on vehicular movement.
- **Regionalism:** Create a framework for regional development to address large-scale issues of quality of life, justice, health, transportation, education, planning, and sustainability.
- **Comprehensive Plans:** Develop models of comprehensive plans that build economic health, encourage infill development over peripheral expansion, and allow for harmonious evolution of neighborhoods.
- **Affordability:** Expand new urbanists' role in the creation and preservation of affordable housing by providing a broad range of housing types and price levels within a mixed-use, compact setting.
- **Financing and Entitlement:** Restructure financing and entitlement processes that obstruct urbanism.
- **Accessibility and Visitability:** Incorporate accessibility and visitability within New Urbanist projects to create neighborhoods and transit services where residents can function throughout their lifetime.

STRATEGIES

Strategy 1: Build greater capacity to advance reforms and spread the implementation of new urbanist principles.

1.1 Build membership to increase New Urbanism's influence over the quality of the built environment, expand the expertise of the movement, and improve the credibility of the organization.

- Create and implement a membership development plan that will clearly articulate a strategy for growth and retention.
- Improve direct member benefits, including resources that members can use to advance

quality work.

- Build credibility with members by providing a yearly review that details the member contribution allocations to various organizational efforts and celebrates CNU's successes.

1.2 Develop chapters to enhance members' capacity to advance regional implementation of New Urbanism and to use the lessons learned for application across the nation.

- Create and implement a chapter development plan that clearly articulates the chapters' relationship to CNU and provides a path for growth.
- Establish the chapters as the main dissemination and implementation tool.
- Provide tools and resources for chapter communications and operations.

1.3 Create forums for members, practitioners, and the general public to advance reforms and share information.

- Create and support events to draw more practitioners and members of the public into the movement.
- Implement a Congress program process to attract new content and continue to advance education and training.
- Utilize the Congress and Chapter events to advance initiatives work and outreach.
- Enhance CNU.org as the primary communication tool for general public outreach and member interaction.

Strategy 2: Foster member-driven initiatives to address CNU's critical issues and replace the interwoven standards, regulations, and professional practices that perpetuate sprawl.

- Implement a transparent Initiative Process for starting, participating, reporting on and completing initiatives.
- Clearly define the relationship and expectations between the CNU board, staff, and volunteers.
- Develop workplans for each initiative with member volunteers and prioritize organizational support on a yearly basis.
- Communicate initiative progress and outcomes to members and the public.
- Build stronger relationship between researchers and New Urbanist practitioners.

Strategy 3: Increase name recognition, understanding, and acceptance of New Urbanism.

- Develop and implement a communications plan that communicates New Urbanism's accomplishments and benefits directly, through the media and through professional channels.
- Explore message-based research to raise the profile of the value of New Urbanism.
- Promote the progress and results of CNU initiatives and events.
- Utilize diverse array of media resources to reach a wide audience.
- Produce and disseminate educational guides and curriculum modules for practitioner audiences involved with the built environment.