

# CNU Strategic Plan 2012-2017

*Adopted March 2, 2012*

---

## STRATEGIC DIRECTION

**Vision:** We envision the restoration of existing urban centers and towns within coherent metropolitan regions, the reconfiguration of sprawling suburbs into communities of real and inclusive neighborhoods and diverse districts, the conservation of natural environments, the preservation of our built legacy, and the stewardship of land, water, air, food, shelter, and energy.

**Mission:** Change the practices and standards of urban design and development to support healthy regions and diverse, complete neighborhoods.

**Charter:** The Charter for the New Urbanism declares a comprehensive set of operating principles for shaping human environments. It is the definitive guiding document for our organization and its members.

## INTRODUCTION TO THE GOALS

**The Congress for the New Urbanism (CNU)** passionately promotes sustainable communities and healthy living conditions through walkable, mixed-use neighborhood development. We are a member-driven advocacy organization that collaborates with other enterprises seeking to vitalize and energize communities through sound planning and design.

The following goals address our desired outcomes for the next 2 – 5 years.

## GOAL #1: LEADERSHIP IN IDEAS & ACTION

CNU's member-led **Initiatives** will remove obstacles and advance urbanism. CNU's **Educational Programs** will define and innovate best placemaking practices, increase the number of skilled practitioners and advocates, and influence public policy reform.

Prioritized Member-led Initiatives: CNU welcomes new Initiatives to join the work of the ongoing, inter-related Initiatives. The particular Initiatives *prioritized* for 2012-2013 are:

### Financing Urbanism:

Recognizing value and market demand, finance sectors will increasingly invest in urban and live/work/walk development.

### Infrastructure Systems:

In the urban context, infrastructure will add value to the place where it is built. Infrastructure will improve economic, environmental and social outcomes; it will be green, inexpensive, resilient, appropriate to location, and will enhance public health while mitigating the effects of strained economic and environmental resources.

## GOAL #2: COMMUNICATIONS & ENGAGEMENT

To promote New Urbanism, CNU will develop an effective communications infrastructure, networking methods and organizational alliances. CNU will engage leaders in other disciplines, particularly finance, energy, infrastructure, and education.

### **Annual Congress:**

The annual Congress event will be the most influential event for our related professions, attract leaders from outside organizations, and grow in attendance.

### **Initiatives:**

CNU will engage new partners, members and allies through member-led Initiatives.

## GOAL #3: VIBRANT ORGANIZATION

### **Membership and Chapters:**

CNU will serve an expanding membership and support strong, active, growing chapters.

### **Board and Financial Capacity:**

The CNU Board will continuously improve its policies and procedures to maintain high performance, and will reinforce CNU's financial capacity.