

# **CITY OF AUBURN PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT**

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## **What Do Planners Do?**

The planning process typically involves the performance of a number of roles. Some planners function primarily as technical analysts or researchers, others as designers or program developers, others as agents of social change, and still others as managers or educators. Some planners will make a career in only one of these roles; most, however, will perform several of them at different stages of their lives.

- Planners formulate plans and policies to meet the social, economic, and physical needs of communities, and they develop the strategies to make these plans work.
- Planners develop plans for land use patterns, housing needs, parks and recreation opportunities, highways and transportation systems, economic development, and other aspects of the future.
- Planners must be technically competent and creative and show both hardheaded pragmatism and an ability to envision alternatives to the physical and social environments in which we live.
- Planners work with the public to develop a vision of the future and to build on that vision.
- Planners often function as mediators among conflicting community interests; they may also become facilitators, using their professional judgment to help identify the best resolutions to the issues creating conflicts.
- Planners analyze problems, visualize futures, compare alternatives, and describe implications, so that public officials and citizens can make knowledgeable choices.
- Planners design and manage the planning process itself, in order to involve interest groups, citizens, and public officials in stimulating and thought-provoking ways.