MONDAY, MAY 12, 2014 | DAY 1

Theme: Framing the Challenge

1:00 – 2:00 PM  Registration, Refreshments & Networking

2:00 – 3:00  Welcoming Remarks
Christopher Forinash, Program Director, Institute for Sustainable Communities
Betsy Spencer, Director, Office of Neighborhood Housing and Community Development, City of Austin
Dwayne Marsh, Senior Advisor, US Department of Housing and Urban Development (HUD) Office of Economic Resilience

3:00 – 3:45  Opening Plenary: Finishing Strong – How to Improve Your Opportunities for Success
Joe McKinney, Executive Director, National Association of Development Organizations (NADO)

3:45 – 4:45  Team Huddle #1: Getting to Work
Teams meet privately to discuss the status of their efforts, identifying accomplishments, challenges and goals for this workshop and beyond.

4:45 – 5:15  Structured Networking

5:15 – 6:30  Reception (cash bar)
Theme: Explore and Inspire

8:30 – 9:00 AM  Coffee Networking

9:00 – 9:15  Opening Remarks  
Christopher Forinash, Institute for Sustainable Communities

Carol Davis, Sustainability Manager, Town of Blacksburg, Virginia  
Ken Snyder, President and CEO, PlaceMatters

10:15 – 10:30  Networking Break

10:30 – 12:00 PM  Concurrent Sessions (Round 1)

1. **How to Think Like an Economic Developer** with Erik Pages, EntreWorks Consulting. Creating economic development, jobs and opportunity is something many communities strive to do through their planning. And yet, few planners and economic developers are speaking the same language. This session will help both planners and economic developers find common ground and will identify win-win strategies for sustainable economic development.

2. **The Power of Data in Community Planning** with Ken Snyder, PlaceMatters; Holly St. Clair, Metropolitan Area Planning Council; and Eryn Nissen, Vibrant Futures. This session will highlight approaches and resources for managing and assessing data, incorporating data into your public engagement and decision-making processes, and communication tips for incorporating data in planning. The session will include ample time for discussion with peers to troubleshoot challenges and share lessons learned.

3. **Values-Based Communications: What to Say, Who Should Say It, and How it Helps You Sell Your Plan** with Ilana Preuss, Smart Growth America, and Christie Oostema, Envision Utah. This session will provide training on techniques to develop values-based messaging for your plan. Participants will also develop ideas about who should carry that message within the community and discuss how this will help position the plan for long-term implementation. This session will be worksheet-based so participants can take their solutions home.

4. **Finding New Life for Vacant Properties & Brownfields** with Lauren Heberle, University of Louisville Environmental Finance Center. Many downtown revitalization plans call for redevelopment and reuse of properties that are vacant, contaminated and/or underutilized. This session will explore the financing and leveraging strategies available to communities, whether they are seeking to revitalize one lot or to create a comprehensive program.
12:00 – 1:00 PM  Lunch

1:00 – 2:30  Concurrent Sessions (Round 2)

1. Going Where No Planner Has Gone Before: Working with Communities with No Planning Experience with Bill Vanderwall, Minnesota Housing Partnership, and Deb Perry, Institute for Sustainable Communities. Working in a place that does not have a staff planner, a comprehensive plan, any planning experience can be challenging, but the rewards are great when you are able to create trust, build capacity and support local leaders as they tackle complex problems. This peer-exchange session will provide an opportunity to talk about what works, troubleshoot challenges and identify best practices for engaging smaller communities in planning processes and implementation.

2. Fiscal Impact of Smart Growth with Ilana Preuss, Smart Growth America. This session will help grantees communicate the fiscal benefits of smart growth to local governments, including making the case that smart growth can reduce the cost of upfront infrastructure by at least 33%, the cost of ongoing services by 15-20% and can sometimes generate a tax surplus to the local government.

3. Public Engagement: Planning Communities that Work with Sarita Turner, PolicyLink, and Julie Powers, Mid-Michigan Environmental Action Council. Effective public engagement is essential to the development of plans that result vibrant, resilient communities. For a variety of reasons, successful engagement with high needs communities can be especially challenging. This session will focus on structuring effective engagement strategies to reach all populations in your plan geography, and especially with communities with the greatest needs.

4. Fair Housing Equity Assessments with Chip Halbach, Minnesota Housing Partnership; Jeff Mosley, Housing Assistance Council; and Lynnette McRae, HUD. Participants will learn how to engage the right stakeholders, develop a shared deliberation on regional opportunity challenges and develop a framework for creating greater housing opportunity and aligning local, state and federal resources to realize their goals.

2:30 – 2:45  Break/ Dessert

2:45 – 3:45  Scheduled Consultations

Resource Team members will be available to meet with teams to help diagnose and solve problems in real time. Look for the signup sheets at the registration table.

3:45 – 4:30  Team Huddle #2: Putting the Pieces Together

Teams meet privately to discuss how they can use the new information and ideas that they are acquiring at the workshop.
4:30 – 5:00 Highlights & Insights from Day 2
Participants share new ideas and insights they have gained throughout the day (2 min. per team).

6:00, 7:00, 8:00 Dinner (self-organized)
Meet in the hotel lobby every hour on the hour, between 6-8 PM.
Theme: Strategize and Commit

8:30 – 9:00 AM  Coffee Networking

9:00 – 9:15  Opening Remarks
Christopher Forinash, Institute for Sustainable Communities

9:15 – 10:45  Clinic: Envisioning Post-Grant Success – Building and Sustaining Partnerships
Christie Oostema, Envision Utah

10:45 – 12:15 PM  Concurrent Sessions (Round 3)

1. Using Your Data and Tools for Decision Making with Ken Snyder, PlaceMatters, and Holly St. Clair, Metropolitan Area Planning Council. This session will focus on improving capacity of local leaders to make or support decisions for smarter growth. The presenters will provide an overview of tools useful for regional planning including low-cost approaches to asset mapping and interactive websites for prioritizing values, exploring options, and understanding tradeoffs linked to different strategies. The session will be casual and interactive, with plenty of time for questions and answers.

2. Building Trust and Dispelling Fear through Effective Communication with Sarita Turner, PolicyLink; Margarita Decierdo, Austin Community Development Commission; and Melvin Wrenn, Colony Park Neighborhood Association. In nearly every community around the country (regardless of political or social context), planners need to effectively work with people that are unfamiliar with planning or actively oppose planning efforts and/or are distrustful of them due to previous negative experiences. This session will provide your team with tools to help dispel negative perceptions and build trust by examining real life planning scenarios and effective communication approaches.

3. Finding Support from Other Federal Partners with Chris Beck, Senior Projects Advisor, USDA Rural Development, and Matt Dalbey, Acting Director, US EPA Office of Sustainable Communities. As your plan comes together, you are also working to identify support for continuing engagement, changing policies, and building project. Look beyond HUD to the Partnership for Sustainable Communities, and take advantage of their knowledge of federal programs to get connected to these resources.

4. Creating Better Streets with Laura Searfoss, National Complete Streets Coalition; Christopher Forinash, Institute for Sustainable Communities; and Maggie Woodruff, New Orleans Regional Planning Commission. Transforming streets into quality, multimodal places can create momentum toward larger transformations envisioned in your plans. Rebuilding streets takes time and cooperation, and complete streets policies can provide the foundation. In the meantime, “tactical urbanism” strategies can demonstrate value to the public and decision-makers.
12:15 – 1:30 PM  Lunch & Team Huddle #3: Strategizing & Committing to Action
Teams meet to discuss insights they’ve acquired at the workshop and how their new knowledge will advance their work. Team leaders prepare brief reports on one or two specific actions that the team will take upon returning home.

1:30 – 2:00 PM  Closing Plenary: Pulling It All Together
Round-the-Horn Report-Outs and Closing Remarks
Christopher Forinash, Institute for Sustainable Communities

Each team reports on Team Huddle #3 (3 minutes per team).