Sustainable Communities Leadership Academy: Transition to Implementation
Grand America Hotel – Salt Lake City, Utah
January 13-15, 2014

AGENDA

MONDAY, JANUARY 13, 2014 | DAY 1

Theme: Framing the Challenge

12:30 PM  Registration, Refreshments & Networking

1:00 - 1:30  Welcoming Remarks
Christopher Forinash, Program Director, Institute for Sustainable Communities

1:30 - 2:45  Opening Plenary: Creating Quality Growth in the Greater Wasatch Region
Honorable Ralph Becker, Mayor, Salt Lake City
Robert Grow, President & CEO, Envision Utah
Natalie Gochnour, Associate Dean, David Eccles School of Business, University of Utah

2:45 – 3:00  Break

3:00 - 3:15  Ensuring Equitable Outcomes in Implementation
Kalima Rose, Senior Director for the Center for Infrastructure Equity, PolicyLink
3:15 - 4:15  Team Huddle #1: Getting to Work
Teams meet privately to discuss the status of their efforts, identifying accomplishments and challenges. Each team will have time to discuss goals for this workshop and how to use discussions for additional implementation successes in the future.

4:15 - 4:45  Plenary: Federal Support for Implementation
Rick Garcia, Regional Administrator (Region 8) and Senior Sustainability Advisor to the Secretary, U.S. Department of Housing and Urban Development

5:00 - 6:30  Reception
An informal networking opportunity, including introductions to Resource Team members. A cash bar will be available.

Note  Videographer available
Between sessions, a videographer will be available to capture you telling the story of your work. This is intended to be informal, unscripted video that you can use as you will - in project communications, to share with those “back home” what you were working on Salt Lake City, or whatever you want. So, come tell your story!
Theme: Explore and Inspire

7:30 - 8:30 AM  Coffee with Counterparts (optional)
A networking session over breakfast — tables will be loosely organized by the types of organizations and functions represented on the teams, providing an opportunity for participants to meet and speak with their counterparts in other communities.

1. Local government staff
2. Regional planners
3. Business and economic development partners
4. Elected officials and senior appointees
5. Community and civic partners, including neighborhood, housing and social equity organizations, universities, and other non-profits

8:30 - 8:45  Opening Remarks
Christopher Forinash, Institute for Sustainable Communities

8:45 – 10:00  Plenary: Engaging Your Elected Officials
Moderator: Christopher Zimmerman, Vice President for Economic Development, Smart Growth America; Member, Arlington County (Virginia) Board
Panelists: (all invited)
Tom Beehan, Mayor, City of Oak Ridge, Tennessee
Edmund Ford, Jr., Chairman, Memphis City Council
Charles Landreth, Member, Brevard (North Carolina) City Council
Ruth Randleman, Mayor, City of Carlisle, Iowa
Lewis Reed, President, St. Louis Board of Aldermen

10:00 - 10:15  Break

10:15 - 12:30  Collaboration Clinic
Presenter/facilitator: Patrick Field, Managing Director, Consensus Building Institute; Associate Director, MIT-Harvard Public Disputes Program
Grantee experience:
Steve Steinhoff, Director, Community and Regional Development Planning, Capital Area Regional Planning Commission (Madison, WI)
Amy Brooks, Project Director, PlanET; Project Manager, Knoxville Regional Transportation Planning Organization
12:30 - 1:45  Lunch and 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. At their request, teams will be able to invite a Resource Team member to join them for part of the time.

1:45 - 3:15  Concurrent Sessions (Round 1)

1. **Leveraging your project to move a larger sustainable communities agenda**, with Mayor Ruth Randleman (Carlisle, IA); Christopher Zimmerman, *Smart Growth America*; and Neha Bhatt, *Deputy Director of Policy Development & Implementation, Smart Growth America*. How can you leverage your HUD-funded sustainability project to introduce new or strengthen existing smart growth policies and programs in your community?

2. **Understanding your region’s potential through the Capital Absorption Framework** with Robin Hacke, *Director of Capital Formation, Living Cities*; and Robert Grow, *Envision Utah*. How can this framework help you understand the key roles and players who can create a pipeline of capital and sustainable communities projects? Come find out from experts on the framework and its implementation.

3. **Aligning funding streams with your plan goals** with Kalima Rose, *PolicyLink*; and Catherine Cox Blair, *Consultant, Natural Resources Defense Council*. Aligning formula, competitive, and new funding streams will require a strategic game plan that builds alliances with diverse partners to define priorities, win budget allocations, and pass new policies and legislation to steer resources to implementation.

4. **Envisioning post-grant success** with Christie Oostema, *Planning Director, Envision Utah*. Grantees have prepared exceptional regional and community plans and visions. How do you maintain momentum and see great ideas take shape on the ground? Engage in hands-on exercises to create a roadmap for post-grant success by assessing strategic, organizational, capacity, and funding ability in the context of established vision and goals.

5. **Neighborhood-scale investment and leadership** with Dianne Cleaver, *Executive Director, Urban Neighborhood Initiative (Kansas City)*; Rob Pedersen, *Board of Directors, Neighborworks Salt Lake*; and Naashom Marx, *Business Development Manager, City of Covington, KY*. Creating sustainability on the ground requires prioritizing and supporting local projects and cultivating local leaders. Come hear from successful local leaders and share your own experience.
3:15 - 5:30  
**Mobile workshops**

Envision Utah and its publicly created Quality Growth Strategy sparked momentum for major implementation efforts involving numerous champions from business, government, and community. Explore on-the-ground implementation through mobile tours, and enjoy dinner along the way.

1. **Downtown Rising**: Building on the regional vision, business leaders in Utah’s capitol city took on a leadership role in developing a detailed vision and implementation plan for downtown Salt Lake City. Experience the outcomes—projects at the heart of the region, including the massive City Creek Center and downtown’s transit system. ([DowntownRising.com](http://DowntownRising.com))

2. **Daybreak**: Real estate developers often have a major role to play in implementing regional visions. Explore how a large landowner and numerous developers took the vision to heart, creating an award-winning and best-selling new community in the Salt Lake Valley. ([DaybreakUtah.com](http://DaybreakUtah.com))

5:30 onward  
**Dinner (self-organized)**

Each of the mobile workshops will conclude in the neighborhood you’re visiting, where you’ll find a variety of dinner options. Transportation will also be available back to the hotel if you’d rather return before dinner.
Theme: Strategize and Commit

7:30 – 8:30 AM  Breakfast with Champions (optional)

Individual Resource Team members will host tables for informal discussion.

1. Debra Perry, Senior Program Officer, Institute for Sustainable Communities
2. Chris Zimmerman and Neha Bhatt, Smart Growth America
3. Ken Snyder, PlaceMatters
4. Guadalupe Herrera, Sustainability Officer (Region 8), U.S. Department of Housing and Urban Development
5. Amanda Eaken, Natural Resources Defense Council, and Catherine Cox Blair, Reconnecting America

8:30 - 8:45  Opening Remarks

Christopher Forinash, Institute for Sustainable Communities

8:45 – 10:15  Concurrent Sessions (Round 2)

1. Measuring and communicating progress toward your goals with Ken Snyder, President, PlaceMatters; and Stephanie Jennings, Project Manager, Lane Livability Consortium. Infographics, data visualization and mapping make complex information more compelling and understandable. This session will draw on examples from grantees illustrating important considerations in developing indicators linked to project goals and communicating progress.

2. Cultivating decision-makers as smart growth allies, with Mayor Tom Beehan (Oakridge, TN); Councilmember Charles Landreth (Brevard, NC); Christopher Zimmerman and Neha Bhatt, Smart Growth America. From city councils and mayors’ offices to agency directors and senior staff, participants will discuss how to cultivate new allies and neutralize opponents among the key leadership in your community.

3. When your plan meets the market, with Brian Prater, Senior Vice President, Low Income Investment Fund. Regional and community plans typically include a wide range of worthy policies and projects, leaving the challenge of prioritization to the implementation phase. Choosing where to invest time, energy, and resources requires understanding what markets your community can support.

5. **Ensuring equity outcomes through implementation**, with Sam Tepperman-Gelfant, *Senior Staff Attorney, Public Advocates (SF Bay area)*. This session will introduce ways to structure equity outcomes into your implementation. Topics include codified methods for community engagement and decision-making; representative governance and policy bodies; community-connected staffing; funding targets and set-asides; results targets for implementation; and strong advocacy networks and coalitions.

10:15 – 10:30 Break

10:30 – 11:30 Team Huddle #3: Strategizing & Committing to Action
Teams meet privately to discuss insights they’ve acquired at the workshop and how their new knowledge will advance their work. Team leaders prepare brief reports on their key steps to implementation, over the remainder of the grant period and beyond.

11:30 – 12:00 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. (2 minutes per team)
This Sustainable Communities Leadership Academy serves the National Sustainable Communities Learning Network (SCLearningNetwork.org), comprising nearly 300 communities working who have received support from the federal Partnership for Sustainable Communities (SustainableCommunities.gov). It was produced by the Institute for Sustainable Communities (ISCVT.org) in partnership with Envision Utah (EnvisionUtah.org). This SCLA and the Learning Network are supported by the Department of Housing and Urban Development (HUD.gov/sustainability) and the Environmental Protection Agency (EPA.gov/smartgrowth).