



FINAL PROGRAM

APA-PA2018



Erie

PA Chapter of the American Planning Association

2018 Annual Conference

Sunday, October 14 – Tuesday, October 16

Erie, PA

#APAPA18



American Planning Association
Pennsylvania Chapter

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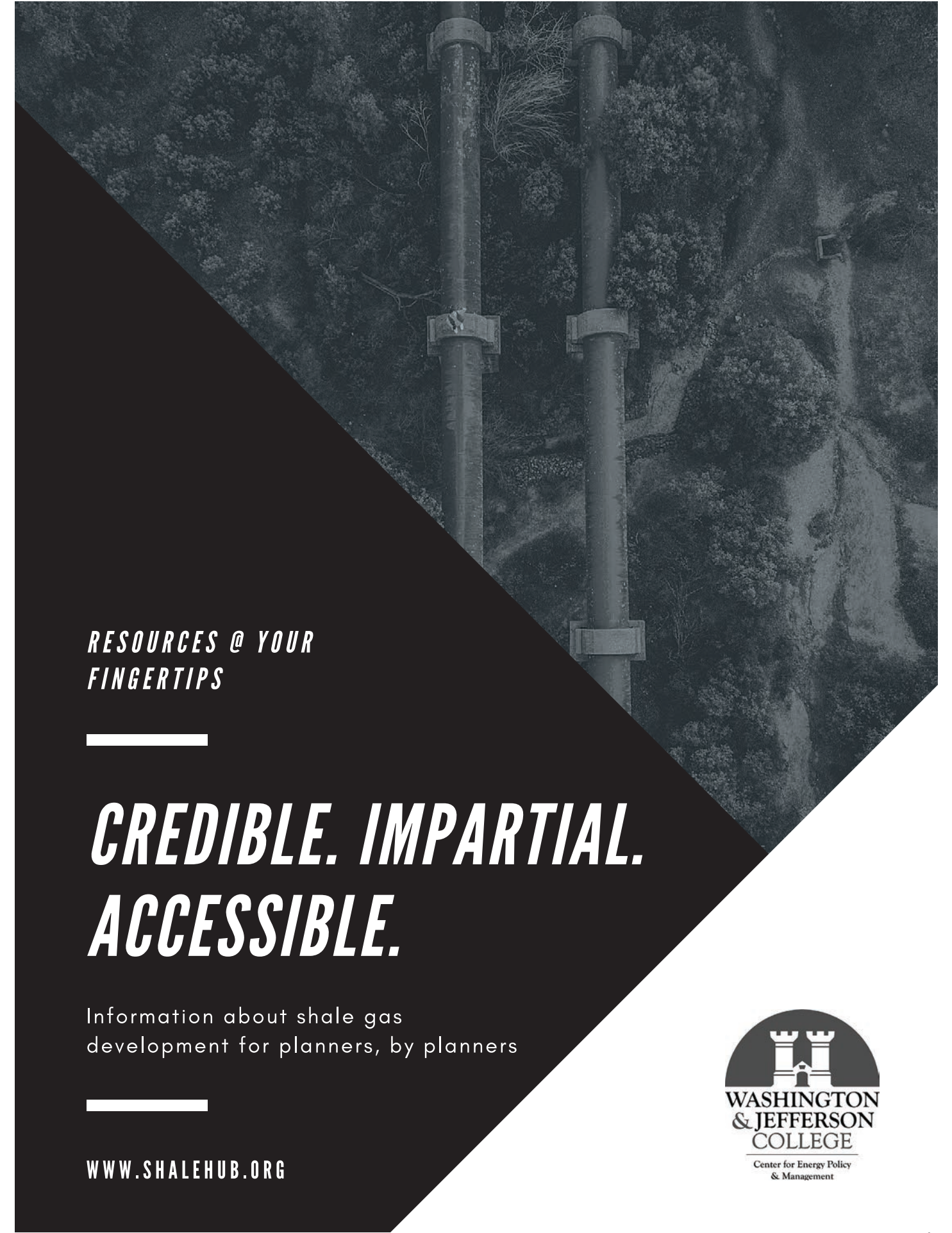


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American Planning Association
Pennsylvania Chapter
Making Great Communities Happen

Register Online at www.planningpa.org

PA Chapter of APA President — **James Cowhey, AICP**
 2018 Conference Chairs: **Amy McKinney and Kathy Wyrosdick, AICP**

PA Chapter of APA
587 James Drive
Harrisburg, PA 17112-2273
717-671-4510
info@planningpa.org

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CONFERENCE

@AGLANCE

SUNDAY, OCTOBER 14, 2018

1:00p – 5:00p	Registration Open
1:00p – 5:00p	Mobile Workshops (Depending on the mobile workshop, times may vary. See pages 15-17.)
2:30p – 4:00p	Education Committee, <i>tentative</i>
2:30p – 4:00p	Legislative Committee, <i>tentative</i>
2:30p – 4:00p	PMPEI Committee
4:00p – 5:30p	Concurrent Education Sessions A
5:45p	Walk to the reception (Meet in the hotel lobby)
6:00p – 7:00p	Welcome Reception at Erie Maritime Museum
Evening	Dinner on your own

MONDAY, OCTOBER 15, 2018

6:00a – 7:00a	Fun Run & Walk
7:00a – 5:00p	Registration Open
7:00a – 6:15p	Exhibit Hall Open
7:00a – 8:00a	Continental Breakfast with Exhibitors
8:00a – 8:15a	Welcome & Introductions
8:15a – 9:30a	Opening Keynote Session with Tom Murphy
9:30a – 10:00a	Refreshment Break with Exhibitors
10:00a – 10:45a	Concurrent Education Sessions B
10:45a – 11:00a	Break/Travel
11:00a – 11:45a	Concurrent Education Sessions C
11:45a – 1:45p	Luncheon, State of the Chapter & Awards Luncheon
1:45p – 2:00p	Break/Travel
2:00p – 3:15p	Concurrent Education Sessions D
3:15p – 3:45p	Refreshment Break with Exhibitors
3:45p – 5:15p	Mobile Workshop
3:45p – 5:15p	Concurrent Education Sessions E
5:30p – 6:30p	Evening Reception with Exhibitors
After 6:30p	Dinner on your own
6:30p	Coaching, Contacts and Craft Beers (mentoring event) @ Voodoo Brewing

TUESDAY, OCTOBER 16, 2018

7:00a – 3:30p	Registration Open
7:00a – 2:00p	Exhibit Hall Open
7:00a – 8:00a	Continental Breakfast with Exhibitors
7:00a – 8:00a	Professional Development Committee Meeting
7:00a – 8:00a	Planning Officials Development Committee Meeting <i>tentative</i>
8:00a – 9:30a	Plenary Session with Joe Nickol and Kevin Wright from Yard & Company
9:30a – 10:00a	Refreshment Break with Exhibitors
10:00a – 11:30a	Concurrent Education Sessions F
11:30a – 1:30p	Pitkin Luncheon & Lecture with Charles Marohn
1:30p – 2:00p	Dessert with Exhibitors (Basket Raffle Drawing, Silent Auction, 50/50)
2:00p – 3:30p	Concurrent Education Sessions G



Mark Your Calendars!
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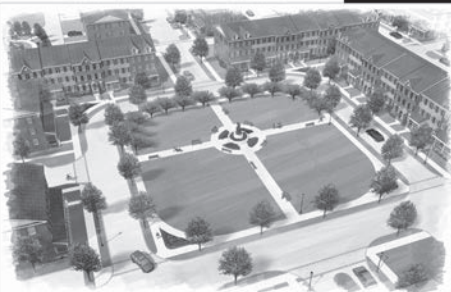


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FEATURED SPEAKERS



Monday, 8:15a - 9:30a

Opening Keynote

Intentionality: Competing in the 21st Century

TOM MURPHY, *Urban Land Institute*

CM | 1.25

The rules are getting turned upside-down. Globalization, demographics, climate change, and technology are forces that are creating both challenges and opportunities. How communities, big and small, respond to those forces of change will determine whether they will compete successfully. Maintaining the status quo is not an option. Embracing change and the risks and controversy that it entails is the challenge. A successful city needs to confront three things: politics, finance and design. There are communities across the country that are succeeding by intentionally re-imaging themselves. It requires effective public/private partnerships, a shared vision, creative financing, a commitment to quality design, a strong staff capacity and most of all leadership that is willing to reach for the future.



Tuesday, 8:00a - 9:30a

Plenary

The Neighborhood Play Book: Community Engagement

KEVIN WRIGHT, *Yard and Company*

CM | 1.25

Neighborhood development shouldn't happen to a place, it should happen with a place. While there are plenty of big and small developers out there who strive to lead projects this way, too often they are missing the mark or overlooking rich opportunity areas. The Neighborhood Play Book bridges the gap between developers and community members by giving both sides a set of plays that make it easier to identify opportunities where everyone wins.

Community members will learn how to find spaces with problem-solving potential, gain insights into a set of common missteps to avoid when selecting a space, and create amenities within their neighborhoods that activate the community and attract attention of investors.



Tuesday, 11:45a - 1:30p

Pitkin Luncheon & Lecture

Infrastructure Crisis: It's Time to Rethink our Approach to Growth

CHARLES MAROHN, PE, AICP, *Strong Towns*

CM | 1.25

For more than six decades, local governments have been accustomed to building infrastructure and expanding existing systems. While liabilities have grown, transportation funding has not kept up. Now there is a desperate need for local governments to change their approach. We need to shift our strategy from an emphasis on continuous expansion to a more mature focus on maintenance and maximization of existing infrastructure. In difficult economic times, this is a scary, but necessary, realignment.

There are trillions of dollars of unproductive infrastructure already in the ground today waiting for us to make better use of. At Strong Towns, we see that our cities, towns and neighborhoods are dripping with opportunity. These opportunities are not of the mega-project variety. They are small – seemingly beneath us, perhaps – but they can positively transform everything about how we live our lives. An infrastructure presentation brings your community into the national conversation about infrastructure spending and will help local decision-makers determine where to spend precious infrastructure dollars to get the best return on your investment.

CONFERENCE

PLANNING COMMITTEE

Kristi Amato, Clarion County

Jim Cardman, Fairview Township

Jeremy Coxe, City of Hermitage

Dan Glotz, Warren County

Dennis Martinak, AICP, Mackin Engineering

Amy McKinney, Lawrence County Department of Planning and Community Development, *Conference Co-Chair*

Jeremy Morey, McKean County Planning Commission

Zachary Norwood, Crawford County Planning Commission

Brittany Prischak, Erie County Department of Planning and Community Development

Denny Puko, PA DCED

Travis Siegel, Northwest Commission

Sue Smith

Matt Waldinger, Millcreek Township

Kathy Wyrosdick, AICP, City of Erie, *Conference Co-Chair*

CONFERENCE GREENING

In keeping with the PA Chapter's mission, the chapter incorporates the following sustainability initiatives to reduce the impact of the conference on the environment:

- Conference Announcement **was not printed** to reduce the Chapter's carbon footprint.
- **Purchase products** made from recycled, recyclable, and rapidly renewable materials.
- Work with the convention center to **purchase local foods** and plan a seasonal menu.
- Prominent on-site effort to **increase recycling** of cardboard, paper, plastic bottles, and cans.
- **Donate excess food** to a food rescue agency when possible or to the employee cafeteria when we cannot.
- Encourage exhibitors to **use products made from recycled, recyclable, and rapidly renewable materials**.
- **Water stations** in lieu of bottled water breaks.

We encourage attendees to participate in these initiatives through the following options:

- Participate in the **hotel's linen reuse program** (sheets and towels). Information can be found in the guest rooms.
- **Return waste paper** to conference registration for recycling.
- **Register for the conference online** to save postage and paper costs.
- **Carpool** with colleagues, or take public transportation.

Making an Impact with Printing Choices: Paper is a crop and it's renewable. Production of paper makes use of large amounts of water and chemicals, and uses a tremendous amount of energy. Choosing an environmentally responsible paper for printed materials is one way the PA Chapter of APA can walk the "green" talk in a big way. The PA Chapter of APA works with the printer to choose an environmentally friendly company whose paper production practices save millions trees a year.

CONFERENCE ETIQUETTE

The Dress Code for the conference is **business casual** attire.

Cell phones and other devices that make noise should be disabled during sessions. If you must take a call, please exit the session as quietly as possible and take the call in the corridor.

Room temperatures are difficult to regulate. It is advisable to dress in layers so you can add or remove a layer for your personal comfort.

The conference is a **no-smoking** event. Smoking is not permitted in any conference event, including mobile workshops.

Please be considerate of other conference participants who may have allergies or sensitivities to **fragrances**. If your fragrance is strong, please consider using less of it, or not using it during the day.

APA-PA is **not responsible for the materials or opinions of the speakers you will hear**.

SCHOLARSHIP FUND

Support the Next Generation of Planners!
Give to the PA Chapter of APA Scholarship Fund!

*...and in other Scholarship Fundraising Committee news, we will also be selling tickets for the yearly **basket raffle** and again this year we will be coordinating a **50/50 raffle**!*

Your contribution to the PA Chapter of APA Scholarship Raffle will help current planning students with their education-related expenses. Both undergraduate and graduate planning students are finding it hard to make ends meet. Students must not only juggle their academic pursuits, but also pay their bills, which is more difficult with fewer student loan options and higher textbook prices.

HOW TO HELP

- **Make a tax-deductible contribution.**
- **Purchase raffle tickets** at the Conference.
- **Participate in the 50/50 raffle!**



SPECIAL EVENTS

Sunday, 6:00p – 7:00p (gather in lobby to walk 5:45p)

Welcome Reception: Erie Maritime Museum

At 5:45p, meet in the Sheraton lobby to walk over to the Erie Maritime Museum. It wouldn't be an APA-PA Chapter event without time for networking and camaraderie. Enter the world of Lake Erie. Learn its history. Find out about fishing. From the War of 1812 through present day, the Erie Maritime Museum will take you through time, the people, and the events surrounding Lake Erie. This reception includes heavy hors d'oeuvres and refreshments.

Monday, 6:00a – 7:00a

Fun Run and Walk

Join friends and colleagues and explore Erie on this early-morning exploration. Walkers and runners will set off from the Sheraton Lobby at 6:00 a.m.

Monday, 5:30p – 6:30p

Evening Reception with Exhibitors

Monday's conference activities wrap-up with a reception with our Exhibitors. Take advantage of this opportunity to network with the Exhibitors and the other conference attendees. It's a great place to make plans to venture out and discover the city of Erie!

Sunday & Monday Evening

Dinner on your own

Many restaurants and eateries are within a few miles of the hotel with something to please everyone. Downtown Erie will surprise you!

Monday, 11:45a – 1:45p

Luncheon, State of the Chapter and Annual Awards Presentation

Join us as we celebrate the achievements of fellow Pennsylvanians who shape where we live, work and play! Join **Denny Puko**, Chair of the PA Chapter of APA Awards Committee, for an inspiring **Annual Awards** program. We will recognize the work of fellow planners, planning officials, and elected officials and their roles in planning Pennsylvania. PA Chapter of APA President, **James Cowhey, AICP** will present the **State of the Chapter** highlighting the Chapter's successes and key activities during 2018. Scholarship recipients will be recognized.

Monday, 6:30p

Coaching, Contacts and Craft Beers, Voodoo Brewery (101 Boston Store Place)

Every good planner has a team of colleagues to lean on. This event aims to connect the next generation of planning professionals with long-standing members of our community. Through an informal evening of drinks and dialogue folks will have the opportunity to share wisdom from their years of experience, learn about the practice across the Commonwealth, and develop a diverse network of colleagues to lean upon. The conference's Pitkin Lecturer, Charles "Chuck" Mahron, from Strong Towns will be joining the conversations and discussing topics this and future generations will face.

Space has been reserved at Voodoo Brewery, Erie location, in the historic Boston Store Place, located at West 8th and State in downtown Erie. Northwest and Southwest sections will provide appetizers. *(Food and beverage will be available to order.)*

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GENERAL INFO

About the Main Speakers, Sessions, and Certification Maintenance Credits:

Application will be made to APA for approval of Certification Maintenance (CM) credits for all of the main speakers and most of the educational sessions at this year's conference. A total of 12.25 CM credits may be earned depending on session selections. Mobile workshops will have CM credit. Both Law and Ethics CM credits are offered.

The list of approved sessions will be posted on the PA Chapter website, www.planningpa.org, after approval is received from APA. You will receive an email when the approval process is completed.

Any session may be canceled or rescheduled because of low registration or unforeseen circumstances. Changes and cancellations will be noted in the Final Program which is distributed at the conference as well as on the Chapter website prior to the conference.

Following the conference, materials will also be available on the PA Chapter of APA website in electronic format.

A mother's room will be available for mothers who are breastfeeding. Please see conference registration desk for details.

The PA Chapter of APA is not responsible for the materials or opinions of the speakers you will hear.

Are you preparing for the AICP exam?

Sessions noted below will be helpful in preparing for the AICP comprehensive planning exam; the exam will cover critical areas in APA's outline of subject matter.

Sunday, October 14

- (A1) **The Integration of Water Resource Management into a "One Water Approach"**
- (A4) **You Want Me to Do What?**

Monday, October 15

- (C2) **Elevating Greenway Planning: Incorporating Environmental Justice, Urban Landscapes, and Ecological Restoration**
- (E3) **The Limits of Zoning**
- (E5) **AICP: Is This Certification for You?**

Tuesday, October 16

- (F4) **Planning for a Changing Rural Economy**
- (G1) **Transit Service: THE GAME**

AICP

HEALTHY COMMUNITIES

Monday, October 15 has a spotlight on Healthy Communities!



The day includes:

- **Exciting sessions** centered around this emerging topic.
- **Networking** session to meet colleagues from around Pennsylvania interested in healthy communities.
- **Expanded resources** available on the Healthy Communities in PA website after the conference.

Healthy Communities Sessions

- **B1. Pennsylvania Walkable Communities Collaborative: Increasing Walkable Communities Across Pennsylvania**
- **B2. Transportation Planning Perspectives, Part 1: Transportation and Health**
- **C1. Growing Older and Designing Smarter: How Pittsburgh Is Becoming Age-Friendly**
- **C2. Elevating Greenway Planning: Incorporating Environmental Justice, Urban Landscapes, and Ecological Restoration**
- **D1. Fast-Fun-Fervent: Healthy Communities**
- **D2. Creating Safe Environments: Integrating Planning, Design & Physical Security**
- **E1. Opioid Epidemic and Panning: What Can Planners do to Address the Greatest Community Crisis of Today?**
- **E2. Making Bicycling Work in Smaller Cities and Boroughs**
- **Mobile Workshop: WalkWorks Wharf Walk** (additional fee)

Networking Event

Join the Healthy Communities in PA task force in the Networking Lounge during the Exhibitor Reception for a networking mixer to discuss the day's activities! This networking event is for any conference attendee interested in healthy community design. It also allows the Healthy Communities in PA members, who regularly meet on conference call, to meet in person. The Healthy Communities in PA task force encourages healthy community design in Pennsylvania by combining expertise from the planning and health fields and envisions communities in all parts of Pennsylvania being built in a way that makes the healthy choice the easy choice for every resident.

Post Conference Resources!

Check out the Chapter's Healthy Communities in PA Task Force before and after the conference for regularly updated resources on healthy community design. We will post all the sessions on our website, with our other resources.

Get involved throughout the year!

You can get involved by joining one of the Healthy Community in PA's orientation and information-sharing calls to find out about previous work and how your interests fit in. Orientation and information-sharing calls are typically the fourth Tuesday of each month at 2:00 p.m.

About the Healthy Communities in PA Task Force

The Healthy Communities in PA task force envisions communities in all parts of Pennsylvania being built in a way that makes the healthy choice the easy choice for every resident. The Healthy Communities in PA task force achieves its vision through volunteer efforts by planning and health advocates creating tools and resources to assist partners in promoting healthy community design. The tools and resources are created by working groups of task force topic experts collecting best practices needed by Pennsylvania's healthy community design partners and to create new partners. The American Planning Association, Pennsylvania Chapter is committed to sharing these resources and facilitating discussion around healthy community design in Pennsylvania.



MOBILEWORKSHOPS

All mobile workshops require an extra fee to cover transportation and other logistics. Please wear comfortable clothing and shoes suitable for walking.

Sunday, 1:00p – 5:00p



(M1) Erie's Wine and Grape Region

CM | **3.50**; Additional \$35 fee required.
Maximum of 32.

The glacial till on the south side of Lake Erie provides an excellent environment for grapes. For over a century growers sold their harvests to Welch's. The first post-prohibition winery opened in 1968. Participants will visit North East, PA and its wineries. North East is the northernmost point of Pennsylvania and where viticulture is most intense. The grape is North East's community symbol. The number of wineries in the area is exploding. We will visit the four original wineries (Penn Shore, Presque Isle, Mazza, Arrowhead) and one of the newer wineries. **Portions of the mobile workshop will be walking. Wear comfortable clothes and walking shoes.*

Robert P. Sechrist, PhD, Indiana University of Pennsylvania

Sunday, 1:00p – 5:00p



(M2) Through the Looking Glass: How to Use Public Art to Connect Community

CM | **3.50**; Additional \$25 fee required.
Maximum of 30.

The Looking Glass Art Project is a collaborative community public art program created by artists Tom Ferraro and Ed Grout. Their mission is to encourage people to tell their stories, then transform their stories into public art. Together they have created over a dozen murals, sculptures and mixed media pieces. Every project is made with communities looking for art to enrich their lives. The artists have worked with a variety of core groups ranging from Erie's robust immigrant and refugee populations, senior centers, senior living homes, school groups ranging in grades 1-12, college students, inner city neighborhoods and restorative justice programs. The goal of this session is to reinforce the importance of art as an expression of community that helps build capacity and connect people to their history and sense of place.

Thomas Ferraro, Erie Arts & Culture
Edward Grout, Looking Glass Project



MOBILEWORKSHOPS

All mobile workshops require an extra fee to cover transportation and other logistics. Please wear comfortable clothing and shoes suitable for walking.



Sunday, 1:00p – 4:00p

(M3) Lawrence Park's Historic District

CM | **2.5**; Additional \$25 fee required.
Maximum of 30.

Approved by the State Historic Preservation Board early this year, the Lawrence Park Historic District has been listed in the National Register of Historic Places. This project was funded through a Keystone Grant from the Pennsylvania State Historic Preservation Office. Tour this significant district with the grant writer, preparers, and SHPO staff and learn how the SHPO's programs, including grants, technical assistance and listing in the National Register can help your community preserve its important places.

Bill Callahan, State Historic Preservation Office

Melinda Meyer, Preservation Erie

Elizabeth Rairigh, State Historic Preservation Office



Sunday, 1:00p – 5:00p

(M4) Exploring the Great Lakes Seaway Trail: Byway Best Practices

CM | **3.5**; Additional \$25 fee required.
Maximum of 30.

In 2017, PennDOT initiated a strategic planning process to better understand what opportunities exist among other state agencies to improve and sustain the Pennsylvania Byways Program as a local grassroots initiative for spurring economic development and tourism opportunities. The outcome of this planning process is emphasis on repurposing the byways program, interagency collaboration and expand the byway system to include Multimodal facilities. This mobile workshop will offer participants an opportunity to learn about the Great Lakes Seaway Trail National Scenic Byway as an example of the new multimodal byway system.

Emily Beck, VisitErie

Matthew Greene, PA DCNR

Jacqueline Koons-Felion, Pennsylvania Department of Transportation

Jamie Lemon, AICP, Michael Baker International



MOBILEWORKSHOPS

All mobile workshops require an extra fee to cover transportation and other logistics. Please wear comfortable clothing and shoes suitable for walking.



Sunday, 2:00p – 4:00p

(M5) Growing Sustainable Communities and Healthy Foods through Town-Gown Partnerships

CM | **2.0**; Additional \$25 fee required.
Maximum of 25.

This mobile workshop will take participants to Penn State Behrend to tour the campus community garden. Penn State representatives will share their comprehensive approach to collaboration between town and gown, and best practices for urban gardens and associated ordinances as passed in Erie; growing food for specific markets; and partnering to alleviate hunger and to promote healthy food choices in the community. Participants will have an opportunity to sample farm to table-style refreshments and talk with community partners. In case of inclement weather, the presentation will be held inside the Smith Chapel, adjacent to the gardens.

Ilona Ballreich, Penn State University, Sustainable Communities Collaborative
Katie Chriest, Commonwealth Campuses
Ann Quinn (retired), Penn State University, Behrend Campus



PHOTOS CREDIT: VISITERIE

Monday, 3:45p – 5:15p

(M6) WalkWorks' Wharf Walk

CM | **1.5**; Additional \$20 fee required.
Maximum of 20.

A walk of approximately 1 mile will be co-led by the Director of Planning for Blair County and the Program Director of WalkWorks. The fun-filled walk, to begin at the entrance of the Convention Center, will provide a practical illustration of a safe walking route and, further, the amenities that make up a walkable community. Participants will receive a map of the route, including points of interest (or the lack of such) as well as a "walkability checklist" to consider during the excursion.

David W. McFarland, III, AICP, Blair County Planning Commission
Carol Reichbaum, MSPA, MSL, University of Pittsburgh Graduate School of Public Health; WalkWorks

Networking Lounge



NEW THIS YEAR!

Networking Lounge (Each networking workshop is limited to 20 people.)

A whiteboard, a work table and lots of ideas! No PowerPoints, no panels!

The conference will feature a Networking Lounge (in the Exhibit Hall), an informal place to ask questions and share ideas with other planners. During concurrent sessions on Monday and Tuesday, the Networking Lounge will offer open discussion and problem-solving in a variety of topics. Hosts with expertise in the topics will be on hand to facilitate interaction. Come learn what works and how to do it. Come share your success stories with others.

Innovations in Land Use Controls: Part 1-Modernizing the SALDO

Monday, 10:00a – 10:45a | No CM

Host: **Pattie Guttenplan, AICP**, Montgomery County Planning Commission

Discussion will revolve around updating subdivision and land development ordinances with current best practices, such as green stormwater infrastructure, landscaping and buffering, and modern streetscaping. The host will share ideas from Montgomery County's collection of design guidebooks and facilitate discussion about how the SALDO can translate the goals in the comprehensive plan and the design standard of zoning ordinance into the build environment.

Innovations in Land Use Controls: Part 2-Modernizing Zoning Ordinances

Monday, 11:00a – 11:45a | No CM

Host: **Eric Jarrell**, Montgomery County Planning Commission

Discussion will revolve around updating zoning ordinances to integrate the most up-to-date practices in consideration of evolving land uses, community goals, and residential and commercial market desires. The host will share ideas from Montgomery County's collection of model zoning ordinances dealing with mixed use, sense of place, sustainable development, and other best practices to meet changing local needs.

Is My Building Historic?

Monday, 2:00p – 3:15p | No CM

Host: **Bill Callahan**, Pennsylvania State Historic Preservation Office

Elizabeth Rairigh, Pennsylvania State Historic Preservation Office

Have a preservation question? Do you wonder about a particular historic building in your community? Do you want to know more about Section 106? Would you like to know more about integrating hazard planning and historic preservation? Come meet staff from the Pennsylvania State Historic Preservation Office! Get answers to questions, do property searches in an online database, and learn about SHPO programs and how they can help with revitalization and rehabilitation in your community.

PennDOT Connects

Monday, 3:45p – 5:15p | No CM

Host: **Jesse Buerk**, DVRPC

Kwan Hui, DVRPC

Courtney Lyle, PennDOT District 1

The purpose for transportation projects has broadened beyond mobility, where they are expected to achieve more with less. In December 2016, PennDOT Secretary Richards announced PennDOT Connects, a new policy initiative that requires collaboration with local municipalities early in the project development process for all capital transportation projects. The hosts will facilitate discussion on implementation of PennDOT Connects and how communities can overcome challenges and capitalize on the initiative. The hosts will share ideas from contrasting regions – PennDOT District 1 (NW PA) and District 6 (SE PA).

New Thinking in Comprehensive Plans

Tuesday, 10:00a – 11:30a | No CM

Host: **Denny Puko**, Pennsylvania Department of Community & Economic Development

What do pop-ups, a cake, and kitchen tables have to do with comprehensive plans? What U.S. president said, "plans are useless, but planning is indispensable," and what insights does that provide for comprehensive plans? Can six counties possibly work cooperatively to prepare a comprehensive plan? These and other questions will be posed to provoke discussion about creating better comprehensive plans. Come and get fresh thinking for your next comp plan update, or share success stories from your latest plan.



EDSESSIONSAGENDA

Sunday, October 14, 2018

- 1:00p – 5:00p** **Registration Open**
- 1:00p – 5:00p** **(M1) MOBILE WORKSHOP**
Erie's Wine and Grape Region *(See page 15)*
- 1:00p – 5:00p** **(M2) MOBILE WORKSHOP**
Through the Looking Glass: How to Use Public Art to Connect Community *(See page 15)*
- 1:00p – 4:00p** **(M3) MOBILE WORKSHOP**
Lawrence Park's Historic District *(See page 16)*
- 1:00p – 5:00p** **(M4) MOBILE WORKSHOP**
Exploring the Great Lakes Seaway Trail: Byway Best Practices *(See page 16)*
- 2:00p – 4:00p** **(M5) MOBILE WORKSHOP**
Growing Sustainable Communities and Healthy Foods through Town-Gown Partnerships
(See page 17)
- 2:30p – 4:00p** **Education Committee, tentative**
- 2:30p – 4:00p** **Legislative Committee, tentative**
- 2:30p – 4:00p** **PMPEI Committee**

4:00p – 5:30p **Concurrent Education Sessions A (1.50 CMs)**

(A1) The Integration of Water Resource Management into a "One Water Approach"

CM | 1.50

Everything that happens on the land impacts, to some degree, the quality and/or quantity of groundwater and/or streams, and causes singular – and cumulative impacts to water resources. These impacts can be difficult and costly to remedy. Simultaneously, it is essential to protect the quality and quantity of groundwater and streams to provide adequate water supplies, transportation, recreation, and wastewater assimilation that are needed to support future growth and economic development, and to preserve a healthy ecosystem. Minimizing impacts while managing water use to support growth often involves "conflicting" planning objectives, which, without an "integrated" approach, can lead to unintended consequences to either the natural water resources or to growth management – or both.

Kimberlie Gridley, Tioga County Planning Department
Shannon Rossman, AICP, Berks County Planning Commission



EDSESSIONSAGENDA

Sunday, October 14, 2018, continued

(A2) All Transportation is Personal: Is Mobility as a Service (MaaS) the Model for Personalizing Transportation for Everyone?

CM | 1.50

No two persons' transportation needs are exactly the same. Some people have cars; some don't. Some people have access to public transit options; some don't. Some people can afford to pay out-of-pocket for transportation services; some must rely on government subsidies. Because Mobility as a Service (MaaS) redefines transportation in terms of mobility, rather than modes, you'll have a chance during this session to engage in a lively discussion about MaaS personalizing the way people "connect to life" through the 'bundling' of available travel service options that meet individual mobility needs and budgets.

Kathy Stefani, Southwestern Pennsylvania Commission

David Totten, AICP, Southwestern Pennsylvania Commission

(A3) An Electrifying Plan for Vehicles

CM | 1.50

Using Pittsburgh as an example, session participants will be presented with a scenario of a city embarking on a vehicle electrification initiative and then asked to provide their ideas on planning, institutional, financial and infrastructure issues associated with electrifying private automobiles, commercial and government fleets and mass transit. Mapping will be provided. This will be followed up with presentations from the City of Pittsburgh and Port Authority of Allegheny representatives on Pittsburgh's vehicle electrification initiative.

Rebecca Kiernan, City of Pittsburgh, Division of Sustainability and Resilience

David Wohlwill, AICP, Port Authority of Allegheny County

(A4) You Want Me to Do What?

CM | 1.50 ETHICS

Watch fellow planners from across the state as they act out skits (originally created by the Delaware APA Chapter) to demonstrate some of the challenges professional planners face in their daily work. While many times the ethical choice is obvious, there are decisions planners make every day where aspirational principles compete with each other. The planner actors will use humor to demonstrate these ethical dilemmas. Audience members will observe some situations where planners must navigate through difficult relationships and chose their paths with care and tactfulness. This training is designed to teach planners to be thoughtful in their interactions. Two skits will be presented, each followed by a discussion facilitated by the Pennsylvania Chapter's Professional Development Officer, where the AICP Code of Ethics will be used to evaluate our actors' behaviors and choices. Audience members will determine if actions portrayed violate the Rules of Conduct and the Aspirational Principles of the AICP Code of Ethics, and discuss which Rules and Principles are in play for each of the characters in the skit.

Alexis Williams, AICP, PP, STV, Inc.

Professional Development Committee



EDSESSIONSAGENDA

Sunday, October 14, 2018, continued

(A5) Achieving Effective Planning Through Leader Recruitment and Development

CM | 1.50

Planning Commissions and Zoning Hearing Boards play critical roles in community planning and development, yet do professional planners and municipal leaders think strategically about how they recruit, appoint, train and develop their members to effectively lead in their roles? This session explores important questions around the composition of planning commissions and zoning hearing boards, the knowledge, skills, abilities and diversity that municipal leaders should look for when making appointments as well as strategies to effectively recruit, train and ensure the effectiveness of these groups.

Debra Thompson, Strategy Solutions

5:45p

Meet in the lobby to walk to reception

6:00p – 7:00p

Reception at Erie Maritime Museum

(150 East Front Street, Erie, PA 16507)

7:00p

Dinner on your own

PHOTOS CREDIT: VISITERIE





EDSESSIONSAGENDA

Monday, October 15, 2018

- 6:00a – 7:00a** **Fun Run & Walk**
Wake up with an invigorating walk or run in Erie!
- 7:00a – 5:00p** **Registration Open**
- 7:00a – 6:15p** **Exhibit Hall Open**
- 7:00a – 8:00a** **Continental Breakfast with Exhibitors**
- 8:00a – 8:15a** **Welcome & Introductions**
- 8:15a – 9:30a** **Intentionality: Competing in the 21st Century**
Opening Keynote Session by Tom Murphy
- 9:30a – 10:00a** **Refreshment Break with Exhibitors**

10:00a – 10:45a **Concurrent Education Sessions B (0.75 CMs)**

Networking Lounge

Innovations in Land Use Controls, Part 1- Modernizing the SALDO
(Host: Pattie Guttenplan)

(B1) Pennsylvania Walkable Communities Collaborative: Increasing Walkable Communities Across Pennsylvania

CM | **0.75**

This session is designed to create an interactive and engaging dialogue between state agencies, planners, community members and others to increase walkable communities in Pennsylvania. Introductory remarks will be made to help highlight the ongoing collaborative work by multiple state agencies and other strategic organizations to increase walking and walkable communities in Pennsylvania. Following, there will be a facilitated discussion to help identify specific needs or challenges planners or local officials experience related to creating walkable communities. A follow-up discussion will provide several scenarios where there is an opportunity for walkability improvements and suggest how folks would interact with state agencies.

Roy Gothie, Pennsylvania Department of Transportation

Justin Lehman, Pennsylvania Department of Health



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(B2) Transportation Planning Perspectives, Part 1: Transportation and Health

CM | 0.75

You will hear about case studies tying transportation planning to health outcomes, focusing on the introduction of a brand new section on health in the Erie County Long Range Transportation Plan and application of a health benefit calculator tool for DelDOT and its use in statewide multimodal transportation planning, and understanding health impacts from transportation investments.

Scott Thompson-Graves, PE, PTOE, Whitman, Requardt & Associates, LLP

(B3) Revitalizing Urban Neighborhoods through Creative Transportation Investments

CM | 0.75

Although infrastructure investments have long been used as a revitalization tool, focus on community engagement, equity, and inclusion has become more prevalent. This session highlights two projects that will offer new hope to challenged Philadelphia neighborhoods. The Maplewood Mall in Germantown is a curbless street that prioritizes people rather than cars. The Mantua Greenway in west Philadelphia's Mantua neighborhood, an urban promise zone, is an innovative combination of urban trail and green stormwater infrastructure. Participants will learn about highly inclusive and interactive public processes, as well as multimodal transportation and stormwater planning techniques, that they can apply in their communities.

Mike Campbell, RLA, ASLA, Whitman, Requardt & Associates, LLP

Jeff Riegner, AICP, PE, PTOE, Whitman, Requardt & Associates, LLP

(B4) Real-Time Collaboration Through Google Drawings

CM | 0.75

Communication with clients around the world poses logistical challenges. Attempting to capture feedback and content of a conference call can be frustrating when multiple people are suggesting many ideas. Learn how to use Google Drawings to successfully capture ideas and collaborate on planning projects across multiple offices and time zones. Promoting real-time problem-solving, collaboration, and implementation strategies from anywhere in the world are all possible with this free tool. Copies of scribbled notes and marked-up PDFs can be left in the past.

Pedro Quintanilla, Michael Baker International

(B5) GIS for the People: Leveraging the Power of Interactive Maps for Public Engagement and Decision-Making

CM | 0.75

The use of GIS has traditionally been the realm of technical experts, while spatial decision-making involving non-technical stakeholders and the public has been facilitated by marking up plotted maps during in-person meetings. An increasingly accessible series of interactive browser-based mapping tools now enable creative planners to directly involve stakeholders in geospatial decision making. This session will provide an overview of these tools, and demonstrate how they can be applied to a variety of planning exercises, including greenway/environmental plans, comprehensive plans, and regional transportation initiatives.

Allan Kapoor, Environmental Planning & Design LLC

Frank Maguire, Pennsylvania Environmental Council

Andrew Schwartz, AICP CUD, PLA, LEED AP, Environmental Planning & Design LLC



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(B6) Measuring Blight Impact: The Basics

CM | 0.75

This session will help planners measure the potential financial impact of blight on their communities. Attendees will be walked through the basic assumptions underlying the analysis, using easy-to-understand graphics and examples. The session will address important implications regarding property values, municipal service costs, and lost opportunity costs. This is intended to be an interactive discussion, with numerous opportunities to share experiences around this important topic. Ultimately, attendees will learn the steps necessary to measure blight impacts - a useful tool when looking for ways to fund blight remediation.

Owen Beitsch, PhD, FAICP, Community Solutions Group/GAI

Patty Folan, Community Solutions Group/GAI

(B7) Buggies, Bicycles and Cars: Oh My!

CM | 0.75

What do Amish buggies, bicycles and cars have in common? In rural communities, they all share the same roads, which often have little to no shoulders, creating conflicts between users. This session will explore one County's approach to identify, prioritize and find funds to widen these corridors to improve connectivity and safety for all users.

Doniele Russell, CFM, Lawrence County Department of Planning and Community Development

Amy Wiles, AICP, Mackin Engineering

11:00a – 11:45a Concurrent Education Sessions C (0.75 CMs)

Networking Lounge

**Innovations in Land Use Controls, Part 2-
Modernizing Zoning Ordinances** (Host: Eric Jarrell)

(C1) Growing Older and Designing Smarter: How Pittsburgh is Becoming Age-Friendly

CM | 0.75

Imagine a world in which every 90 year old can cross the street safely and every 9 year old has a friend over 60. A World Health Organization (WHO) initiative, led by AARP in the United States, is re-thinking what it means to be a truly livable community. The Age-Friendly movement holds that we all want the same things — walkable communities, connections with neighbors of all ages, and access to the spaces and exciting changes that are happening where we live. This presentation will give an overview of the Age-Friendly model, and discuss how we constructed and launched Age-Friendly Greater Pittsburgh.

Laura Poskin, MPSG, Age-Friendly Greater Pittsburgh



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(C2) Elevating Greenway Planning: Incorporating Environmental Justice, Urban Landscapes, and Ecological Restoration

CM | 0.75

Greenway planning has traditionally been limited to the designation of ecological corridors between large pristine natural areas. This session will explore new approaches to greenway planning that incorporate an increased emphasis on environmental justice, resilience, and the restoration of damaged landscapes. Using a Western Pennsylvania case study, we will discuss the Allegheny Green Web (AGW), a collaboration of more than 20 nonprofit recreation, conservation, and environmental organizations working together to develop an updated greenway plan for Allegheny County that increases access to green space for disadvantaged populations.

Caren Glotfelty, Allegheny County Parks Foundation

Allan Kapoor, Environmental Planning & Design

Andrew Schwartz, AICP CUD, PLA, LEED AP, Environmental Planning & Design LLC

(C3) The Affordable Housing Toolkit: Where to Start?

CM | 0.75

Affordable housing is at the forefront of community members', planners' and policy makers' awareness. But how familiar are you with the range of policy, finance, and development tools capable of preserving and creating affordable housing options?

Explore the affordable housing toolkit through a visual journey in this session. Weigh benefits and drawbacks of different types of tools; learn the decision-making criteria related to a neighborhood's economic and physical conditions; and then, assemble a sub-toolkit of policies that's place- and time-specific. The audience will be engaged and invited to build on the toolkit through discussion of experience.

Megan O'Hara, AICP, LEED AP BD+C, Urban Design Associates

(C4) Solving Rural Planning Problems using Geodesign

CM | 0.75

The application of the geodesign framework was used in rural Lebanon County to increase awareness and encourage collaborative engagement between the municipal board of supervisors and community stakeholders where an existing comprehensive plan fails to meet the needs of a community for large site specific development outcomes. Geodesign aims to guide stakeholders to a consensus of design through the process of collaboration and negotiation, as well as geospatial technologies to visualize collaborative scenarios developed by the stakeholders in real time. It stands to change the way we approach planning problems in rural Pennsylvania. Geodesign's scalability is far reaching, and holistic in its approach.

Kelleann Foster, RLA, ASLA, Stuckeman School of Architecture and Landscape Architecture

Jesse Suders, GISP, Penn State University



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(C5) Selling Stormwater

CM | 0.75

This session will discuss tactics for building a robust municipal stormwater and green infrastructure program by engaging municipalities, local nonprofits, and attracting grant funding. The Erie County Department of Planning has entered into formal agreements with all regulated MS4 municipalities within the county, attracted dollars from DEP to support this work, and continues to work toward a sustainable funding model for municipal stormwater challenges. Session participants will be engaged through an interactive mapping segment and/or mock municipal negotiating segment.

Amy Murdock, Erie County Department of Planning

(C6) Building Trust from Controversy to Consensus: The Parkway East Case Study

CM | 0.75

The I-376 Parkway East Corridor Network study began in controversy, with public opposition to a planned project to meter traffic on interchange ramps. This case study shows how PennDOT D-11 and the project team defused the controversy by starting over at the most basic levels of public engagement, and built trust by an open process and open analysis culminating in broad support for a program of multimodal improvements that included elements of the initial proposal. During the presentation, participants will have the opportunity to comment on the project approach and methods.

Cheryl Moon-Sirianni, PE, Pennsylvania Department of Transportation

Darryl Phillips, PE, PTOE, WSP

Jennifer Threats, McCormick Taylor

(C7) Transportation Planning Perspectives, Part 2: Transportation and Economic Development

CM | 0.75

Hear about a case study tying transportation planning to economic development, focusing on the SR 283/230 Corridor Study in Lancaster County, where reaching consensus among key decision makers on a data-driven parcel suitability analysis for four land use types (commercial, industrial, residential, agricultural) led to a re-examination of current zoning and non-traditional performance measures guiding transportation investments.

Robert Bini, AICP, Lancaster County Planning Commission

Scott Thompson-Graves, PE, PTOE, Whitman, Requardt & Associates, LLP



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

11:45a – 1:45p Annual Awards and State of the Chapter Address

2:00p – 3:15p Concurrent Education Sessions D (1.25 CMs)

Networking Lounge

Is My Building Historic?
(Hosts: Bill Callahan and Elizabeth Rairigh)

(D1) Fast-Fun-Fervent: Healthy Communities

CM | 1.25

Hear six dynamic speakers cover topics of healthy community design at lightning speed. Each speaker will have 7 minutes to cover a maximum of 20 slides for 20 seconds each united around the central theme. Attendees will learn about a wide variety of healthy community topics in short sessions that are perfect for those just learning about the links between planning and health and those that are experts on these topics.

Justin Dula, AICP, Delaware County Planning Department
Healthy Communities Defined

Patty Elkins, AICP, Delaware Valley Regional Planning Commission
Lessons Learned in Healthy Community Planning

Hannah Hardy, MPA, Allegheny County Health Department
Health in Every Space: Health in All Policies as a Way to Achieve Equity

David W. McFarland, III, AICP, Blair County Planning Commission
Steps Toward Health

Carol Reichbaum, MSPA, MSL, University of Pittsburgh, Graduate School of Public Health; WalkWorks
My Community Loves Me!

David W. Saunders, Pennsylvania Department of Health
Having Fun with Cereal

(D2) Creating Safe Environments: Integrating Planning, Design & Physical Security

CM | 1.25

In an increasingly complex world, creating safe environments requires planning with intention, nuance, and a multi-disciplinary approach. Physical security is most seamless when integrated into built environments long before they are constructed, but elements can also be effectively integrated into existing spaces. Learn about risk assessment, varied strategies, multi-disciplinary designs, and effective questions to ask to ensure that places and spaces are beautiful and functional—but also inherently secure. Interactive case studies will be provided and audience participation will assist in framing a typical and holistic planning process. Effective approaches will be discussed from the perspective of a professional planner and urban designer, as well as a physical security specialist.

Herbert Brychta, PSP, CISSP, AE Works, Ltd.
Tiffany Haile, AICP, AE Works, Ltd.



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(D3) Civic Pride, Civic Engagement & Downtown Revitalization

CM | 1.25

Planners work in all types of communities, but the community without pride is the most challenging. These are the communities where it feels nearly impossible to get traction. The places when you return, nothing seems to have changed. Its not a lack of resources or effort, but they have grown despondent and apathy has become the norm. These communities have lost a sense of civic pride. Civic pride is crucial in our effort to help improve communities. This session will lay out the five factors in creating proud places and discuss examples of how these can be applied everywhere. Attendees will learn strategies that they can utilize to try and increase levels of civic pride and the benefits it can have.

Jeffrey Siegler, Downtown Redevelopment Services

(D4) What is my Property Zoned?

CM | 1.25

In 2017 the City of Easton and 360 eCode and Zoning Hub formed a partnership to work together to create a pilot project to create an interactive zoning map tool for the City's planning and codes staff, realtors, appraisers, and area wide developers to use. The tool enables its users to instantly see information about a property including ownership, size, zoning district, district regulations, restrictions and adjacent property information. The City soon found out how useful this tool was. City staff uses the on-line code to find out zoning information vs. paper copies of the zoning ordinance. Planning staff, after a testing trial period of 6 months, will begin to promote the mapping tool to other users in 2018 and 2019.

Christina Roseberry, AICP, City of Easton

Tim Schwecke, AICP, Zoning Hub

Jeff Wight, General Code, LLC

(D5) Rethinking Parking Requirements Using Drone Imagery

CM | 1.25

Drone flights over parking lots in Susquehanna Township, Dauphin County, PA show many shopping areas and office parks are underparked, even during peak hours. Parking minimums have been standard practice in the planning world for decades. However, little research is used to calculate the number of spaces needed per land use. Recently many cities are removing minimums and unbundling parking requirements from land uses completely. A review of parking requirements in general, the drone imagery collection process in this specific case, examples of changing parking requirements, and Susquehanna Township's revised parking ordinance are discussed.

Scott Drzyzga, PhD, Shippensburg University of Pennsylvania

Betsy Logan, AICP, Susquehanna Township, Dauphin County

Andrea Viazanko, Tri-County Regional Planning Commission



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(D6) Neighborhood Improvement Districts as a Planning Tool: Using NIDs as Vehicle for Timely and Efficient Project Delivery

CM | 1.25

Neighborhood Improvement Districts (NIDs) are an underutilized tool in a community planner's arsenal that expedite infrastructure improvements, provide for public engagement, and lower costs. Learn how Jackson Township uses NIDs with its official map, impact fees, and land development processes to implement plans, provide for public safety, and encourage better plan design while avoiding costly litigation. See how the township successfully used NIDs to construct roadway improvements, influence construction of a parallel access road in a new residential plan, and facilitate a waterline extension by building partnerships with its nonprofit community development corporation, residents and developers.

Kyle Beidler, RLA, Herbert, Rowland & Grubic, Inc.

Ben Gilberti, PE, Herbert Rowland & Grubic, Inc.

Chris Rearick, AICP, Jackson Township, Butler County

(D7) Placemaking in the Suburbs: Developing and Implementing an Arts-Based Economic Development Plan for Lansdowne

CM | 1.25

In late 2016, after years of successful arts-related programs and events, officials from the Lansdowne Arts Board and the Lansdowne Economic Development Corporation partnered with the Graduate Planning Studio at Temple University to develop a cohesive plan to foster the development of an arts district within this small town. Over two years, students led the process of community engagement, research of best practices, and plan creation. This session will detail this process, illustrating how similar communities can leverage their own local assets to spur economic development. We will also show how partnership with planning students can bring creative solutions and high-quality planning to resource-constrained communities.

Jeffrey Doshna, PhD, AICP, Temple University

Timothy O'Leary, Temple University

Tracy Purdy, Temple University

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EDSESSIONSAGENDA

Monday, October 15, 2018, continued

3:45p – 5:15p **M6 MOBILE WORKSHOP**
WalkWorks Wharf Walk (See page 17)

3:45p– 5:15p **Concurrent Education Sessions E (1.50 CMs)**

Networking Lounge

PennDOT Connects

(Hosts: Jesse Buerk, Kwan Hui, and Courtney Lyle)

(E1) Opioid Epidemic and Planning: What can Planners do to Address the Greatest Community Crisis of Today?

CM | 1.50

Americans are now more likely to die from a drug overdose than through motor vehicle crashes. What can planners do to bring our skills to help address the opioid epidemic that is affecting every community in Pennsylvania? Though there are proven tools that planners use to address motor vehicle safety and other health issues, research and practice is just starting to look at applying planning techniques to address the opioid crisis. This session enables participants to work together to share experiences and interventions to address the opioid epidemic in rural, suburban, and urban communities in Pennsylvania.

Justin Dula, AICP, Delaware County Planning Department

Jamie Granger, Interface Studios

Sue Sticklin, M. Ed., Tioga County Partnership for Community Health

(E2) Making Bicycling Work in Smaller Cities and Boroughs

CM | 1.50

Many of Pennsylvania's smaller cities and boroughs were rebuilt for cars in the 20th Century. In recent years, Lancaster has sought ways for cars and bikes to peacefully co-exist. Since 2012, Lancaster has worked with Lancaster Bikes!, Coalition for a Bicycle Friendly Lancaster, to find ways to make the city safer and friendlier for bicycling. It hasn't always worked out the way we hoped. This session will allow these places to share challenges and explore opportunities on how to build a culture of bicycling through private-public collaboration for planning and implementing bike infrastructure, and encouraging and advocating for better bicycling.

Robert Bini, AICP, Lancaster County Planning Commission

Karl Graybill, AICP, City of Lancaster

Jon Kokus, Gretna Bikes



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(E3) The Limits to Zoning

CM | 1.50 LAW

Zoning is a powerful planning tool but it has its limits. This session looks at how these limitations, such as provisions in the MPC, court decisions, the extent of the Police Power, nonconforming use property rights, and other state and federal statutes like the Medical Marijuana Act, Fair Housing and others, impact the drafting and administration of municipal zoning ordinances. Interactive discussion of MPC Article VI provisions and group discussions of zoning problems for variances, special exceptions and other day-to-day issues are built into this session.

John Groh, CPM, CBO, Millcreek Township

Stanford Lembeck, AICP, PhD, PMPEI

Christina Roseberry, AICP, City of Easton

(E4) Delivering Broadband Access Across Pennsylvania

CM | 1.50

Over 800,000 Pennsylvanians currently lack access to adequate broadband services. Recently, Governor Wolf announced his goal of expanding access to every Pennsylvania household by 2022. The panel of experts will discuss the opportunities, challenges, ongoing efforts, and potential solutions regarding the expansion of broadband access in Pennsylvania's rural and low-income areas.

Brian F. Barno, Broadband Cable Association of PA

Norman J. Kennard, Esq., Pennsylvania Public Utility Commission

Steven J. Samara, PA Telephone Association

Mark Smith, PA Office of Broadband Initiatives

(E5) AICP: Is This Certification For You?

No CM

Are you interested in becoming a certified planner by taking the AICP exam? Not sure yet? The PA Chapter and its Professional Development Committee are here to help you decide. In this session, speakers will explain the benefits and requirements of certification, the application process, and the format of the exam for those trying to decide if or when to take the exam. For those who have already decided to take the exam, speakers will identify resources available to help prepare for testing. The session will highlight recent changes to the exam to ensure attendees are preparing properly. The session will be driven by the needs of attendees, and questions are encouraged.

Susan Elks, AICP, Chester County Planning Commission

Alexis Williams, AICP, NJPP, STV, Inc.



EDSESSIONSAGENDA

Monday, October 15, 2018, continued

(E6) Achieving Your Community Goals: Truly Implementing Infrastructure Projects that Support Comprehensive Plans and APA's Policies

CM | 1.50

Vision and goals are important, but implementation is required. In a February 28, 2018 News Release, APA stated several policies relative to the proposed Federal Infrastructure Plan, including "long-term sustainability" and "boost finance tools and planning for innovation." Also, APA wants to see more investment in public infrastructure to support local communities. This presentation will show planners how to truly implement infrastructure projects to meet community goals, the resources needed to complete those projects, and strategies to get the projects funded. Presenters will discuss how Cumberland County and Carlisle Borough are creating and implementing their plans.

Brian Emberg, PE, Herbert, Rowland & Grubic, Inc.

Tim Staub, AICP, Herbert, Rowland & Grubic, Inc.

Kirk Stoner, AICP, Cumberland County

(E7) The Growth Ponzi Scheme

CM | 1.50

We often forget that the American pattern of suburban development is an experiment, one that has never been tried anywhere before. We assume it is the natural order because it is what we see all around us. But our own history — let alone a tour of other parts of the world — reveals a different reality. Across cultures, over thousands of years, people have traditionally built places scaled to the individual. It is only in the last two generations that we have scaled places to the automobile. How is our experiment working? At Strong Towns, a nonprofit, nonpartisan organization founded in 2009, the interest is in understanding the intersection between local finance and land use. How does the design of our places impact their financial success or failure? What has been found is that the underlying financing mechanisms of the suburban era — our post-World War II pattern of development — operates like a classic Ponzi scheme, with ever-increasing rates of growth necessary to sustain long-term liabilities. Since the end of World War II, our cities and towns have experienced growth using three primary mechanisms: Transfer payments between governments, transportation spending, and public and private-sector debt. In each of these mechanisms, the local unit of government benefits from the enhanced revenues associated with new growth. But it also typically assumes the long-term liability for maintaining the new infrastructure. This exchange — a near-term cash advantage for a long-term financial obligation — is one element of a Ponzi scheme.

Charles Marohn, PE, AICP, Strong Towns

5:30p – 6:30p **Evening Reception with Exhibitors**

5:30p – 6:30p **Join Healthy Communities Task Force in the Networking Lounge** (*See page 14*)

Evening **Dinner on your own**

Evening **Coaching, Contacts and Craft Beers** (mentoring event)
at Voodoo Brewing (*See page 11*)



EDSESSIONSAGENDA

Tuesday, October 16, 2018

- 7:00a – 3:30p Registration Open**
- 7:00a – 2:00p Exhibit Hall Open**
- 7:00a – 8:00a Continental Breakfast with Exhibitors**
- 7:00a - 8:00a Professional Development Committee Meeting**
- 7:00a - 8:00a Planning Officials Development Committee Meeting *tentative***
- 8:00a – 9:30a The Neighborhood Play Book: Community Engagement
Plenary by Keven Wright**
- 9:30a – 10:00a Refreshment Break with Exhibitors**

10:00a – 11:30a Concurrent Education Sessions F (1.50 CMs)

Networking Lounge

Networking Lounge: New Thinking in Comprehensive Plans
(Host: Denny Puko)

(F1) Moving Up, or On CM | 1.50

Join this discussion on ways to advance your career, whether that is within your existing organization or with a new one. The session will start with three panelists each giving a brief take on one aspect of professional development, such as critical training or the need for a job change. There will then be a full group discussion focused on other aspects that are critical to career advancement in the planning profession. Attendees will then break into small groups to focus on one of these aspects. The full group will get back together to review takeaways. Planners at all levels are welcome at the session, which will include presenters from different career backgrounds.

Rachelle Abbott, AICP, STEP, Inc.

Susan Elks, AICP, Chester County Planning Commission

Brandi Rosselli, AICP, Mackin Engineering



EDSESSIONSAGENDA

Tuesday, October 16, 2018, continued

(F2) Building a Stronger Planning Commission

CM | 1.50

A strong, well-organized planning commission is critical for a successful municipal planning program. MPC Article II provides the authority to create a planning commission but offers no guidance for what is needed for it to be an effective unit serving the local governing body and the community. Through interactive discussion this session explores the full range of a commission's work, how it can be organized to accomplish more of its goals, and what is needed to prepare members to contribute to the group's work. Hands-on work with the MPC and facilitated discussion of ethical issues for planning commissions is included.

Charles Guttenplan, AICP, Whitmarsh Township, Montgomery County

Gary Johnson, CBO, City of Meadville

Stanford Lembeck, AICP, PhD, PMPEI

(F3) Data Integrity and Ethics in Planning: Examining Ethics through Case Study

CM | 1.50 ETHICS

This session provides a workshop style training in the ethics of information use in the planning environment. The facilitators will first introduce key issues regarding the collection, interpretation, and dissemination of data such as consent, identification, and protection. Participants will then examine a series of case studies that focus on various aspects of the data collection and information sharing processes, both with the public and decision makers in the community. Using this foundation, the workshop will focus on the ethical questions that arise in regard to planning data and create a space for participants to discuss strategies for addressing ethical challenges that may not have easy answers. Ethical questions to be discussed will include environmental impact, social, economic, and health concerns of sub-communities in relation to the needs of the whole. In these ways, the session addresses the challenge of providing timely, adequate, clear, and accurate information in today's technological and political environment.

Verna Ehret, PhD, Mercyhurst College

Dyan Jones, PhD, Mercyhurst College

(F4) Planning for a Changing Rural Economy

CM | 1.50

Like rural areas in the U.S. and around the world, rural Pennsylvania has been hit by powerful trends, including population aging, migration, urbanization and labor-saving technological change. This session focuses on how rural areas can contend with the changing nature of the economy, and specifically on the potential roles of the planning community in supporting new opportunities. Topics covered include demographic and economic changes affecting rural areas, the roles of entrepreneurship and innovation, tourism opportunities, and food systems development.

Tataboline Enos, PA Wilds Center for Entrepreneurship

Stephan J. Goetz, PhD, Penn State University

Claudia Schmidt, Penn State University



EDSESSIONSAGENDA

Tuesday, October 16, 2018, continued

(F5) Commodore Perry Regional Trail: 6 Communities, 2 Counties, 1 Successful Grassroots Effort

CM | 1.50

While Western Pennsylvania is not famously known for collaboration among its local governments, six communities in two counties worked cohesively to create a regional trail system linking their communities and their economic and recreational amenities. It was a grassroots effort led by planners and enthusiastically adopted by their respective governing bodies. Through shared resources, experiences, and ideas, a network of 52 miles of trail connecting 3,815 acres of green space was created. The session will include an interactive discussion with video display detailing best practices realized, challenges faced, resources shared, and suggestions for planners to create multi-municipal planning efforts at a grassroots level while still achieving buy-in and support from elected officials.

Nicole Hanson, AICP, Marshall Township

Ron Henshaw, AICP, Cranberry Township

(F6) Planning for Tackling Blight: Land Banks and Other Effective Approaches

CM | 1.50

This session will feature representatives from three land banks in northwestern PA that are making a difference in how communities address blight. Session participants will learn how land banks fit into a planning solution for blight and how land banks can be best implemented given limited resources along with right-sized approaches for addressing blight in rural and small communities.

Jim Gagliano, County of Lawrence

Chris Gulotta, The Gulotta Group LLC

An Lewis, Steel Rivers Council of Government

Amy Murdock, Erie County Department of Planning

11:30a – 1:30p Infrastructure Crisis: It's Time to Rethink Our Approach to Growth

Pitkin Lecture by Charles Marohn, PE, AICP

1:30p - 2:00p Dessert with Exhibitors & Announcement of Winners

(Basket Raffle Drawing, Silent Auction and 50/50)

2:00p - 3:30p Concurrent Education Sessions G (1.50 CMs)

(G1) Transit Service: THE GAME

CM | 1.50

Can a "win" for your community by deploying effective, equitable and efficient transit service? Challenging your position with exciting pieces like BRT, fixed-route buses and paratransit that will accomplish your community's most vital priorities. Score big with Light Rail! — if you can find the funding! Or, bring thrilling services to an underserved neighborhood! Transit planners will show you how data, geography, community vision and other good planning practices can work together to make the most of your region's transit assets. Do you have what it takes to win the community development game — WITH TRANSIT?

Andrea Elcock, Port Authority of Allegheny County

David Totten, AICP, Southwestern Pennsylvania Commission



EDSESSIONSAGENDA

Tuesday, October 16, 2018, continued

(G2) County Planning to Protect Historic Resources: Making an MPC Mandate Work

CM | 1.50

The MPC requires county comp plans provide for the protection of historic resources, but many counties have difficulty with that requirement. However, a few have updated the historic resource section of their plans and worked with nonprofit partners to plan for the preservation of historic resources and educate municipalities and residents about how to protect them. York County published their Heritage Plan in 2016; in 2017 Erie County worked with Preservation Erie to create the Erie County Cultural Heritage Plan and the Cumberland County Historical Society is expanding its role by supporting preservation efforts county wide. Learn how these counties and their partners have worked together and with the PASHPO to develop innovative approaches to implementing historic resource protection.

Moderator, Bill Callahan, Pennsylvania Historical Museum Commission; Western Pennsylvania Community Preservation

Amy Evans, AICP, York County Planning Commission

Melinda Meyer, Preservation Erie

Lindsay Varner, PhD, Cumberland County Historical Society

(G3) Land Use Law Update: Annual Review of Federal and State County and Agency Decisions

CM | 1.50 LAW

Come hear a legal review of opinions relating to land use issued by Pennsylvania and federal appellate courts in the year following the prior PA Chapter of APA Annual conference.

Susan Smith, Esq., The Law Office of Susan J. Smith

(G4) From Visioning to Groundbreaking: Capacity Building and Grassroots Project Development in Rural Communities

CM | 1.50

This session will provide an award-winning approach to planning, visioning, and community development in rural communities throughout Pennsylvania (Johnstown, Somerset, Beaver, etc.) A slideshow presentation and Q&A, followed by an interactive discussion; where participants will reflect upon the communities that they work and be challenged to think about the learning objectives, including capacity building, visioning, project development, equity, and access to resources.

Ryan Kieta, RLA, Real Design Inc.



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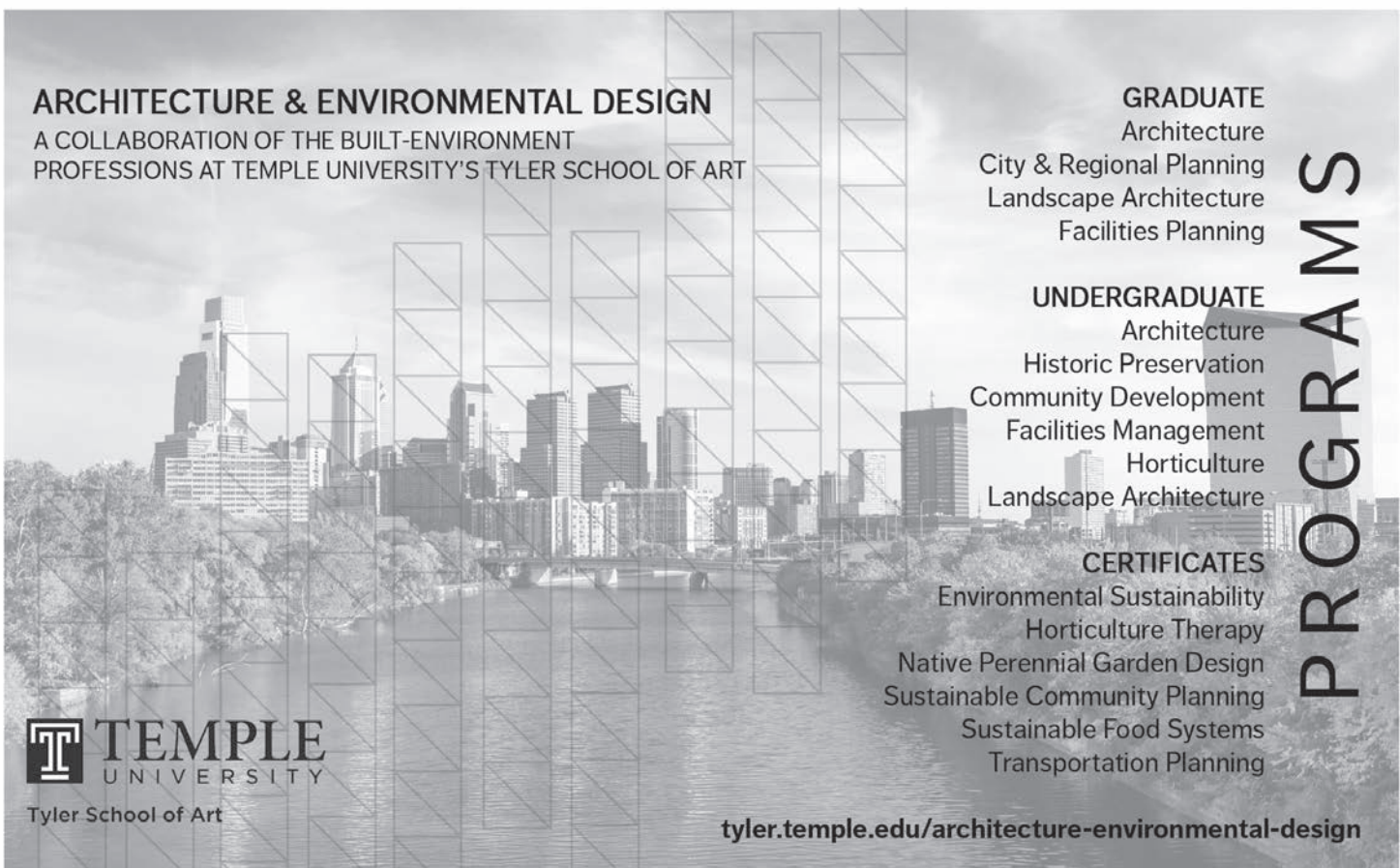


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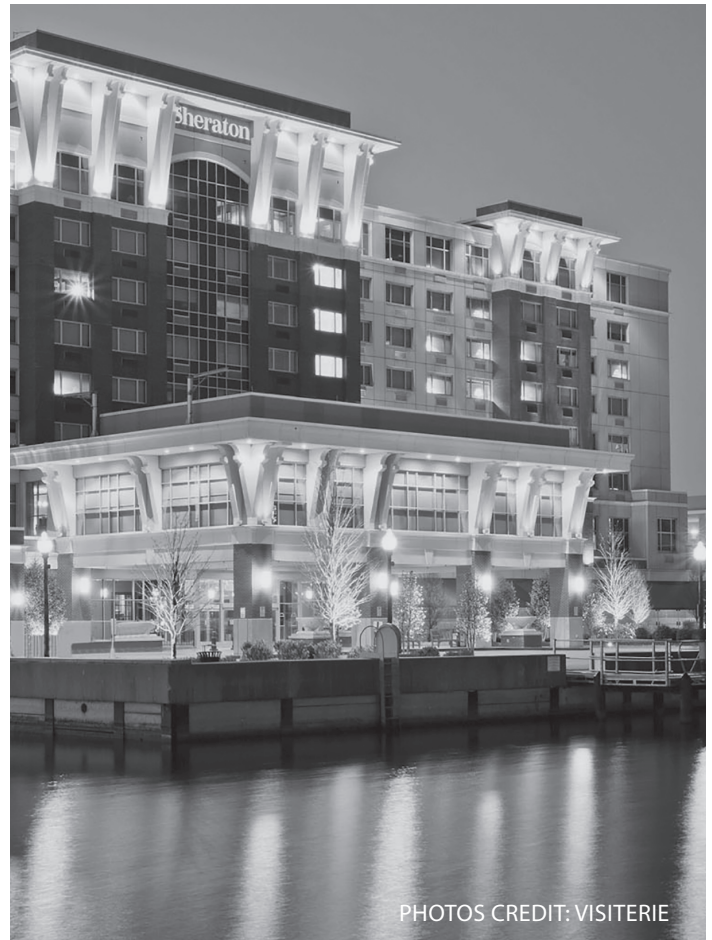
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Taste and Tour our Craft Beer, Wine, Distillery, Cidery and Mead
Tour our 7 Lakes YouTube video – boat rentals are available
Pymatuning State Park "Where the ducks walk on the fish"
Fall Train Ride on the Oil Creek and Titusville Railroad – Titusville
Ride the Barbara J. Sternwheeler Paddle boat on Conneaut Lake

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