

APA-Upper Midwest Planning Conference

Hosted by the American Planning Association - Wisconsin Chapter



Innovation: Planning on the Edge

The Lismore - Eau Claire, Wisconsin | October 3-4, 2019

Sponsors

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Cedar Corporation - Ehlers - Hoisington Koegler Group - HNTB

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Association of Wisconsin RPCs - General Code

Market & Johnson - TREK Bicycle - Tyler Technologies

1000 Friends of Wisconsin - MDROffers Consulting

Thursday, October 3 - Innovation: Planning on the Edge

7:45 - 8:30 Registration & Continental Breakfast Richmond Foyer - Lower Level

8:30 - 10:15 Welcome & Opening Plenary Richmond Hall

Welcome: Jason Valerius, AICP - President, APA-Wisconsin Chapter

Welcome to Eau Claire: Dale Peters - Eau Claire City Manager

Plenary: **Supporting Members as Leaders of their Communities** - Kurt Christensen, FAICP

National APA President Kurt Christensen will highlight how APA supports its members as leaders of their communities. By exploring opportunities through networking, knowledge, and advocacy, planners serve as unique leaders in creating stronger, safer and more just communities for all.

10:15 - 10:30 Break

10:30 - 11:30 Concurrent Sessions Wilson Hall - 1st Floor

Equitable & Healthy Communities

"Wintermission" Eau Claire: Improving Health & Social Isolation in Winter

A look at how upper midwest communities can become more winter positive.

Scott Allen, AICP – Community Development Director, City of Eau Claire, WI

Emily Berge – Councilor, City of Eau Claire, WI

Jacob Wrasse – Government & Community Relations Specialist, UW-Eau Claire

Lieske Giese, RN, MSPH - Eau Claire City-County Health Officer/Director

Small Towns & Rural Issues

Linking Community & Economic Development Through Homesteading

Working with employers to provide incentives for home ownership as a tool to attract and retain talent.

Christian Schock, AICP – Director of Planning, Community & Economic Development, City of Wausau, WI

Georgina Tegar – Executive Director, Dunn County Community Foundation

Housing for All

Planning to House Adults Aging in Place

An in-depth analysis of local housing policies that are linked to successful aging in place in mid-size Midwestern communities.

Anna Haines – Professor at College of Natural Resources, UW-Stevens Point

Mary Edwards, AICP – Professor, University of Illinois

Lynne Dearborn – Professor, University of Illinois

Transportation

Let's Try It Out! MNDOT's Guide to Active Transportation Demonstration Projects

Introducing a guide that gives local communities best practices for roadway planning and design to advance active transportation & Safe Routes to School.

Colin Harris, PE, LEED AP – Senior Engineering Associate, Alta Planning + Design

Dave Cowan – Safe Routes to School Coordinator, Minnesota Department of Transportation

1:00- 1:15 Break

11:45 - 1:00 Lunch & Presentation Richmond Hall

Plenary: **Understanding Messy Cities: How we can Plan & Develop Valuable, Authentic and Equitable Places** - Kevin Klinckenberg, Urbanist and Messy City Blogger

Kevin will challenge us to prepare differently for the next generation, and to embrace a messy, less predictable approach to cities, towns and economic development. He will also share key lessons on what the rest of the country can learn from Savannah, Georgia.

1:00- 1:15 Break

Equitable & Healthy Communities***How Much is Enough? Limiting & Protecting Local Resources in Publicly Financed Development Projects***

Exploring how public financial participation in private development can lead to successful & fiscally responsible outcomes.

Jason Aarsvold – Senior Municipal Advisor, Ehlers
Andrea Schnick - Economic Development Planner, City of La Crosse, Wisconsin.

Small Towns & Rural Issues***Downtown Oconomowoc; Implementing Changes & Getting Results!***

Learn how the city used their plan to turn a failing Main Street into a Booming Downtown.

Jason Gallo, AICP – City Planner / Zoning Administrator, City of Oconomowoc, WI

Robert Duffy – Director of Economic Development and Tourism, City of Oconomowoc, WI

Housing for All***House Hacking: What it is, and why it's the next big thing in Real Estate***

Learn the pros, cons, and potential of house hacking along with personal experience stories.

Kevin Klinkenberg – Principal, K2 Urban Design

***TOUR (1:15-3:30) Meet in Wilson Foyer
Walking Tour of Downtown Eau Claire***

The tour will feature already built projects like remodeled City Hall, Library expansion, RR Lot redevelopment, Volume One Store, Oxbow Hotel, Lakely Restaurant, Block 7 redevelopment and "container park", JAMF office building, Phoenix Park and Farmers Market Pavilion, the new Pablo Center Performing Arts/Visit Eau Claire, Haymarket Landing and Plaza before returning to the Lismore Hotel.

City of Eau Claire staff

About 2 hours - 1 mile

Equitable & Healthy Communities***Mifflandia: A Social Practice Art Experience***

Learn how Social Practice Art can help guide social change. Social Practice Art is collaborative, often participatory and involves people as the medium or material of the work.

Rebecca Cnare, PLA – Urban Design Planner, City of Madison, WI

Karin Wolf – Arts Program Administrator, City of Madison, WI

Borealis – Outreach Director, Arts + Literature Laboratory

Housing for All***Wauwatosa in Transition: A Case Study in Community Process***

Incorporating diverse priorities, lifestyles and generations when planning new developments in communities on the edge.

Martin Shukert, FAICP – Principal, RDG Planning & Design

Mayor Kathy Ehley – Mayor, City of Wauwatosa

Jeff Roznowski – Co-founder of MidTown Tosa Business Group & Former Wauwatosa Alderman.

Transportation***The Rise of Bus Rapid Transit in Wisconsin***

BRT is rapidly coming to Wisconsin - hear about the Madison and Milwaukee County experiences.

Dan Meyers, AICP – Senior Transit Planner, AECOM

Julia Suprock, AICP – Deputy Project Manager, AECOM

Equitable & Healthy Communities

Funding & Public Engagement Tools for Every Planner

Innovative ways to fund your projects and engage the public using free online tools.

Marty Falk, AICP – Transportation Planner, SEH

Brad Hentschel, AICP – Planner, City of Chippewa Falls, WI

Small Towns & Rural Issues

People, Trees, & Power: Tools & Strategies for Advancing Community Resilience

More frequent weather related disasters means more proactive resilience planning opportunities and challenges.

Ted Redmond – Co-Founder, paleBLUeDot LLC

Ethics Case of the Year (3:45-5:15) 1.5 CM

Ethics Jeopardy!

An interactive ethics session - fun and informative!

Jason Valerius, AICP – President, WI Chapter - APA & Team Leader, MSA Professional Services

Joshua Clements, AICP – Planning Director, City of Altoona & President-Elect, Wisconsin Chapter - American Planning Association

Liz Callin, AICP - Senior Transportation Planner, Southeastern Wisconsin Regional Planning

Community Engagement

Planning on the Edge: University/Community Collaborations that Work

The importance of aligning city goals with the University vision to create multi-use facilities with coordinated funding and bi-partisan support.

Kimera Way – President, UW-Eau Claire Foundation & Executive Director of Blugold Real Estate Foundation, UW-Eau Claire

Mike Rindo – Assistant Chancellor for Facilities and University Relations, UW-Eau Claire

TOUR (3:45-5:15) Meet in Wilson Foyer

Biking Tour - Downtown Riverfront & Trails

A leisurely bicycle ride along Eau Claire's extensive recreational trail system featuring recent trail, park, and greenway improvements. Eau Claire's trail system extends along the Chippewa River, Eau Claire River, and Half Moon Lake and includes eight pedestrian/bicycle bridge crossings of the waterways. The route will be approximately 10 miles in length and will include several stops to discuss current and up-coming projects.

Patrick Ivory, AICP - Senior Planner, City of Eau Claire

About 2 hours - 10 miles with several stops

You must provide your own bike and helmet.

5:30 - 7:30 Reception & Planning Awards

Pablo Center at the Confluence

Join us for refreshments, networking and the 2019 Planning Awards.

GREAT PLACES AWARDS

Carson Park Causeway, Eau Claire

Historic Martin Luther King Jr. Drive, Milwaukee

Wenzel Family Plaza, Marshfield

PLANNING EXCELLENCE AWARDS

Category: BEST PRACTICE

Milwaukee Pedestrian Plan

A Greater Madison Vision Survey and Scenario Planning Model

Imagine Madison Comprehensive Plan

Category: INNOVATIONS IN PLANNING

City of New Richmond Comprehensive Plan

City of La Crosse US 53 Corridor Plan

Category: ECONOMIC DEVELOPMENT PLANNING

Moving Milwaukee Forward: Equitable Growth Through Transit-Oriented Development

2019-2024 Southwestern Wisconsin CEDS

Category: STUDENT PROJECT

Matthew Frater, "Creating and Maintaining Fair Housing Equity"

Friday, October 4 - Innovation: Planning on the Edge

7:30- 8:30 Registration & Continental Breakfast Richmond Foyer - Lower Level

7:45 - 8:15 Wisconsin Chapter Annual Meeting Richmond Hall

Every year, APA-WI holds a brief annual meeting for its members in conjunction with the fall conference. Learn what the chapter has been doing over the past year.

8:30- 9:45 Plenary Richmond Hall

Forwarding Equity - State Planner's Table

Facilitator: Mike Slavney, FAICP – Principal Planner, Vandewalle & Associates

Sonja Kruesel, AICP - Zoning Administrator/City Planner, City of Fitchburg

Brad Scheib, AICP - Vice President, Hoisington Koegler Group Inc., Minneapolis

Heather Stouder, AICP - Planning Division Director, City of Madison

Planners can play a critical role in establishing more equitable participation, representation, and outcomes. This interactive session will explore the concept of equity in a planning context and discuss how planners can help put equity into practice.

9:45 - 10:00 Break

10:00 - 11:00 Concurrent Sessions Wilson Hall - 1st Floor

Equitable & Healthy Communities

How to be a Wizard of OZ: Making the Most of Your Opportunity Zone

Find out if the Opportunity Zone Program (OZ) is the yellow brick road to attracting investment in low income areas.

Scott Harrington, AICP – Principal Planner and Project Manager, Vandewalle & Associates

Gordon Crow, IOM – Executive Director, Centergy, Inc.

Dannielle Lewis - Senior Manager, tax practice at WIPFLI CPAs & Consultants

Transportation

Greening the Edge

Opportunities and strategies for integrating green infrastructure into urban and suburban landscapes.

Kyle Gast – Senior Planner, City of Milwaukee, WI

Luke Haas, PLA – Landscape Architect, RA Smith

Juli Beth Hinds, AICP – Principal, Birchline Planning LLC

Community Engagement

Community Engagement Process Changes Frustration to Results

Learn how a change in direction can lead to a better comp plan.

Todd Streeter – Principal, Community Collaboration

Brad Scheib, AICP – Vice President, Hoisington Koegler Group Inc.

Noah Wiedenfeld – Planning Director, City of New Richmond, WI

TOUR (10 - noon) Meet in Wilson Foyer Walking Tour of Banbury Place

Banbury Place, a former tire factory, is home to dozens of commercial, office, residential apartments, and industrial businesses. In addition, Banbury Place plays a role in the local art culture, is home to several local food producers, and has played a significant role as a business incubator for businesses to develop and grow.

Ned Noel, AICP - City of Eau Claire

About 2 hours (10 minute walk to & from hotel)

11:00 - 11:15 Break

11:15 - 12:15 Concurrent Sessions

Wilson Hall - 1st Floor

Equitable & Healthy Communities

Advancing School-Community Planning

Learn various techniques planners can use to improve outcomes in collaboration with school districts, including those facing declining or growing enrollment and considering the growing prioritization of equity.

Mark Roffers, AICP – Co-owner, MDRoffers Consulting

Technology

Tech Savy Signs

How smart cities and smart signs are intersecting and how to deal with the new technology.

James Carpentier, AICP – Director State & Local government Affairs, International Sign Association

Deacon Wardlow – In-house Advisor/Consultant, Vantage LED

Charlie Griffith – Associate Planner, City of Waukesha, WI

Housing for All

Affordable Housing: National Problem, Regional Solutions

Lessons learned by the Chippewa Valley Task Force to better understand the regional housing market and potential solutions to housing supply and affordability issues.

Scott Allen, AICP – Community Development Director, City of Eau Claire, WI

Joshua Clements, AICP – Planning Director, City of Altoona, WI & President-Elect, Wisconsin Chapter - American Planning Association

12:15- 1:45 Plenary

Richmond Hall

The Red Cedar: Land, Water & People Coming Together!

Dick Lamers – Past President, Tainter Menomim Lake Improvement Association Inc. (TMLIA)

Dr. Rod Olson, MD – Co-Chair, Red Cedar River Conference

Elizabeth Osborne – President, Tainter Menomim Lake Improvement Association Inc.

The panel will discuss this project concerned with the health and economic impact of the impaired waters in the Red Cedar Watershed. A project of this size depends on the skills of multiple disciplines, agencies, volunteers and the hard work of a dedicated team. The three speakers will take the audience through the process from initial funding and development, the current process and the impact it has had on 10 Counties, 1.2 million acres and a population of over 95,000.

1:45 - 2:00 Break

Equitable & Healthy Communities***Net Zero: Pipedream to Reality***

Learn how Net Zero strategies can provide a built environment that is healthy, energy efficient, resilient to energy and climate impacts, and has low ongoing costs.

Ned Noel, AICP – Associate Planner, City of Eau Claire, WI

Ted Redmond – Co-Founder, paleBLUEdot LLC

Technology***Rebranding Community Outreach***

Learn new, unique and cost effective ways planners can share information with the public.

Stephanie Hummel, AICP – Planner II, City of Green Bay, WI

Matt Buchanan, AICP – Economic Development Specialist, City of Green Bay, WI

Legislative & Law Update (2:00-3:30)

1.5 CM

Members from 3 states will share their advocacy efforts - priorities, strategies, tools, and successes.

Drew Pennington, AICP – Planning & Building Services Director, City of Beloit, WI

Steven Van Steenhuyse, AICP - Planning & Building Services Director, Mason City, IA

Tom Jensen, AICP - Legislative Education Coordinator, APA MN

***See you next year in Green Bay for the Wisconsin APA Annual Conference
September 16-18, 2020!***



Photo Credit: City of Green Bay



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