PETER BRATT

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URBAN PLANNER

Methodically breaking through planning roadblocks using processes and tasks that build stakeholder support and buy-in

VALUE OFFERED:
- Analytical thinker intent on gathering as much relevant data and research to create strong bodies of knowledge grounded in realistic key community priorities.
- Diplomatic and politically-savvy planner committed to getting key stakeholders heard and negotiating through tricky "waters" of projects with competing public priorities.
- Project manager with innate ability to quickly develop on-target priorities, scope, cost, timelines, deliverables, and benchmarks that drive planning into fruition.
- Approachable and thoughtful urban planner using summarizing process to help frame up key points as way to ensure common understanding of objectives; circles back frequently using check-ins to keep stakeholders engaged and informed.
- Strategic decision maker who sees how all pieces come together; provides multiple options using data-driven points.

CAREER EXPERTISE:

Planning and Land Use | Technical Assistance | Mapping | Zoning | Land Division Regulations | Federal, State, and Local Agency Relations | Economic Modeling | Research | Data Analysis | Project Management | Implementations | Surveys | Feedback | Documentation | Stakeholder Management | Community Outreach | Elected Officials | Political Diplomacy | Asset and Inventory Management | Environmental Compliance | Restoration | Project Prioritization | Permitting | Right of Entry | RFPs | Contracts | Purchasing | Communications | Funding | Public Engagement / Participation | Budgets | Scope |

NOTABLE ACHIEVEMENTS:

Grassroots Initiative Planning Award for Five Mile Creek Greenbelt Master Plan, APA Texas (2020)
American Institute of Certified Planners (AICP) #030936, American Planning Association (2018)
Presenter, "Understanding GIS Systems," National Recreation and Park Association conference (2018, 2017)
Spirit of Dallas Award Recipient, City of Dallas, TX (2012)

Proficient in ArcGIS, MS Office Suite, (Word, PowerPoint, Excel, Publisher), and Adobe (Photoshop, InDesign).

URBAN PLANNING EXPERIENCE

CITY OF DALLAS PARKS AND RECREATION DEPARTMENT – DALLAS, TX
Park Planner (Manager III) | 5/2019–9/2019
Chief of Staff for Park Department Director (Manager II) | 8/2015–5/2019
Project Planner III | 2/2014–7/2015
Policy Analyst III | 12/2011–1/2014
Redistricting Coordinator | 12/2010–11/2011

Career snapshot: Progressively promoted throughout 9-year career based on enthusiasm and drive in bringing planning projects to completion on-time and on-budget. Earned reputation as highly-inclusive planner bringing together often at-odds groups into unified planning approaches.

Manager III – Park Planner

Stepped into leadership role within department with 980 employees, and immediately tasked to re-activate 15 projects (valued at $31 million after bond passed) which had been previously languishing. Re-established priorities and timelines, and kicked off public engagement processes including working with board and city council members, neighborhood residents, business leadership, community representatives, government agencies, and other city departments. Led

department's ArcGIS functions, and lead liaison to other City of Dallas departments for mapping projects and research functions.

- Eliminated 15-project backlog from 2017 bond to restore on-time completion; developed tracking system for implementing projects and collaborated with partners to ensured deadlines were met.
- Calmed inflamed tensions from elected officials by re-establishing communications about planning projects; set up 2x / month check-in schedule to go over each project's deadline and expected council action dates.

Chief of Staff for Parks Department Director (Manager II)

Specifically hired by director based on ability to resolve issues; acted as stabilizing influence during period of leadership vacancy to keep projects on track and accountable. Responded and prioritized numerous planning priorities generated by 397 parks, 163 miles of trails, and 43 recreation centers. Provided updates to elected officials on planning and operational issues, advised planners on escalated issues, and stepped in to remove planning roadblocks.

- Created easy-to-understand project dashboard used by director to discuss projects and programs during city council and park board meetings; created system allowing project managers to update data and provide meeting materials.
- Won $262 million in additional bond support beyond original line item after mobilizing backers to advocate for additional funding using "We Love Parks" campaign that included active participation in citizen bond meetings.
- Kickstarted downtown parks projects out of previously stagnant approval process into early or on-time completion; shepherded projects into approval using accelerated advocacy strategy that won greenlight from elected officials.

Project Planner III

Recruited by assistant director based on city knowledge and technical skills in planning. Served as project coordinator working on capital projects, departmental environmental services, and internal construction team handling in-house capital projects and repairs. Dealt with HR matters, prioritized staff projects, prepared board and city council agendas, used ArcGIS to develop maps, and set budgets for capital projects affecting city's 397 parks.

- Stabilized workflows after stepping in to fill leadership void after assistant director went on unexpected leave; kept capital projects, environmental projects, and department operations on task for completing trail and park projects.
- Pioneered creation of first-ever park and trail map inventory encompassing 397 parks and 161 miles of trails to manage resources and understand total land assets; created project-specific maps for elected officials and citizen groups.
- Reduced existing needs inventory from $3.1 billion to $2.2 billion (and potential projects from 2,771 to 2,138); updated capital project needs inventory for future bond program and used ArcGIS to improve project location documentation.

Policy Analyst III
Translated previous federal planning experience gained as redistricting coordinator into planning best practices using national standards to meet agency guidelines.

EDUCATION

University of Michigan – Ann Arbor, MI
Master of Urban and Regional Planning

Calvin College – Grand Rapids, MI
Honors Bachelor of Arts (B.A.) in History and Political Science

Professional Development:
Annual Conference, American Planning Association Texas – Galveston, TX (2018), Dallas, TX (2017), San Antonio, TX (2016)
Annual Conference, International City/County Management Association (ICMA) – Phoenix, AZ (2012)

AFFILIATIONS / INVOLVEMENT

Member, International City/County Management Association (ICMA) – Washington, DC (2012–current)
Member, American Planning Association – Chicago, IL (2006–current)
VIP Coordinator, U.S. Conference of Mayors – Dallas, TX (2014–2015)