



2023 APA-Wisconsin Annual Conference
Growing From the Ground Up
Full Presentation Descriptions

Wednesday, September 20th Pre-Conference Workshops 2-4 PM. \$25 Register on Eventbrite

1. Transformative Development – Brownfield, Historic Preservation, and Adaptive Reuse

This workshop will provide tips for partnership, funding, and engagement to facilitate transformative projects on all scales. Manufacturing, churches, schools, and big-box stores are closing or underutilized while housing and infill is in demand. Redevelopment is also an opportunity to use innovative materials, sustainable design, and green infrastructure.

Keely Campbell, PG – Development Services Midwest Manager, Ayres Associates

Corey Zetts – Executive Director, Menomonee Valley Partners

Errin Welty – Senior Downtown Development Director, WEDC

Michele Long – Director of Real Estate Development, Community First

2. Messaging, Visuals, and Digital Communications Tools for Planners

We live in a digital world where people of all ages and backgrounds spend a significant amount of time engaging with one another through various online platforms. If planners want to “meet people where they are,” we must learn how to show up and connect in these digital spaces. This workshop will provide tangible skills for planners to use these platforms to share information, collect feedback, and build stronger relationships with stakeholders and the public.

Cat Lisko – Interactive Designer, Boelter + Lincoln

Maggie Nesbit – Digital Media Specialist, VENDI

Liz Callin, AICP – Transportation Planner, City of Madison

Karen Bernhardt – Creative Director, Vendi Advertising

3. Equitable Engagement – Making Public Involvement Better for More People

East Central Wisconsin Regional Planning Commission (ECWRPC) hired Toole Design to help them create an Equitable Engagement Toolkit and Guidebook. This resource assists ECWRPC in creating consistent outreach approaches for their projects, serves as a resource to partner agencies, and ensures that their outreach strategies engage People of Color, older adults, and low-income residents, among other historically underserved residents. This session will provide a toolkit overview and dive into engagement strategies through a workshop. Using real life planning projects, participants will work in small groups to develop creative and innovative outreach methods. Participants will be able to use information presented in this workshop and their discussion on future projects to improve and expand the types of outreach they do and how they think about meaningfully engaging with diverse stakeholders.

Sara Schooley – Senior Planner & Associate, Toole Design

Kim Biedermann – Principal Transportation Planner & Regional Bike/Ped Coordinator, ECWRPC

Thursday, September 21st

8:30 AM Welcome & Opening Keynote: Renaissance of The Historic King Drive
Ray Hill - King Drive BID Executive Director will share the rich history, challenges, and diverse strategies that are creating unprecedented growth in housing and commercial development.
(Fulfills CM Equity credit)

TOUR 10:00 – noon CONNECT 1 – Wisconsin’s First Rapid Bus Transit (BRT) Line

Join MCTS for a hands-on tour of CONNECT 1 – Wisconsin’s first BRT service, which launched in June of this year. Participants will begin the tour at the conference center (The Westin) with an overview of the service from David Locher, Manager of the Enhanced Transit, at MCTS. Participants will then board one of the route’s battery electric buses at a nearby station for a private tour.

David Locher – Manager of Enhanced Transit, Milwaukee County Transit System

10:00 – 10:50 Tapping into UniverCity to Address Climate Threats

As communities struggle to create solutions for the variety of challenges related to climate change, they need unbiased and action-oriented solutions to address the variety of challenges. This session will provide a framework for how to tap into universities across the state through the UniverCity Year program. We will present case studies about hazard mitigation planning (Pepin Co), watershed protection (3 Dane County municipalities + farmers), sustainability planning (Outagamie County), electrifying fleet vehicles (Village of Shorewood), and community discussions about climate threats (Madison & Dane Co). Solutions proposed by college students and faculty sometimes were feasible, while others were not feasible. We will reflect on what makes a good project and how university groups across the state can help address climate threats.

Gavin Luter – Managing Director, UniverCity Alliance

Steve Vavrus – Interim State Climatologist, UW-Madison

Kara Homan – Director of Community & Economic Development, City of Appleton

10:00 – 10:50 Mission Driven Placemaking

Creating amenity rich inclusive housing & sustainable community programming

This session will provide an overview of the placemaking process to achieve community centered design and how the process informed a masterplan that meets the communities needs and development objectives in the village of Saukville. Some of the creative design aspects include: Woonerf (living pedestrian street), Creative parking strategies, enclosing the public plaza with a rich mix of uses, designing both the parking experience and the pedestrian experience. For the community center improvements some creative partnerships were needed to bring the picture into focus. This presentation will cover how the team studied the market and assembled the right team to design and provide diverse housing options.

Eric Mayne, AIA, RIBA - Masterplanning Practice Area Leader, RINKA

Tom “Mel” Stanton – Executive Director, Mel’s Charities

Ian McCain – Design Construction Manager, Ansay

Dawn Wagner – Village Administrator, Village of Saukville

10:00 – 10:50 Grant Funding with your Comprehensive Plan

How to sow the seed for grant funding with your comprehensive plan and reap the rewards.

The City of Eau Claire has received millions in grant funding from various sources, and that wasn’t just luck. The presenters will share the community’s vision and how they are using a variety of grants to implement that vision. They will outline specific projects and how they will impact the future of city and outline best practices for creating a

seamless connection between policy development and implementation and show examples of how projects and funding can be overlapped for the greatest benefit.

Amanda Arnold, AICP – Urban Planner, Ayres & Associates

Aaron White, MBA – Community Development Director, City of Eau Claire

Chris Silewski, PLA – Landscape Architect, Ayres & Associates

10:00 – 10:50 Creating Safe & Enjoyable Corridors: Two City of Milwaukee Case Studies

Milwaukee's East Side is home to two of the most well-known commercial corridors, including North Avenue and Brady Street. For generations, these corridors have pulsed with culture, history, local entrepreneurs, and large institutional anchors. Yet in the past years, the two corridors have become increasingly unsafe and inhospitable. The streets have grown tired and unwelcoming fostering high-speed automobile travel, unsafe pedestrian, and bicycle movements, suppressing economic development, and discouraging the vibrant pedestrian experience needed for the districts' long-term health and viability. North Avenue is recognized as one of the Top 10 Crash Hot Spots and Top 10 Most Dangerous Corridors on the Pedestrian High Injury Network in the 2019 City of Milwaukee Pedestrian Plan. This session will include a presentation by BID, City, and consultant representatives on how to plan for memorable, safe, and vibrant streets while ensuring long-term economic success.

Craig Huebner, AICP – Senior Urban Designer, GRAEF

Rachel Taylor – Executive Director, Brady Street Business Improvement District #11

Joey Wisniewski – Board Member, Eastside Business Improvement District

Kevin Muhs – City Engineer, City of Milwaukee

Dan Casanova – Economic Development Specialist, City of Milwaukee

11:00 – 11:50 Wisconsin Climate Table Toolkit for Equity in Climate Action Planning

A growing number of localities in Wisconsin are adopting resolutions and action plans to address climate change. However, low-income communities and communities of color historically have not benefited from climate policies and programs. Members of the Wisconsin Climate Table have developed a new tool for braiding equity into climate planning and a collection of impact stories from frontline communities. The Tool Kit for Equity in Climate Action Planning is a resource for municipalities to center equity in their climate plans and policies, regardless of size, budget, geography, or demographics. It is meant to ensure that historically marginalized communities will benefit first from climate policies and programs. Municipal staff, policymakers, and local elected officials can use the strategies, resources, and impact stories in the tool kit to prioritize equity and prepare for potential funding opportunities that require adherence to environmental justice principles such as Justice 40.

Stephanie Robinson, AICP – Co-Executive Director, 350 Wisconsin

Susan Gaeddert – Community Programs Director, 1000 Friends of Wisconsin & Wisconsin Climate Table Coordinator

Keveia Guiden – CCC Project Coordinator, Citizen Action of Wisconsin

11:00- 11:50 Housing for All: A New Public Health Priority

Wisconsin Public Health Association led a pilot project to support six local health departments and hospitals to begin to transform their required planning processes to better address social determinants of health, instead of focusing on "categorical" health outcomes (i.e., obesity, communicable disease, etc.). Traditional public health planning approaches often overlooked social-cultural or environmental contributors to those conditions, like economic stability (i.e., living wage, transportation, restorative justice, and housing affordability/quality/stability). This session will describe the WPHA-MC4JR project, explain the national and Wisconsin transition in public health practice to engage in housing policy and systems change, and offer resources developed in a toolkit to transform Community Health Improvement Plans to support Housing for All.

Darcie Warren, MPH – Founder & Principal, Growing Violets, LLC

Justin Rivas, MPH – Director of Community Health Initiatives, Milwaukee Health Partnership

Langston Verdin, MPH – Director of Community Partnerships & Strategy, Greater Milwaukee Committee

11:00 – 11:50 **Bringing Planning Engagements into the Classroom**

Youth are too often a group that is left out of the planning process. Through unique partnerships built with the UW PEOPLE program, UW Madison DPLA, CARPC, and City of Madison planners, Brian Wiedenfeld developed and delivered a curriculum to engage youth at Vel Phillips Memorial High School on the westside of Madison. Over 10 weekly meetings, students learned about planning, worked through interactive activities, collected, and analyzed data, and proposed strategies and solutions for the redevelopment of a struggling commercial area near their high school that were presented to City of Madison planners and the Madison Mayor and Deputy Mayor. This presentation will describe the curriculum, discuss the impact of this engagement on the City of Madison's new planning framework, and show how to implement youth engagements into future projects to create a more inclusive and equitable planning process.

Brian Wiedenfeld – Assistant Planner, MSA Professional Services

Ben Zellers, AICP, CNU-A – Planner, City of Madison Planning Division

11:00 – 11:50 **Bringing Bikes to All Milwaukeeans**

The City of Milwaukee and Bublr Bikes, the non-profit operator of Milwaukee's bike share system, will present on a variety of ways the two entities are working together to ensure all Milwaukee residents and visitors have access to bicycling – no matter one's age or ability. Attendees will learn how electric bikes have increased ridership, how adaptive bikes have allowed people of varying abilities access to the system, and how Bublr is offering free memberships and educational classes to break down barriers to bicycling for people no matter one's race or income level.

Elizabeth Grout – Sponsorship & Outreach Manager, Bublr Bikes

Mike Amsden – Multimodal Transportation Manager, City of Milwaukee Dept of Public Works

Noon – 1:30 Lunch Plenary Recent visioning and planning, economic development and revitalization wins and the results of visioning and planning throughout the city of Milwaukee.

Lafayette Crump, Milwaukee Commissioner of City Development

1:45 - 2:35 **Transitioning from Climate Action Planning to Implementation**

(fulfills CM Sustainability & Resilience Credit)

The session will provide an overview of La Crosse's Climate Action Planning process and how the city's environmental planner developed a year-one implementation plan from over 300 actions. It will also demonstrate how to transition the planning steering committee into an implementation committee and continue engagement with stakeholders involved in the planning process. Takeaways from the session include how to format an implementation plan, prioritize actions, and shift gears to implementation.

Lewis Kuhlman, AICP – Environmental Planner, City of La Crosse

1:45 – 2:35 **Developed with Care – How solid program funding can lead to non-profit collaboration.**

To start the conversation, we will provide a brief introduction to Madison Area Community Land Trust (MACLT) and how our affordable homeownership program currently works. From there we will discuss the Housing First Loan program offered by the City of Madison which has funded MACLT's acquisition rehabilitation property development. We want to specifically highlight the non-profit partner MACLT worked with in using these loan funds as this partnership was both exciting and fruitful. We will then explore the limitations that both non-profit groups faced, which we turned into program strengths to allow both groups to grow!

Deaken Boggs - Housing Director, Madison Area Land Trust

Maria Davila-Martinez - Community Development Specialist, City of Madison Community Development Division

1:45 – 2:35 **Connec+ing MKE - Milwaukee's Downtown Plan for 2040**

Connec+ing MKE: Downtown Plan 2040, co-led by the City of Milwaukee and Milwaukee Downtown, BID #21, sets a vision for the future of Downtown Milwaukee. Connec+ing MKE serves as the City's Downtown Area Plan, one of 14 area plans that together serve as the City's Comprehensive Plan. Updated and amended on an ongoing basis, the

comprehensive plan guides neighborhood development with land use, urban design, and catalytic project recommendations. This session will focus on opportunities and strategies to increase equity in the engagement processes, urban design for the public realm, and residential and job growth in our business' districts of our communities. The Urban Design and Equity & Engagement Consultants will join the City of Milwaukee and Downtown Milwaukee, Inc. staff to share these best practices and lessons learned.

Tanya Fonseca, AICP– Long Range Planning Manager, City of Milwaukee

Chris Socha, AIA, LEED AP – Partner, The Kubala Washatko Architects

Genyne Edward, JD – Co-Founder, PE Development Group

Beth Werwick – CEO, Downtown Milwaukee

1:45 – 2:35 Traffic Calming Workshop

The City of Milwaukee's Active Streets program and Traffic Calming Lending Library offer community-led solutions to deploy quick-build infrastructure. Active Streets is a grant program born from the COVID-19 pandemic to activate streets to provide extra space to get outside and socially distance. The program saw remarkable success and has continued today as a two-year program providing grants to local organizations to conduct programming and outreach to activate a street, including temporary traffic calming infrastructure intended to lead to permanent treatments as funding becomes available. The Traffic Calming Lending Library supports Milwaukee's Neighborhood Traffic Management Program with low-cost materials to expand residents' options for traffic calming. From quick-curb bump-outs to pavement art to rubber speed humps, this workshop will discuss the programs' different approaches and how they can be replicated in other communities.

Mary Sizemore, EIT – Transportation Planner, City of Milwaukee

Kate Riordan – Senior Transportation Planner, City of Milwaukee

TOUR 3:00 – 5:00 PM Downtown Milwaukee Tour (Walking + Transit)

Get an up-close tour of exciting public and private Downtown & Third Ward projects that are underway, upcoming, recently completed, and widely celebrated historic from Downtown Milwaukee, Inc., and City of Milwaukee Department of City Development Planning staff. Since 2010, over \$4.6 billion has been invested in public and private projects throughout Downtown, with an additional \$3.1 billion proposed or under construction. Highlights will include partnerships to increase activation and investment throughout Downtown and the priorities for growth from the recently completed Downtown Area Plan Update: Connec+ting MKE: Downtown Plan 2040.

Tanya Fonesca, AICP – Long Range Planning Manager, City of Milwaukee

Gabriel Yeager – Director of Public Space Initiatives, Milwaukee Downtown, Inc. (BID #21)

Greg Patin - Strategic Development Manager, City of Milwaukee

3:00 – 3:50 Finding a Way: Case Studies in Trail Planning

Planning, building, and maintaining a recreational trail network is a top priority for many communities, as more are discovering the benefits of healthy, active living at multiple scales. Access to trails raises quality of life, contributes to a sense of place, can provide a corridor for wildlife and natural resource management, and is vital to providing an equitable transportation and recreational network. Trail planning projects are complex, typically involving multiple agencies and many stakeholders. This session will present case studies of regional trail master plans in both the Fox Cities and Minneapolis, highlighting the following key take-aways: • Engagement processes with community members and key stakeholders • Planning for trails that traverse rural, urban, and suburban transects • Utilization of analysis tools to inform route selection and address equity • Creating realistic implementation strategies • Lessons learned for navigating conflict in route planning.

Jody Rader, PLA – Landscape Architect/Project Manager, HKGi

Kim Biedermann – Principal Transportation Planner & Regional Bike/Ped Coordinator, ECWRPC

3:00 – 3:50 Creative Solutions: Next Generation Housing Initiative

The Next Generation Housing (NGH) Initiative is navigating housing opportunities, providing attainable housing options, and building a diverse housing population in Washington County. The main goal for NGH is to provide 1,000 new owner-occupied housing units in NGH developments with 75% of homes priced under \$320,000 and 100% priced under \$420,000 by 2032. With the first development currently under construction in the Village of Jackson, the Oaks of Jackson subdivision will be used as a model for future developments. Another facet of the NGH Initiative is the Down Payment Incentive Program, which seeks to tackle one of the biggest barriers to homeownership, saving for a down payment. The Down Payment Program will provide \$20,000 to residents who are purchasing a home under \$420,000 in the county. This is a five-year program that allows the recipients to earn all \$20,000 by volunteering and/or donating to participating non-profit organizations. This presentation will give an overview of the lessons learned and the partnerships created throughout this process.

Deb Sielski – Community Development Director, Washington County

Hannah Keckeisen - Housing Specialist/Analyst, Washington County

Jackie Mich, AICP – Associate Planner, Vandewalle & Associates

Jen Keller – Village Administrator, Village of Jackson

3:00 – 3:50 Change Your Code, Change Your City: West Allis' Zoning Code Overhaul

West Allis, the largest of Milwaukee's suburbs, is undergoing a metamorphosis. The former industrial hub and home of Allis-Chalmers has newfound energy with a diverse range of new residents and businesses. Unfortunately, something was holding this transformation back: West Allis' own rules. The city's zoning code was last updated in the 20th century, and it showed. These rules governing development prevented the very types of desirable, mixed use, urban places the community wanted. Rather than accept these rules as doctrine, the city took action. In 2022, the City of West Allis adopted a comprehensive update to its zoning code. This overhaul included major reforms by promoting density, "missing middle" housing, mixed uses, and made West Allis the first Wisconsin community to replace parking minimums with maximums citywide. This session will share how West Allis designed rules to promote redevelopment and framed reform in a unique political environment.

Zac Roder, AICP – Lead Planner, City of West Allis

Steve Schaer, AICP – Manager of Planning & Zoning, City of West Allis

Shaun Mueller – Development Project Manager, City of West Allis Economic Development

3:00 – 3:50 Scooters for Every Kind of City

This session features a panel of three speakers from different sized municipalities representing diverse experiences with shared electric scooters. The City of Milwaukee is currently in its third Dockless Scooter Pilot Study with three scooter operators. The City of Racine has partnered with Bird scooters since 2021. In 2022, the City of Fond du Lac also partnered with Bird to bring scooters, but they did not return in 2023. Representatives from each of these cities will share their experiences with starting and running a scooter program, along with challenges and opportunities when bringing shared electric scooters to cities of varying sizes.

Kate Riordan, AICP – Senior Transportation Planner, City of Milwaukee Dept of Public Works

Dyann Benson, AICP – Community Development Director, City of Fond du Lac

Travor Jung – Transit & mobility Director, City of Racine – RYDE Racine

Cinthia Teilez Silva - Master of Urban Planning Student, UW-Milwaukee

4:10 – 5:00 Natural Areas Planning in SE Wisconsin: A Regional and County Perspective

The Southeastern Wisconsin Regional Planning Commission is completing the second amendment to the Regional Natural Areas and Critical Species Habitat Protection and Management Plan for Southeastern Wisconsin under the direction of a Technical Advisory Committee comprised of state and county biologists/conservationists, local units of government, land trusts/conservancy groups, scientists, and other interested stakeholders. The original plan was completed and adopted as an amendment to the regional park and open space plan in September 1997 and this second edition comprises over 25 years of changes (gains, losses, upgrades, and downgrades) and associated

planning efforts to protect the Region's most vital resources. This presentation will summarize plan content, how the plan fits within the framework of climate resilience and resource protection within Southeastern Wisconsin and illustrate how the plan has helped shaped implementation from a regional and Milwaukee County perspective. Thomas Slawski, PhD – Chief Biologist of Natural Resources Planning & Management Division, SWRPC
Brian Russart – Natural Areas Supervisor, Milwaukee County Parks

4:10 – 5:00 **Diversifying Madison's Façade Improvement Program Grant Program after 20 years**

After 20 years in practice, the City has retooled its Façade Improvement Grant Program to allow for a broader application, including the usage of federal funding, streamlining the approval process, and expanding the geographic and demographic impacts of the program. This session will provide a basis for evaluating barriers for applicants to long standing government programs and explore potential solutions to remove them.

Heather Bailey, PhD – Historic Preservation Planner, City of Madison

Jessica Vaughn, AICP – Urban Design Commission Secretary, City of Madison

4:10 – 5:00 **Playing the Long Game**

Bringing long-range housing, land use, & transportation plans together

The Southeastern Wisconsin Regional Planning Commission (SEWRPC)'s Regional Housing Plan (2013) and long-range land use and transportation plan, VISION 2050 (2016), provide recommendations for local and State governments to meet housing, land use, and transportation goals for the Region, which include improving equity and sustainability, and strengthening our economy to increase our competitiveness. Learn about the perennial recommendations of these plans and progress over the last decade.

Ben McKay, AICP – Deputy Director, Southeastern Wisconsin Regional Planning Commission (SEWRPC)

Eric Lynde – Chief Special projects Planner, SEWRPC

4:10 – 5:10 (60 minutes) The **Ethics Case of the Year: 2023** **(Fulfills CM Ethics Credit)**

This is an interactive session in which the audience is engaged in a series of scenarios representing ethical dilemmas and the potential violations of the AICP Code of Ethics and Professional Conduct. The scenarios are prepared by the AICP Ethics Committee based on actual recent cases brought before the AICP Ethics officer. The session will also highlight recent changes made to Ethics Code

Lee M Brown, FAICP - former AICP President and Chair of the AICP Code Update Task Force

Friday, September 22nd

8:30 AM Opening Plenary Panel: Changes in the Profession, What's Next

Hear from a panel of experienced and young planners, while joining an interactive conversation about how the planning profession has changed and what new approaches are impacting change.

Carolyn Esswein, FAICP, CNU-A - Associate Professor, UWM School of Architecture & Urban Planning

Amanda Arnold, AICP – Urban Planner, Ayres & Associates

Tim Casey – City Development Director, City of Kenosha

Tony Giron – Community Engagement Manager, Milwaukee County Parks

Louie Glotfelty – Project Manager for Planning & Placemaking, Menomonee Valley Partners

Brie Plier – Sustainability Manager, Milwaukee Metropolitan Sewage District

Angela Puerta – Neighborhood Planner, City of Madison

TOUR 10:00 AM – NOON **King Drive & North Avenue:**

At the Intersection of Community Engagement, Arts, Culture, and Economic and Housing Development

This walking tour will showcase Milwaukee's Historic Dr. Martin Luther King Jr. Drive and Bronzeville Cultural and Entertainment District. Years of planning, community engagement, land acquisition, strategic investments, and public/private partnerships have laid the groundwork for current and planned developments. The tour will include visits to catalytic development sites, small businesses that are part of the ongoing rebirth of the Bronzeville district, and discussions with partners who have been involved in planning and development in the area for the past decade.

Sam Leichtling, AICP, HDFP – City Planning Manager, City of Milwaukee

Raynetta “Ray” Hill – Executive Director, Historic King Drive Business Improvement District

10:00 – 10:50 **Greener, Healthier Schools**

The Milwaukee team of UWM/SARUP and nonprofit Reflo will share insights gained over the past eight years of progressing high impact, urban green, and healthy schoolyard redevelopment projects. Discussion will cover the multi-year redevelopment process spanning conceptual planning, fundraising, detailed design, construction, maintenance, and stewardship. Additional conversation includes how the community-based projects have meaningfully engaged youth in the designs and through employment opportunities, local communities through outreach initiatives, and urban planning students through real world work experience.

Carolyn Esswein, FAICP, CNU-A – Associate Professor, UWM School of Architecture & Urban Planning

Justin Hegarty, P.E., LEED AP – Executive Director, Reflo

10:00 – 10:50 **Deteriorating Infrastructure & Parkland Opportunities - The Echo Lake Dam Project**

We will present the decision-making process for the removal or replacement of the dam, and how and why the city decided to take that decision to a referendum vote. We will also present the scenario planning used to educate the citizens about the alternatives. The scenarios addressed complicated questions like how the water would reroute itself if the dam were removed, and what would become of the rights to the lakeside property if the lake were turned into a river. Lastly, we will present the park master plan that was developed as part of the process.

Chris Silewski, PLA – Landscape Architect, Ayres & Associates

Amanda Arnold, AICP – Urban Planner, Ayres & Associates

Peter Riggs – Public Works Director, City of Burlington

10:00 – 10:50 **How Not to Talk About Housing:**

Lies, Misrepresentations, Errors & Flawed Logic in Data & Maps

Take a break from reality as you encounter lies in data and maps. Spot the problems and win fabulous “prizes.” * Housing supply, diversity, and attainability are some of the hottest topics in planning right now. But before you add Accessory Dwelling Units by-right or other strategies to your plans and codes, you need to build a case for why you need that additional, more diverse housing in your community. Communicating conditions succinctly, clearly, and accurately are crucial in educating constituents, building political will, and (hopefully) convincing the naysayers.

*Note: No actual prizes will be awarded. But knowing you are being forthright with your data is a fabulous feeling!

Sean Higgins, AICP – Senior Community Planner, Capitol Area Regional Planning Commission (CARPC)

(See Leveraging Zoning to Address Housing... at 11:10 for Part 2)

10:00 – 10:50. **Public-Private Cooperation – Successful Strategies**

To re-use or not to re-use...That is the question. Redeveloping a blighted site using many funding sources and mechanisms; from Impact Fee Credits to Tax Increment Financing to Brownfield Grants. How do a Developer and City get the best out of each, while both replacing and or upgrading infrastructure meeting current codes, meeting Tenant Lease requirements and increasing the City's tax base all in the shortest amount of time.

Mark Lake, AICP – Vice President of Planning & Predevelopment, Wangard Partners, Inc.

Bob Duffy, MPA – Economic Development Director, City of Oconomowoc

11:10 – Noon **Is Your Community Age Friendly?**

Approximately 45 million Americans are age 65 or older. By 2030, that number will reach 73 million Americans. At that point, fully one in five Americans will be older than 65. By 2034, the United States will — for the first time ever — be a country comprised of more older adults than of children. AARP Livable Communities supports the efforts of neighborhoods, towns, cities, and rural areas to be great places for people of all ages. We believe that communities should provide safe, walkable streets; age-friendly housing and transportation options; access to needed services; and opportunities for residents of all ages to participate in community life. AARP has been a leader in creating Livable Communities since 2010. Join us in this session to understand how your community can collaborate with us to make your community a great place for all ages and all abilities.

Darrin Wasniewski – Associate State Director, Community Outreach, AARP-Wisconsin

11:10 – Noon **Creating a Child Friendly City: Milwaukee’s Safe Routes to School Program**

Public outreach for infrastructure projects rarely includes children. Both reaching kids in the first place and getting effective public input from them can be particularly challenging—yet, as some of the most vulnerable street users, they also have a unique perspective that needs to be addressed to create safer, more accessible, and more enjoyable streets. The Milwaukee Safe Routes to School program is an award-winning collaboration between the City of Milwaukee, the Wisconsin Bike Fed, and local schools that empowers students to design the traffic safety infrastructure on their local streets while also teaching them about pedestrian and bicycle safety and achieving broader educational goals. This session will cover how the City’s efforts to engage students and families in a Safe Routes to School infrastructure project and the Bike Fed’s expertise in bicycle and pedestrian education developed into the current comprehensive program.

Marissa Meyer – Senior Transportation Planner, City of Milwaukee

Michael Anderson – Youth Programs Manager MKE, Wisconsin Bike Fed

11:10 – Noon **Leveraging GIS in Zoning to Address Housing Diversity, Density & Development**

Communities across Wisconsin are facing a housing availability and affordability crisis. To address the issue, many are developing plans and policies that promote housing stock diversification. However, when those proposals are brought forward by developers, neighbors often fiercely oppose them citing a concern over a perceived change in the character of their community and loss in property value and quality of life. This session will focus on workflows that help communities balance the concerns of residents and the demands of the housing market. Topics to be addressed include finding viable opportunities for housing development, identifying, and minimizing regulatory barriers to housing, and using procedural modeling to visualize potential development for effective community engagement.

Jackie Berg, AICP – Practice Leader, Houseal Lavigne

11:10 – 12:10 **LAW Updates (Fulfills CM Law Credit)**

This session will review changes to state law impacting zoning and land use at the local level.

Dan O’Callaghan, J.D. - attorney, Carlson, Black, O’Callaghan & Battenberg, LLC