At the Table: Planning, Public Engagement, and Civic Capacity Building for Stronger Communities

September 30, 2015 to October 2, 2015

Chattanooga Convention Center, 1150 Carter St, Chattanooga, TN 37402
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1 (12:30 pm to 2:00 pm)</th>
<th>Session 2 (2:15 pm to 3:30 pm)</th>
<th>Session 3 (4:00 pm to 5:15 pm)</th>
<th>Tours</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm - 4:00 pm</td>
<td>Registration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SESSION 1</td>
<td>1. The Ethics of Public Participation</td>
<td>2A. Form-based Codes: The Pros and Cons</td>
<td>3A. Making Public Participation Legal</td>
<td></td>
</tr>
<tr>
<td>12:30 pm - 2:00 pm</td>
<td>Location: Exhibit Hall C</td>
<td>Location: Exhibit Hall C</td>
<td>Location: Exhibit Hall C</td>
<td></td>
</tr>
<tr>
<td>SESSION 2</td>
<td>2B. Historic Franklin Flood Constraint Study</td>
<td>2B. Historic Franklin Flood Constraint Study</td>
<td>3B. Shaping the Healthy Community: A Guide to Implementing Change</td>
<td>Tour 1. Chattanooga Form-Based Codes Tour – Bike Tour of Character Areas</td>
</tr>
<tr>
<td>2:15 pm - 3:30 pm</td>
<td>Location: Room 18</td>
<td>Location: Room 18</td>
<td>Location: Room 18</td>
<td>Meeting in front of Exhibit Hall C</td>
</tr>
<tr>
<td>SESSION 3</td>
<td>3A. Making Public Participation Legal</td>
<td>3B. Shaping the Healthy Community: A Guide to Implementing Change</td>
<td>3B. Shaping the Healthy Community: A Guide to Implementing Change</td>
<td>Meeting in front of Exhibit Hall C</td>
</tr>
<tr>
<td>4:00 pm - 5:15 pm</td>
<td>Location: Exhibit Hall C</td>
<td>Location: Room 18</td>
<td>Location: Room 18</td>
<td>3:45 pm - 5:15 pm</td>
</tr>
<tr>
<td>5:30 pm</td>
<td>Evening Reception at Southside Social - 1818 Chestnut St, Chattanooga, TN 37408</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://thesouthsidesocial.com/">http://thesouthsidesocial.com/</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>TRACK A: Public Engagement and Civic Capacity Building</td>
<td>Track B: Planning Smorgasbord</td>
<td>Tours</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------------------------------</td>
<td>-------------------------------</td>
<td>------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| 7:30 am-9:00 am | 4A. Engaging Residents, Elected Officials, & Partners in Creating a Statewide Transportation Plan  
Location: Room 18 | 4B. Thrive 2055, Planning for the Chattanooga Region  
Location: Exhibit Hall C | 8:00 am Registration Open  
Session 4.  
8:00 am to 9:30 |
| 9:45 am to 11:15 | 5A. Ideas and Designs for Our Future: Learning from East Tennessee's Sustainable Community Project  
Location: Exhibit Hall C | 5B. Introduction to New Market Tax Credit Financing as an Economic Development Tool  
Location: Room 18 | 9:00 am to 11:30 am  
Session 5.  
9:45 am to 11:15 |
| Session 6.  
11:30 am To 1:15 pm | 6. Lunch with Speaker Panel: Towards a Civic Capacity Framework – Successes and Challenges in Building Stronger Communities  
Speaker Panel: Arlie Tagayuna, PhD; Dustin Tommey; Joy Key; Amelia Shaw  
Moderator: Greg Thomas, AICP  
Location: Exhibit Hall C | | 2. Enterprise South Bus Tour: Planning Challenges of an Industrial Megasite  
Meet in front of Exhibit Hall C |

September 30, 2015-October 2, 2015
<table>
<thead>
<tr>
<th>Time</th>
<th>TRACK A: Public Engagement and Civic Capacity Building</th>
<th>Track B: Planning Smorgasbord</th>
<th>Tours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SESSION 7.</td>
<td>1:30 pm to 2:30 pm</td>
<td>7B. Chattanooga: Stormwater management in Urban and Rural Areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7A. Do's and Don'ts of Public Presentations</td>
<td>Location: Exhibit Hall C</td>
<td>Tour 3. Chattanooga Stormwater Management Best Practices Bike Tour</td>
</tr>
<tr>
<td></td>
<td>Location: Room 18</td>
<td></td>
<td>Meet in front of Exhibit Hall C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2:45 pm to 3:45 pm</td>
</tr>
<tr>
<td>SESSION 8.</td>
<td>2:45 pm to 3:45 pm</td>
<td>8B. Private Property Rights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8A. Does Size or Type of Project Relate to Public</td>
<td>and Public Planning</td>
<td>Tour 4. Chattanooga by Night:</td>
</tr>
<tr>
<td></td>
<td>Engagement Efforts?</td>
<td>Location: Exhibit Hall C</td>
<td>An Evening Walking Tour with</td>
</tr>
<tr>
<td></td>
<td>Location: Room 18</td>
<td></td>
<td>Police Chief Fletcher</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Meet in front of Exhibit Hall C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5:30 pm to 9:00 pm</td>
</tr>
<tr>
<td>SESSION 9.</td>
<td>4:00 pm to 5:30 pm</td>
<td>9B. Doing it All at Once:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9A. The Future of Conservation: Engaging Urban Youth</td>
<td>Franklin's Planning Initiative in a Fast Paced City</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Location: Room 18</td>
<td>Location: Exhibit Hall C</td>
<td>Tour 4. Chattanooga by Night:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>An Evening Walking Tour with</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Police Chief Fletcher</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Meet in front of Exhibit Hall C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:30 pm to 9:00 pm</td>
</tr>
<tr>
<td>5:30 Dinner on Your</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own, but check out the</td>
<td></td>
<td></td>
<td>Tour 4. Chattanooga by Night:</td>
</tr>
<tr>
<td>great walking tour</td>
<td></td>
<td></td>
<td>An Evening Walking Tour with</td>
</tr>
<tr>
<td>with Chattanooga's</td>
<td></td>
<td></td>
<td>Police Chief Fletcher</td>
</tr>
<tr>
<td>Chief Fletcher!</td>
<td></td>
<td></td>
<td>Meet in front of Exhibit Hall C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:30 pm to 9:00 pm</td>
</tr>
<tr>
<td>Session 10. 7:30 am to 9:00 am</td>
<td>TRACK A: Public Engagement and Civic Capacity Building</td>
<td>Track B: Planning Smorgasbord</td>
<td>Tours</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------</td>
<td>-------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>10. Awards Ceremony and Breakfast with Public Engagement Panel Discussion from TAPA Annual Award Winning Projects</td>
<td>11A. Transforming the Third and Fourth Street Corridor Reconnecting the Grid Location: Room 18</td>
<td>11B. Fleshing out the Next Big Thing's Connections, Missed Opportunities, and Action Items in East Chattanooga Location: Exhibit Hall C</td>
<td></td>
</tr>
<tr>
<td>Session 11. 9:15 am to 10:45 am</td>
<td>11A. Transforming the Third and Fourth Street Corridor Reconnecting the Grid Location: Room 18</td>
<td>11B. Fleshing out the Next Big Thing's Connections, Missed Opportunities, and Action Items in East Chattanooga Location: Exhibit Hall C</td>
<td></td>
</tr>
<tr>
<td>Session 12. 11:00 am to 12:30 pm</td>
<td>12. Legal Session: Signal Mountain City Attorney Phil Noblitt will present legal topics of current interest to planners Location: Exhibit Hall C</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thank you to the following conference sponsors:

Silver Sponsor

Event Sponsor

Bronze Sponsor

Supporting Sponsor

In-kind Sponsor
Sessions Program

The TAPA Fall Conference is the Chapter’s primary annual event, offering education and professional development sessions for Tennessee’s practicing planners. The focus is on learning from best practices and award winning projects from the public and private sectors across the state and beyond. This year’s Planning Outreach 2015 Chattanooga Conference has as its subtitle and theme “At the Table: Planning, Public Engagement, and Civic Capacity Building for Stronger Communities”.

Session 1: Ethics Session: The Ethics of Public Participation

Date: Wednesday, September 30, 2015

Beginning Time: 12:30 pm

Ending Time: 2:00 pm

Location: Exhibit Hall C

Brief Description of Session: The section of the AICP Code of Ethics articulates our commitment to the public interest and defines operationally how this is, in part, facilitated through community engagement. As planners we are called to “provide timely, adequate, clear, and accurate information on planning issues to all affected persons and to governmental decision makers” and to “give people the opportunity to have a meaningful impact on the development of plans and programs that may affect them.”

This session follows the guidelines of the Ethics Session Tool Kit by focusing in on this aspect of the Code for discussion and reflection. This session allows time for participants to critique actual case studies from the presenters, as well as, offer their own experiences for discussion. During this session participants will also contribute to a wider discussion on how community engagement challenges the field of planning given the context, technologies, and complexities of today’s issues.

Participants will review the intersection of community engagement and ethics, recognizing the grey aspects of applications. Useful theoretical constructs will be reviewed including several different continuums and typologies for matching projects to tools, and some critical steps in the design of effective participatory processes consistent with a principled practice.

Instructors:

Marijoan Bull, PhD, AICP: Marijoan “MJ” Bull has over 25 years of planning experience at the local and regional level in Massachusetts and Rhode Island. During her career she has designed and implemented planning processes, overseen regulatory reviews, managed improvement projects, and completed research on interdisciplinary participation techniques. Broadly trained as a land use planner with a BS and MCP from MIT, MJ now trains future planners in a Bachelors of Regional Planning program at Westfield State University in Massachusetts. MJ’s PhD (Salve Regina University) focused on the use of the humanities in placemaking. Her primary interests include: inclusive participation in land use planning, just sustainability, and housing as a human right.

Amelia Shaw: Amelia Shaw, Executive Manager, International Association for Public Participation-USA

Amelia is a consultation strategist, practitioner, and professional facilitator. Over the past nineteen years Amelia has been successfully involved in the development of major transportation policies, projects and plans from strategic design, to initiating and facilitating inclusive processes, and implementation. Her ultimate goal, with any project, is to find an innovative approach that supports both community and organizational values and objectives and leads to helpful deliverables and a positive outcome. Her award-winning solutions have earned international recognition.

CM Credit Requested: 1.5
Session 2A: Form-based Codes: the Pros and Cons

Date: Wednesday, September 30, 2015

Beginning Time: 2:15 pm

Ending Time: 3:30 pm

Location: Exhibit Hall C

Brief Description of Session: With many cities looking to improve their outdated or ineffective zoning codes, Form-Based Codes (FBCs) are growing in popularity. Speakers from three Tennessee cities will share their experiences – good and bad – with adopting FBCs for downtowns, along corridors, and in special districts. Additionally, in a mobile workshop that is a companion to this session, participants will travel on bicycle to see downtown Chattanooga projects that are being impacted by its FBC work (in-progress) and hear reactions about this new tool from non-Planners.

Planners from three Tennessee cities will share their experiences with adopting FBCs. Nashville’s FBC was developed in-house by their Planning staff and has been applied to several downtown districts, many of which are now experiencing phenomenal growth. Knoxville adopted FBCs along their riverfront and along the Cumberland Avenue corridor. Chattanooga is currently in a consultant-led process of developing a FBC for its entire downtown area.

Panelists from each city will briefly share their experiences. How did they choose the locations where they applied FBCs? What qualities did they look for in consultants? Or, what expertise was needed to develop the FBC in-house? What public engagement methods were used? Did they work? What type of community opposition did they experience and how did they overcome it? Is their FBC mandatory or optional? Does their FBC address architectural details? Who staffs their review and approval process? Is it working well? Time will be reserved after the panel discussion for participants to ask more specific questions.

Instructors:

Karen Hundt, AICP: As Director of the Community Design Group for the Chattanooga-Hamilton County Regional Planning Agency, Karen focuses on the physical design of cities including downtown redevelopment, historic zoning, streetscape improvements, riverfront trails and parks, design guidelines and form-based codes. She has served as President of the Tennessee Chapter of the APA and as Chair of APA’s Urban Design & Preservation Division. She is also on the Tennessee Planning Leadership Council and is an adjunct professor in Environmental Science at the University of TN at Chattanooga. Karen received her Bachelor of Architecture and Master of City Planning degree from Auburn University. With a background in Architecture and City Planning from Auburn University, Karen’s focus for over 20 years has been on the physical design of communities – creating vibrant, livable places that balance the needs of the public and private sectors, and the natural and manmade environment.

Rick Bernhardt, FAICP, CNU-A: A town planner for over 45 years, Rick’s practice has focused on creating sustainable communities, neighborhoods and places through the use of traditional design principles. These techniques have been used to develop community-wide and project specific master plans. Rick retired as Executive Director of the Nashville-Davidson County Planning Department and served as Director of EDAW’s Town Planning Studio and Planning and Development Director for City of Orlando. He served on the board of the Form-Based Codes Council and as part of the CNU Codes Project. Rick was educated at Auburn University (B.S. in Economics) and Ohio State University (Master of City Planning with a concentration in housing and urban structure). He is a recipient of the APA’s Distinguished Service Award, the Outstanding Planner Award from the Florida Chapter of the APA, The Groves Award and the Catherine Brown Award from the Congress for the New Urbanism and the Distinguished Alumni Award from The Ohio State University.

Ann Wallace, AICP: Anne Wallace, AICP, is a native East Tennessean who earned a Bachelor of Science in Environmental Design and Master of Landscape Architecture from Auburn University. She has worked in landscape architecture, planning, and urban design for the public and private sectors. She has recently been appointed Deputy Director of the Office of Redevelopment for the City of Knoxville with a focus on the Cumberland Avenue Corridor Project, downtown design projects, and Brownfield management.

CM Credit Requested: 1.25
Session 2B: Historic Franklin Food Constraint Study

Date: Wednesday, September 30, 2015

Beginning Time: 2:15 pm

Ending Time: 3:30 pm

Location: Room 18

Brief Description of Session: This session examines the APA Community Planning Assistance Team process that took place in Franklin in 2013. During this process, intensive community engagement strategies were used to develop a compromise for a community divided by how to handle floodplain properties. The presentation will cover the design charrette as well as the plan amendments and the zoning text amendments that followed.

The purpose of the Community Planning Assistance Team (CPAT) initiative is to serve communities facing limited resources by helping them address planning issues such as social equity and affordability, economic development, sustainability, consensus building, and urban design. The CPAT completed an intensive week-long study on a major gateway through 100-year floodplain into historic, downtown Franklin. This area was developed prior to floodplain regulations. The community was split between two schools of thought (1) maintain floodplain regulations; and (2) capitalize on economic development opportunities. The final report from the CPAT, which can be found at https://www.planning.org/communityassistance/teams/franklin/pdf/finalfranklinreport.pdf, provides the foundational information for this session. Subsequent implementation actions, such as code changes, will also be described.

Instructor:

Kelly Dannenfelser, AICP: Kelly Dannenfelser is a Principal Planner for the City of Franklin. She has worked for Franklin for 13 years on long range planning and special projects, including the Land Use Plan, Community Revitalization Plan, various ordinance amendments, planning studies. She has worked with various neighborhood groups and task forces. She is a Governor’s Appointee on the Regional Transportation Authority Board and has served on the Board of Directors of both Franklin Tomorrow and the TMA Group, and she has served on the Technical Coordinating Committee for the Nashville Area Metropolitan Planning Organization. She is a Leadership Franklin and a Franklin Citizens Police Academy Alumnae. Her past professional experience includes creating Geographic Information Systems training modules for resource managers at National Oceanic and Atmospheric Administration Coastal Services Center, SC and working as a current planner for the City of Dublin, OH. Kelly received her Bachelor of Science in Environmental Science from Georgetown College, KY, graduating Magna Cum Laude while playing collegiate basketball. She received her Master’s Degree in an Interdisciplinary Environmental Studies program from the University of Charleston/Medical University of South Carolina.

CM Credit Requested: 1.25
Session 3A: Making Public Participation Legal

Date: Wednesday, September 30, 2015

Beginning Time: 4:00 pm

Ending Time: 5:15 pm

Location: Exhibit Hall C

Brief Description of Session: The buzz around digital participation has renewed attention on public participation. Engagement is criticized as a forum to stop all forms of development rather than a place for shaping the common good. In this session there will be an exchange of ideas and recommendations to improve planning by creating a civic infrastructure for participation. This session will offer an exchange of ideas to improve planning by creating a civic infrastructure for participation. Planners deal with different types of community engagement from legally mandated permitting processes, to community design projects, to future visioning. The most challenging are public hearings, often associated with quasi-judicial decision-making, which mandate a form of participation well documented as conducive to debate and divisiveness, rather than dialogue and collaboration. The rising deliberative democracy movement has championed the benefits of “thick engagement” and called for democratic renewal. A strong theme of this recent work is the need for a mindset change from participation as a onetime event to participation through civic infrastructure and a participatory culture. In 2013, a working group of nonprofits committed to democratic renewal, working with the Brookings Institute, published a set of recommendations in the report “Making Participation Legal.” In this session we will have a frank discussion about what types of participation work for planners and what types do not, and discuss the recommendations of the report including: creating a position of Outreach Coordinator, adopting a local participation committee and standards for engagement, developing a leadership training program, pre-application developer-led exchanges, and more. The challenges and benefits of a position of Outreach Coordinator, and a municipal level of commitment to engagement, and outreach to marginalized groups will be presented.

Instructors:

Marijoan Bull, PhD, AICP: Marijoan “MJ” Bull has over 25 years of planning experience at the local and regional level in Massachusetts and Rhode Island. During her career she has designed and implemented planning processes, overseen regulatory reviews, managed improvement projects, and completed research on interdisciplinary participation techniques. Broadly trained as a land use planner with a BS and MCP from MIT, MJ now trains future planners in a Bachelors of Regional Planning program at Westfield State University in Massachusetts. MJ’s PhD (Salve Regina University) focused on the use of the humanities in placemaking. Her primary interests include: inclusive participation in land use planning, just sustainability, and housing as a human right.

Amelia Shaw: Amelia Shaw, Executive Manager, International Association for Public Participation-USA

Amelia is a consultation strategist, practitioner, and professional facilitator. Over the past nineteen years Amelia has been successfully involved in the development of major transportation policies, projects and plans from strategic design, to initiating and facilitating inclusive processes, and implementation. Her ultimate goal, with any project, is to find an innovative approach that supports both community and organizational values and objectives and leads to helpful deliverables and a positive outcome. Her award-winning solutions have earned international recognition.

CM Credit Requested: 1.25
Session 3B: Shaping the Healthy Community: A Guide to Implementing Change

Date: Wednesday, September 30, 2015
Beginning Time: 4:00 pm
Ending Time: 5:15 pm
Location: Room 18

Brief Description of Session: This session will feature a presentation of research, design, visualizations, and design strategies developed over the past four years in the creation of the Nashville Civic Design Center's Shaping the Healthy Community: The Nashville Plan, a book to be released by Vanderbilt University Press in November 2015. For more than a decade in his role at the Nashville Civic Design Center, Gary Gaston has had an active role in shaping the community design efforts seen in Nashville. Among the design values that have emerged is the idea that community health can be substantially improved by the conscious application of design principles that educate, encourage, and enable healthy living across all segments of the community. In the session, built environment factors affecting public health will be identified; the evaluation of community types based upon form and assets will be discussed; checklists for community evaluation will be distributed; and implementation strategies for success will be considered. The Nashville experience will provide important benchmarks, bringing specific examples into view for the various principles being described for designing a healthy community.

Instructor:

Gary Gaston: Gary Gaston is the Executive Director of the Nashville Civic Design Center, and also serves as a Lecturer with the University of Tennessee College of Architecture and Design. He joined NCDC in 2002, and has led numerous planning and design efforts for the organization. Gary was a principal contributor to The Plan of Nashville: Avenues to a Great City, published by Vanderbilt University Press in 2005, and co-authored Moving Tennessee Forward: Models for Connecting Communities, published in 2012. Gary served as the project director and executive producer of the NEA funded documentary film Design Your Neighborhood; in 2010, Next City Magazine named Gary a “Next American Vanguard.”

CM Credit Requested: 1.25
Session 4A: Engaging Residents, Elected Officials, & Partners in Creating a Statewide Transportation Plan

Date: Thursday, October 1, 2015

Beginning Time: 8:00 am

Ending Time: 9:30 am

Location: Room 18

Brief Description of Session: Achieving maximum engagement using innovative technologies and techniques is the theme of this session which examines how the Tennessee Department of Transportation (TDOT) was able to register over 12,000 community inputs through the planning process for the new statewide long-range transportation plan. The presentation will showcase various efforts employed by TDOT to engage residents, elected officials, and key stakeholders and partners in the development of the State’s 25-Year Long Range Transportation Plan. Among the elements discussed will be the book-a-planner series process, which utilized interactive clicker devices for real-time audience input, focus group meetings, direct mailing and social media outreach, and an on-line interactive project map. In addition to the tools and processes used to solicit input, attention will also be given to the development of the questions asked of the public and stakeholders, the determination of key issues, considerations in sampling techniques, etc. What worked well and what worked less well in directing public attention to transportation and eliciting a response to various transportation issues will be considered. Participants will gain greater understanding of effective outreach and engagement techniques, gain greater familiarity with innovative engagement technologies, and see the success of TDOT’s Long Range Transportation Plan public and stakeholder outreach process.

Instructors:

Preston Elliott, AICP: Preston Elliott is a Senior Transportation Planner with RPM Transportation Consultants. He is a certified planner with 22 years of professional transportation and comprehensive planning experience. In addition to private consulting he has worked for two state departments of transportation (DOTs) and three metropolitan planning organizations (MPOs) throughout his career. Preston has assisted in the development of the long range transportation plans (LRTPs) for seven of the 11 MPOs in Tennessee and initiated TDOT’s first statewide LRTP in 2005, as a project manager. He has a Masters in Public Administration and a Bachelors Degree in Social Science.

Larry McGoogin: Larry McGoogin is a Community Transportation Planner in the Office of Community Planning within TDOT’s Long Range Planning Division. His broad-based background includes master planning, major investment studies, transit oriented development, public involvement, GIS, and various land use and transportation planning issues. Larry is a graduate of Iowa State University with a Bachelor of Science degree in Community and Regional Planning. He obtained a Master of Community Planning from the University of Cincinnati in 2001. Prior to joining TDOT in 2010, Larry worked for 7 years as a Transportation Planner for a large international consulting firm in Cincinnati, Nashville and Baltimore.

Liesel Goethert: Liesel Goethert is a Transportation Planner for RPM Transportation. She obtained her Bachelor of Arts in Environmental Studies from the University of Tennessee-Knoxville followed by her Master of City & Regional Planning from the University of Memphis. She began her career as a transportation planner with RPM in 2014. Liesel has worked on a range of projects with RPM including updates to multiple community and state planning documents, as well as transportation needs assessments.

CM Credit Requested: 1.5
**Session 4B:** Thrive 2055, Planning for the Chattanooga Region

**Date:** Thursday, October 1, 2015

**Beginning Time:** 8:00 am

**Ending Time:** 9:30 am

**Location:** Exhibit Hall C

**Brief Description of Session:** This session will explore the Thrive 2055 planning process in the Chattanooga region. It will address the lessons learned from a 3-year planning process that has aligned a regional vision around specific actions.

THRIVE 2055 is a citizen-led, public-private endeavor to engage people from across the 16-county, tri-state Chattanooga region of Southeast Tennessee, Northwest Georgia and Northeast Alabama to make the most of our economic opportunities while preserving what we love about our home communities. The objective of the three-year process is to identify regional values and goals along with a consensus on strategies related to regional economic development, our region’s natural treasures, regional transportation, and education and training that can be implemented for the long-term prosperity of the region. The session will describe the process that was followed, the issues that were explored, the planning tools and approaches that were used, and how the region is preparing for a long-term implementation strategy.

**Instructors:**

**Bridgett Massengill:** Bridgett Massengill currently serves as project manager of Thrive 2055, a strategic regional planning initiative for 79 communities and 16 counties of the tri-state Chattanooga region. Bridgett holds a master’s degree in public administration, and a bachelor’s degree in political science. She has served as staff to the Mayor of Chattanooga in the mid-90s, worked as a legislative budget analysis specialist of statewide economic development, transportation, tourism and other programs for the Tennessee General Assembly, and led the Johnson City Development Authority’s revitalization efforts of the city’s historic downtown during which time she effectively implemented one of Tennessee’s first district-wide tax increment financing districts, along with other financial incentive tools. Most recently before joining Thrive 2055, she spent five years assisting local communities through the founding of her consultant firm, Massengill Consulting, providing effective economic restructuring, organizational, and financial incentive strategies towards downtown revitalization. One of her key successes was co-founding the programmatic structure of the statewide Tennessee Downtowns Program jointly with the Tennessee Main Street Manager.

**C. Gregory Dale, FAICP:** Greg Dale is a founding Principal with McBride Dale Clarion in Cincinnati. Mr. Dale is a Fellow of the American Institute of Certified Planners, having been active in the planning profession since 1981. He has managed planning projects throughout the country and has expertise in regional plans, comprehensive plans, growth management plans, land use regulations, citizen outreach programs, planning for historic areas and expert testimony on planning, zoning and land use development issues. Mr. Dale has drafted or assisted with award-winning plans for Charleston County, South Carolina; Beaufort County, South Carolina; Williamson County, Tennessee; Will County, Illinois; the City of Franklin, Tennessee; and the Southern Nevada Regional Planning Commission. Mr. Dale drafted an innovative sustainability chapter in the Fredericksburg, Virginia, plan and is a co-author of an update to *The Citizen’s Guide to Planning* and *The Planning Commissioners Guide*. He has also managed or assisted with significant planning projects in Bradley County, Tennessee; Henrico County, Virginia; Hanover County, Virginia; Fredericksburg, Virginia; Beaufort County, South Carolina; Williamson County, Tennessee; and North Las Vegas, Nevada.

CM Credit Requested: 1.5
Session 5A: Ideas and Designs for Our Future: Learning from East Tennessee’s Sustainable Communities Project

Date: Thursday, October 1, 2015
Beginning Time: 9:45 am
Ending Time: 11:15 am
Location: Exhibit Hall C

Brief Description of Session: Plan East Tennessee, or PlanET, is a multi-county regional planning effort serving Knoxville and surrounding communities. The project continues to address the challenges of growth and sustainability in a variety of settings. The many ways in which PlanET has collected ideas and inputs for regional projects are the focus of this session. A main topic that emerged in the PlanET process was defining equity within the region's communities, which became a main goal of the PlanET process. During this session, participants will engage in a roll playing exercise, interacting as representative stakeholders based upon the PlanET experience. There will also time to identify items that planners throughout the state would like to gain access to in order to conduct more effective community outreach. Outcomes of this session will be the development of a broad understanding of methods used to gain input for decision making, gaining appreciation of the importance of local knowledge and opinions from diverse stakeholders, and broadening an understanding of place equity and access to opportunity in multi-jurisdictional planning projects.

Instructors:

Amy Brooks, AICP: Amy Brooks is a Principal Planner with the Knoxville Regional Transportation Planning Organization (TPO). She has been with the organization for eight years. Currently she is managing the update to the TPO's Mobility Plan. Amy is also managing two technical assistance resources for jurisdictions in the TPO planning area. One project is focused on place-making and a key strategy referred to as “Lighter, Quicker, Cheaper” and the other is focused on developing zoning code language that will enable mixed use development. Additional key responsibilities include assistance in the management of the East Tennessee Regional Mayor’s Caucus, collaborating on yearly updates of the ETIndex Livability Report Card, promotion of ETIndex, development of effective communication and education strategies about planning, and cultivation of interagency/organizational partnerships.

Sherith E. Colverson: Sherith Colverson is a native of Athens, Tennessee and has lived in Oak Ridge, Tennessee since 2009. Since the spring of 2014, Sherith has been consulting for local governments and environmental firms as the principal planner for Ridge to Valley Consulting. She recently signed on as a Senior Planner with the City of Oak Ridge and looks forward to working full-time for the local government where her and her family reside. Her background and experience with community development and outreach has led to many volunteer and community leadership roles with organizations like Community Mediation Services (CMS) of Anderson County, Court Appointed Special Advocates (CASA) of the Tennessee Heartland and the East Tennessee Economic Council (ETEC). Sherith received her undergraduate degree in Environmental Science at Florida Gulf Coast University in Fort Myers (2003), Florida and her graduate degree in Urban and Regional Planning at the University of Florida in Gainesville (2009).

Sheryl Ely: Sheryl Ely is a Senior Planner with the City of Oak Ridge. Sheryl has worked in the planning profession for over 12 years and served three (3) years as a member of the Community Leadership Team (CLT) for the Plan East Tennessee planning process. Sheryl began her career as a planner in the Knoxville Office of the Local Planning Assistance Office, which served cities and counties in a fourteen county region. She served as the Regional Director of the Knoxville office the Local Planning Assistance Office until its closure in 2011. Prior to joining the City of Oak Ridge as Senior Planner, Sheryl continued working in the realm of planning at the Knox County Health Department doing neighborhood planning around health equity issues. Sheryl holds a Bachelor of Science in Community Health Education from the University of North Carolina at Greensboro and a Masters degree in Urban and Regional Planning from the University of Tennessee, Knoxville.

CM Credit Requested: 1.5
Session 5B: Introduction to New Market Tax Credit Financing as an Economic Development Tool

Date: Thursday, October 1, 2015
Beginning Time: 9:45 am
Ending Time: 11:15 am
Location: Room 18

Brief Description of Session: Come learn about New Market Tax Credits! The presentation includes an overview of the program objectives, requirements, benefits, and practical workings, as well as a case study and interactive discussion. New Market Tax Credits (NMTCs) are a flexible tool that can be used for gap financing to assist with equity and/or debt shortfalls in business and municipal project financing. NMTCs can be used: for projects owned by nonprofit or for profit entities; by or in conjunction with industrial development boards and related bonds; to help offset the additional costs of development on brownfield sites; in conjunction with other tools such as tax increment financing (TIF), payment in lieu of taxes (PILOT), historic tax credits (HTC), etc. And that's just the start!

This session will explore using these tax credits as a tool for providing gap financing and overcoming financial obstacles to business expansion, development, redevelopment, or relocation in low income census tracts. Participants will learn about the concept and value of New Market Tax Credit financing, as well as the criteria and regulations for using it, and the challenges of attracting the credits. The case study will address both the geographical and technical qualifications required of a project, and will highlight the benefits the credits can bring to the project, investor, and community; a “typical” project structure; project timing, impact to the project cost, and the function and responsibility of each party in the NMTC transaction. Attendees will be able to pose questions to the panelists about various aspects of the program and its applicability to economic development challenges within their communities.

Instructors:

Monica Blanton: Monica Blanton has provided compliance and asset management services in the New Market Tax Credit area for Brightbridge, and its CDE’s, River Gorge Capital and Appalachian Fund for Growth, II, since 2005. This includes project screening and structuring for regulatory compliance, record keeping, and financial and regulatory reporting. During this time, she has been directly involved with the application, allocation, deployment, and ongoing servicing, regulatory reporting, and investor reporting of two NMTC allocations, totaling $32,000,000. In addition her professional experience includes eight years in public accounting with regional and international firms (Ernst & Young) in the area of assurance services. Subsequently she has used her skills to provide management and supervisory consulting services to a variety of businesses in the areas of general business, financial systems, policies and procedures financial reporting and analytical analysis. Mrs. Blanton received her Bachelor’s degree from the University of Tennessee, Knoxville.

Patrick Cronin: Patrick Cronin concentrates his practice on structuring investments that utilize a combination of state and federal historic, energy, new markets tax credits, and other sources as financing tools for project development. He represents a wide variety of investors, developers, local governments, nonprofit organizations, and community development entities (CDEs) nationwide. He also has experience in a variety of business litigation matters, including contract, corporate governance, breach of fiduciary duty, and in cases alleging fraud and other business torts.

Prior to attending law school, Patrick worked for three years at the New York City Department of Housing Preservation and Development, first auditing development organizations awarded federal, state, and/or city subsidies and later serving as the special assistant to the deputy commissioner of development. He holds a J.D. from Boston College and a B.A. in history from Fairfield University.

Chris Sears: Chris Sears is a First Vice President at SunTrust Community Capital and has been primarily responsible for originating New Markets Tax Credit investments for the past eleven years. Mr. Sears works with a team that generates direct and fund equity investments and debt financing in federal and state tax credit related developments throughout the Southeast and Mid Atlantic states. This group primarily focuses on the Low Income Housing Tax Credit, New Markets Tax Credit and Historic Tax Credit programs. Mr. Sears has been directly involved in the application, award and deployment of SunTrust Community Development
Enterprises’ seven NMTC allocations totaling $428 million as well as multiple NMTC investments into awarded CDEs. Mr. Sears has been employed by SunTrust Bank for over fourteen years and has experience in commercial banking, NMTC investments, Small Business Investment Company (SBIC) investments, Low Income Housing Tax Credit investments and Historic Tax Credit investments. Mr. Sears serves as the Immediate Past President of the Board of Directors at the Atlanta Community ToolBank, a local Atlanta-area non-profit. He also currently serves as a Board Member on the Alumni Development Council at the Wake Forest University School of Business as well as an Advisory Board member of three SBIC Funds. He previously served as a Board Member of the Wake Forest University Young Alumni Board. Mr. Sears received his Bachelor’s degree from Wake Forest University in 2001.

CM Credit Requested: 1.5

Session 6: Lunch with Speaker Panel: Towards a Civic Capacity Framework – Successes and Challenges in Building Stronger Communities

Date: Thursday, October 1, 2015
Beginning Time: 11:30 am
Ending Time: 1:15 pm
Location: Exhibit Hall C

Brief Description of Session: This is a lunch session with a panel discussion. Going beyond the mandatory public meeting and public hearings to build citizen involvement in shaping the future is an ideal that accords with the highest principles of planning in a democratic society. Panelists will explore a multi-faceted approach to civic capacity building and community engagement in Cleveland, Tennessee in the context the City’s Smart Communities Initiative (SCI) project with UT Knoxville, and the panel will address an important opportunity to raise the level of professional practice in this area through the work of the International Association for Public Participation (IAP2). SCI team member Lee University has conducted in-depth interviews of lower-income neighborhood residents with a view toward organization and capacity building. Impact Cleveland, a community development entity, works within lower-income neighborhoods that have a high level of organization to achieve neighborhood development goals. The Museum Center is playing a communications role as the creators and curators of a traveling exhibit that promotes community dialogue about potential redevelopment projects. The International Association for Public Participation is studying, publishing, and developing professional standards around the processes of public involvement and civic capacity building, and the IAP2 is exploring chapter expansion into Tennessee and neighboring states, offering an opportunity to improve the state of practice among our region’s planners.

Instructors:

Arlie Tagayuna, PhD: Arlie Tagayuna is currently the coordinator and an assistant professor of sociology/criminology at Lee University. Arlie Tagayuna holds a PhD in Sociology/Criminology from the University of Hawaii-Manoa. After graduation he taught at the University of Wisconsin-Madison, New Mexico Highlands University, and California State University in Monterey Bay. He also lectured at the Hawaii Pacific University. For a number of years he has been doing research in youth, delinquency, and crime in the state of Hawaii, New Mexico and now in Tennessee. Current research interests include human trafficking and popular culture, and art integration by teachers in Bradley County public schools. He is currently partnering with the City of Cleveland and other agencies in public engagement and neighborhood capacity building in the Blythe Bower and College Hill communities through collaborative strategies for neighborhood empowerment. In the past, he partnered with the Bradley County Sheriff’s Office in program development based upon the assessed needs of inmates.
**Dustin Tommey:** Dustin Tommey is the Executive Director of a Neighborhood Revitalization initiative of the United Way of Bradley County called *Impact Cleveland*. *Impact Cleveland*’s vision is to see disadvantaged communities of Cleveland, TN be transformed through economic, physical, social, and spiritual transformation. Tommey is working to holistically address needs in “one neighborhood at a time”. Previously, Tommey worked in housing advocacy as a HUD-approved counselor providing foreclosure mitigation, first-time homebuyer, and financial literacy services. He was also the Executive Director of Affordable Housing Centers of Pennsylvania, a non-profit in Philadelphia, PA. Tommey is a graduate of Eastern University’s Masters program in Urban Studies: Community Development; Shorter University's Bachelor of Arts in Religion and Philosophy; and Cleveland State Community College's Associate of Arts in General Studies. Tommey is an avid runner (planning to complete his first marathon later this year), is originally from Chickamauga, Georgia, is married to his wife Raven (of 8 years), and is the proud father of 1 son, Walden Wilde Tommey.

**Joy Key:** Joy Key is the Curator of Education at the Museum Center at 5ive Points in Cleveland, TN. She holds a Master of Arts in Museum Studies from Johns Hopkins University and a Bachelor of Arts in English from Milligan College. She began her Museum career at the National Law Enforcement Museum opening in Washington, DC creating public programming including a Teacher Advisory Group and the Witness to History series still active today. Professional experience also includes the National Capital Radio and Television Museum in Maryland and Smithsonian Early Enrichment Center in DC. As curator of the exhibit, *Cleveland: Exploring our Future* gave Key the opportunity to work with the City to make their materials accessible to the general public, inviting feedback and encouraging conversation.

**Amelia Shaw:** Amelia Shaw, Executive Manager, International Association for Public Participation-USA
Amelia is a consultation strategist, practitioner, and professional facilitator. Over the past nineteen years Amelia has been successfully involved in the development of major transportation policies, projects and plans from strategic design, to initiating and facilitating inclusive processes, and implementation. Her ultimate goal, with any project, is to find an innovative approach that supports both community and organizational values and objectives and leads to helpful deliverables and a positive outcome. Her award-winning solutions have earned international recognition.

**Greg Thomas, AICP:** Greg Thomas, who will serve as session moderator, has served as a public sector planner in Georgia, Florida, and Tennessee for thirty years. His work has spanned a range of planning areas including land use and zoning, housing and community development, economic development, and transportation. Experienced in the changes in planning functions that come with community growth, Greg has led in beginning of two local Community Development Block Grant (CDBG) programs, and in the beginning of a Metropolitan Transportation Organization (MPO) for transportation planning. As planning director in Cleveland, Tennessee, Greg has led the community in the BCC2035 Strategic Plan process and in the development of a new comprehensive plan. Greg also serves as the MPO Coordinator for the Cleveland Urban Area MPO. Most recently he developed the program proposal and provided local oversight for the University of Tennessee’s *Smart Communities Initiative* (SCI) inaugural year program in Cleveland. Greg holds a B.S. in Business Administration and an M.S.P. in Planning, both from the University of Tennessee.

**CM Credit Requested:** 1.25
Session 7A: Do’s and Don’ts of Public Presentations

Date: Thursday, October 1, 2015
Beginning Time: 1:30 pm
Ending Time: 2:30 pm
Location: Room 18

Brief Description of Session: How many times have we all yawned through a bad Power Point presentation at an APA conference? Planners are called on every day to present their recommendations in various public settings and effective presentation skills are critical. Public speaking is a significant part of what a Planner does, but how many Planners are trained in public speaking? Sadly, the answer is very few. Many a good plan has been poorly received because the audience was bored, did not understand, or couldn’t see the presentation. The presentation can be at least as important as the idea itself. Style matters. Good public speaking skills are essential, and today that includes the ability to create an effective presentation using Power Point or Prezi. We have all seen the speaker with the endless march of screens FILLED with paragraphs of words …or squinted in vain to read the too small titles …or been lulled to sleep by the repetitive, dreamy blue background. These are common mistakes that can easily be remedied with some basic “how to” knowledge. This session will present participants with a useful checklist of “do’s” and “don’ts” and provide examples of more interesting and effective presentation techniques. Given the popularity of Power Point, the speakers will concentrate on that medium, but other presentation mediums will also be discussed. The 4 E’s are important for “selling” your idea to any audience: energy, enthusiasm, engagement, and yes-entertainment. From preparing the room to stage presence, this session will better prepare Planners to appear before boards and commissions, community groups, and peers. Participants in this session will come away with many helpful techniques for preparing better public presentations.

Instructors:

Karen A. Hundt, AICP: As Director of the Community Design Group for the Chattanooga-Hamilton County Regional Planning Agency, Karen focuses on the physical design of cities including downtown redevelopment, historic zoning, streetscape improvements, riverfront trails and parks, design guidelines and form-based codes. She has served as President of the Tennessee Chapter of the APA and as Chair of APA’s Urban Design & Preservation Division. She is also on the Tennessee Planning Leadership Council and is an adjunct professor in Environmental Science at the University of TN at Chattanooga. Karen received her Bachelor of Architecture and Master of City Planning degree from Auburn University. With a background in Architecture and City Planning from Auburn University, Karen’s focus for over 20 years has been on the physical design of communities – creating vibrant, livable places that balance the needs of the public and private sectors, and the natural and manmade environment.

Pamela Glaser, AICP: As a senior planner, Pam has over 20 years of experience with the Chattanooga-Hamilton County Regional Planning Agency. Current work includes public space and Riverwalk designs for the North Shore as well as codes development for urban areas. Her work with the Greenways Task Force has led to an emphasis on parks development and conservation activities related to natural resources. A background in historic preservation and neighborhood planning along with many years of experience in community outreach has sharpened her understanding of the public participation process and its essential role in planning and policy. Pam also has experience working with many organizations including the Tennessee Historical Commission (THC), the Urban Forestry Council, Youth Leadership, the Association for Visual Arts, and the National Park Service. She attended the University of Tennessee at Chattanooga with a B.A. in History. Previous work involved marketing and product design in the private sector.

CM Credit Requested: 1.0
Session 7B: Chattanooga: Stormwater Management in Urban and Rural Areas

Date: Thursday, October 1, 2015

Beginning Time: 1:30 pm

Ending Time: 2:30 pm

Location: Exhibit Hall C

Brief Description of Session: In this session planners and engineers will explain how both Chattanooga and surrounding communities are working to improve water quality through better stormwater management. Chattanooga is working to achieve compliance with the provisions of his MS4 Permit and rural communities are working to improve land development policies to promote better stormwater management. Participants in Tour 3: The Stormwater Best Practices Bicycle/Walking Tour are encouraged to attend this session in advance of the Tour.

On December 1, 2014 new policies, ordinances, and codes relating to rainwater management and water quality went into effect in Chattanooga. Learn how the city engaged the public in the process of developing these new regulations as well as the efforts undertaken to reduce the number of overflows in the city’s combined sewer area. The Southeast Tennessee Development Districts has also been helping non-regulated MS4 communities in the 10 county region surrounding Chattanooga to address stormwater management and promote water quality. They will share their experiences with stormwater management in the rural environment. This session is intended to provide context for a bike tour of stormwater management pilot project sites to follow the presentation.

Instructors:

Jordan Clark: Jordan Clark serves as Planning Program Director for the Southeast Tennessee Development District. Jordan has worked for four years at SETDD serving a variety of roles including local planning assistance, granting writing, and project administration. Jordan’s experience includes land use planning, stormwater planning, form-based codes, and policy analysis. He holds a Bachelor of Arts in Political Science and a Master of Public Administration, both from East Tennessee State University.

Jennifer Barger: Jennifer Barger is a Regional Planner at the Southeast Tennessee Development District (SETDD), serving as planning staff for several communities in the region. She has also worked in the field of historic preservation, and received her Masters of Historic Preservation from Georgia State University. Since being hired at SETDD, Jennifer has been involved in researching and promoting stormwater management practices in cities and counties throughout Southeast Tennessee.

Mark Heinzer, P.E.: Mark Heinzer is the Engineering Manager for Drainage & Flood Control for the City of Chattanooga. He is a registered professional engineer and has a Master’s Degree in Civil Engineering. He has over 15 years of experience with infrastructure projects in Ohio, Illinois, Kentucky and Tennessee. Mark has been with the City of Chattanooga since 2010. In addition to his day job, he also serves on the external stakeholder committee for TDEC’s Permanent Stormwater Management Program and is a Board Member for the TN Stormwater Association.

Sarah Robbins: Sarah Robbins has 7 years of experience as a Senior Planner at the Chattanooga-Hamilton County Regional Planning Agency (RPA). With a Bachelor of Arts in Public and Urban Affairs from Virginia Polytechnic Institute and State University, Virginia Tech, with a concentration in policy and planning, she has also worked in the private sector as a consultant in a multidiscipline engineering firm in Williamsburg, VA. At the RPA she has worked as a Senior Planner in the Comprehensive Planning Department and the Community Design Group. She has broad experiences in all aspects of municipal planning and direct experience and training in land development design/planning, environmental/water quality planning, public policy analysis, business writing, community facilitation, public relations implementation and community and urban design.

CM Credit Requested: 1.0
Session 8A: Does Size or Type of Project Relate to Public Engagement Efforts?

Date: Thursday, October 1, 2015
Beginning Time: 2:45 pm
Ending Time: 3:45 pm
Location: Room 18

Brief Description of Session: The session will showcase public engagement efforts and outcomes on three to four transportation projects of varying size. The session will allow participants to see firsthand what some projects are up against when project implementation is at hand. The session will focus on key aspects that can have transferability to other communities when undertaking similar size and type projects.

This presentation will showcase a number of transportation projects and their level of public engagement and outcomes. The presentation is intended to present three to four past projects of varying scales to showcase the success and outcome of each project’s engagement. One project to be showcased is the recent Bus Rapid Transit (BRT) project, the AMP project, in Nashville which had a high degree of outreach and engagement but fell short of advancing given strong opposition to the project. Other project examples will be highlighted showing successes as well as less then successful projects relative to public engagement.

Instructor:

Jeff Hammond, P.E.: Jeff Hammond is a Senior Project Engineer with RPM Transportation Consultants. Jeff is a registered Professional Engineer in Tennessee and Kentucky and has a Bachelor of Science and a Master’s of Science in Civil Engineering from the University of Tennessee. Throughout his 16 years in transportation engineering, Jeff has been involved in numerous transportation studies and designs for TDOT as well as cities and counties throughout the southeast.

CM Credit Requested: 1.0
Session 8B: Private Property and Public Planning

Date: Thursday, October 1, 2015
Beginning Time: 2:45 pm
Ending Time: 3:45 pm
Location: Exhibit Hall C

Brief Description of Session: Planning commissioners in TN must receive at least one hour of annual training on the rights of private property owners (TCA-13-3-301(j)(1)). This session will show the presentation that the Southeast Tennessee Development District (SETDD) developed for presentation to the communities it serves through planning contracts. This model presentation will assist other communities in understanding key issues that should be addressed in a private property training program for planning commissioners. The presentation will cover: private property training requirement under TCA; Constitutional protections such as due process, equal protection, takings, and eminent domain; floodplain development regulations; public and private nuisance; the Tennessee Right to Farm Act; zoning ordinances and nonconforming uses; and other topics. A Q&A period will allow attendees to present other topic ideas and received guidance on preparing their own presentations.

Instructor:

Michael Frixen, AICP: Michael Frixen is a Regional Planner at the Southeast Tennessee Development District in Chattanooga. In addition to providing planning assistance to six communities, Michael facilitates the preparation of the Comprehensive Economic Development Strategy for Southeast Tennessee and assists with grant-writing and administration throughout the region. Special areas of interest include emergency preparedness, community resiliency, and planning for aging communities. Michael received his Master’s of Science in Urban and Regional Planning from Florida State University.

CM Credit Requested: 1.0

Session 9A: The Future of Conservation: Engaging Urban Youth

Date: Thursday, October 1, 2015
Beginning Time: 4:00 pm
Ending Time: 5:30 pm
Location: Room 18

Brief Description of Session: This session will feature the experiences of the Wolf River Conservancy in successfully engaging urban youth in land stewardship and habitat restoration activities to teach them about ecosystems and watersheds, accomplish real conservation work, encourage behavioral changes and cultivate the next generation of environmental stewards. Examples of adult volunteer engagement will also be included. This session will begin with a brief introduction to the Wolf River and the mission and work of the Wolf River Conservancy. Key programs involving youth and volunteer engagement will be explained. Then, the presentation will go into detail about working with schools, recruiting youth participants, specific activities and projects, lessons learned, what activities work best with school-aged children and feedback given by students in journals and post-tests. The final speaker will talk in detail about engaging adult volunteers in stewardship projects. There will be time at the end of the session for questions and discussion.
Instructors:

Marie Z. Branch, AICP: Marie Branch has over 20 years of planning experience in the public and private sectors and 13 years of nonprofit experience as a professional and volunteer. She received her Master's Degree in City & Regional Planning from the University of Memphis in 1999 and her AICP certification in 2001. By then, she already had several years of work experience, first with the City of West Memphis, Arkansas, where she managed the City’s HOPE III Housing Program, then as an Environmental and Planning Analyst for the City of Memphis, Division of Housing and Community Development, where she reviewed all federally funded projects for compliance with EPA and State environmental regulations, wrote grant applications and administered and reported on grant-funded projects. In 2007, after 15 years as an urban planner, Marie broke away from traditional land use planning and zoning and became the Communications & Development Coordinator for Tennis Memphis, the nonprofit managers of the Memphis Public Tennis Centers. Since 2012, Marie has worked with the Wolf River Conservancy as their Grant Writer/Manager and Special Project Coordinator. In this capacity, she has managed two Five Star habitat restoration grants from the National Fish & Wildlife Foundation, which included environmental education in partnership with the public school system and habitat restoration projects with student and adult volunteers, leveraging almost $200,000 in matching contributions. Implementation of a third grant began in late 2015. Other grant-funded programs and projects in which Marie was involved include the WRC’s annual tree planting event, summer paddling program for youth & families and the Memphis Regional Urban Tree Canopy Study and Canopy Action Plan.

W. Ryan Hall: Ryan Hall has a Bachelor’s Degree in Forestry Management from Mississippi State University and a Master’s Degree in City & Regional Planning from Clemson University. He is a registered Mississippi Forester. He also has considerable expertise with Geographic Information Systems (GIS). His education and experience with GIS, forestry and land management make him a valuable part of the Wolf River Conservancy staff where he serves as Land Conservation Associate. In 2013, Ryan developed the Wolf River Conservation Prioritization Strategy, which was later adopted by the WRC Board of Directors and is the basis for the WRC’s land acquisition and conservation activities. The Strategy, based on scientific literature review, utilized geographical information systems (GIS) to assess ten important environmental factors (e.g. floodplain, wetlands, wildlife species richness, percent impervious surface, threat of urban growth) that correlated to conservation values of land.

Catherine Justis: Cathy Justis, the Wolf River Conservancy Director of Education, has over 25 years of experience in biology and environmental education. As the Director of Education for the Wolf River Conservancy (WRC), she is responsible for providing a wide range of educational programming for K-12 students and other community members, including classroom presentations, field trips, site restoration projects and educator workshops. As a native of Memphis, Ms. Justis is right at home in the Wolf River watershed and is intimately familiar with its many plant and animal species. She has a passion for getting people outdoors and into nature, especially young people, the future stewards of the Wolf River. She engages minority students in lower income and underserved neighborhoods, especially Memphis Title I schools, where 87% of the students are African-American and over 80% are eligible for the federal free or reduced lunch program. In the first two years of the WRC’s Five Star education and site restoration program, Cathy reached 1,028 students from eight different schools in classroom presentations, field trips and service projects. Cathy has trained 105 teachers (and counting) in Project WET water education workshops. Cathy is also the director of the WRC’s summer paddling program for youth & families, where participants learn how to canoe and kayak and test their skills on the Wolf River.

CM Credit Requested: 1.5
Session 9B: Doing it All at Once: Franklin’s Planning Initiative in a Fast Paced City

Date: Thursday, October 1, 2015
Beginning Time: 4:00 pm
Ending Time: 5:30 pm
Location: Exhibit Hall C

Brief Description of Session:

This year, Franklin is in the process of updating its Land Use Plan, Master Greenways Plan, and developing a Comprehensive Transportation Network Plan that includes transit and pedestrian modes. The TMA Group is completing a Cool Springs Transit Study. This session would provide an overview of all these initiatives in the 14th fastest growing city in the country and address the related public participation processes. The comprehensive transportation plan will replace Franklin’s major thoroughfare plan and, for the first time, will incorporate transit and pedestrian modes into the plan. The land use plan update is addressing growth and infrastructure policy, transportation, infill pressures, and providing the next level of detail for guidance on growth in Franklin. The same consultant is spearheading both the transportation and land use plan. The master greenways plan will identify future pedestrian and multi-use trail connecting throughout the Franklin UGB. The Cool Springs transit study is looking at future transit needs for booming, corporate office and retail areas in Franklin. With the idea of “doing it all at once”, opportunities and challenges arise--- possibilities for greater synergy in planning and place making but also potential difficulty in maintaining compatibility between separately evolving plans; and in the public arena the potential for greater involvement and influence across a wider range of issues but also some risk of issues becoming muddled and of fatigue from planning involvement.

Instructors:

Emily Hunter, AICP: Emily Hunter is the Long Range Planning Division Supervisor at the City of Franklin. She has been with the City of Franklin as a planner for eight years, and during her time with the City, she has worked extensively with the Planning Commission, Board of Zoning Appeals, and the Board of Mayor and Aldermen. Emily spent her first six years with the City of Franklin as a current planner, where her primary duties involved reviewing development proposals, preparing staff recommendations to Planning Commission and Board of Zoning Appeals, and preparing amendments and revisions to the Zoning Ordinance. Her focus has since shifted to long range planning initiatives, including a comprehensive update to the Franklin Land Use Plan. Prior to joining the City of Franklin staff, Emily was a Research Associate with the Tennessee Advisory Commission on Intergovernmental Relations (TACIR). Emily received her undergraduate degree in Mathematics and Economics from Birmingham-Southern College in 2005. She graduated with her Master’s Degree in City and Regional Planning from the University of Memphis in 2007. While in Memphis, Emily was employed by the Shelby County Department of Housing, the Memphis and Shelby County Office of Economic Development, and the Regional Economic Development Center.

Lisa Clayton: Lisa Clayton came to the City of Franklin Parks Department in April of 2002 from Jonesborough, TN to lead the organization as Parks Director. She is responsible for Franklin Parks’ leadership, administration and management of its career and seasonal employees. She has (15) fifteen years of experience in parks, natural resource, and recreation management with major accomplishments in strategic planning, organizational and employee development, fiscal management, facility improvements, community relations and customer service. Prior to her (8) eight years as the Director of Parks for Franklin, she led the park and recreation department in the Town of Jonesborough, TN. She is originally a native from Historic Abbeville, SC. Lisa has a bachelor’s degree in Physical Education and a master’s degree in Sports Management. Lisa has served on the State of Tennessee Recreation and Parks Association Board for the past eight years and President in 2007.

Paul Holzen, PE: Paul Holzen grew up in Pittsburgh, Pennsylvania. His parents were both math teachers and encouraged him to become an engineer from a young age. In 2000 he joined the United States Marine Corps Reserve to help pay for college. While serving in the Marine Reserves he attended Ohio University and graduated in 2004. In 2005 his Marine Reserve Unit was deployed to Djibouti Africa as part of Operation Enduring Freedom. Paul was honorably discharged in November of 2006. Paul Holzen has worked for the City of Franklin since 2009. He began with the City as an Engineer II and was promoted to Director of Engineering in 2011. He is currently responsible for overseeing the traffic operations division, engineering division and stormwater division. Prior
to working for the City, Paul worked as a consultant for five years doing Site Development and Transportation design for both private and public clients. He is a Professional Engineer (P.E.) and a LEED Accredited Professional.

**Debbie Henry:** Debbie Henry is the Executive Director of the Transportation Management Association (TMA) Group, Franklin, TN. Begun in 1988, the TMA Group is a regional leader in customizing environmentally friendly, multimodal transportation solutions for employers and communities. **TMA** customizes alternative transportation, money-saving solutions for employers, property managers, and commuters. **TMA**’s Programs of Work includes the Clean Air Partnership of Williamson County and Rutherford County; operator and manager of Franklin’s transit system for the City of Franklin; TMA operates and manages a regional commuter vanpool program on behalf of Williamson County, and RTA in a 15-county Middle Tennessee area. Henry currently serves on the boards of Williamson Inc., a chamber of commerce, and Middle TN Clean Fuels. She is a member of the Tennessee Public Transportation Association, the Nashville Area MPO Technical Coordinating Committee, and the Commuter Transportation Communications Committee. She has received numerous awards and honors, including the 2015 Williamson County hall of Fall Impact Winner from the *Nashville Business Journal*. Henry holds a graduate degree in Non-Profit management as well as an undergraduate degree in chemistry and physics.

**Diane G. Thorne:** Diane Thorne serves as Regional Transportation Director for the Transportation Management Association (TMA) Group, Franklin, TN. Thorne is a Director-At-Large for the Association for Commuter Transportation, Immediate Past-President of the Southeastern Association for Commuter Transportation (SEACT) Board of Directors; served as President (2012-14). Thorne is immediate Past Chair of the ACT TMA Council. She serves on Franklin Tomorrow Board of Directors. She is a graduate of the ACT Leadership Academy 2011 Class; Leadership Middle Tennessee Class 2011-12; and Leadership Franklin 2012-13. Thorne serves on the Metropolitan Planning Organization Technical Coordinating Committee (Nashville, TN). She was named a 2008 Woman of Influence for Public Policy by the Nashville Business Journal. In 2006 Thorne was named Urban Executive of the Year by the Tennessee Public Transportation Association. Thorne previously served as Executive Director for the Regional Transportation Authority. She has served as the Mayor’s Special Assistant on Infrastructure for the Metropolitan Government of Nashville and Davidson County. Thorne has held the position of Director of the Governor’s Highway Safety Office, and Assistant Commissioner of the Tennessee Department of Transportation. Thorne holds a Bachelor of Business Administration degree from Tennessee State University, with a concentration in Real Estate and Urban Development, graduating Magna Cum Laude. In 2010, she completed professional studies and certification in Sustainable Transportation from the University of Washington. Thorne holds the Commuter Choice Certificate from the University of South Florida Center for Urban Transportation Research.

**CM Credit Requested:** 1.5
Session 10: Public Engagement Panel Discussion from 2015 TAPA Award-winning Projects

Date: Friday, October 2, 2015
Beginning Time: 7:30 am
Ending Time: 9:00 am
Location: Exhibit Hall C

Brief Description of Session: This breakfast session will feature a brief awards presentation followed by a public engagement panel discussion from representatives of award-winning projects. Awards for large and small communities (under 50,000 population) will be given in these categories: Outstanding Plan; Outstanding Project/Program/Tool; and Outstanding Implementation. For each of these awards, “public participation” is among the award criteria. Nominations must include an explanation of how the plan or project demonstrates a strong effort to include participation by those who have historically been left out of the planning process. Award winners will be asked to respond to these questions:

1. What kinds of community outreach methods were included?
2. What level of community participation was reached?
3. How was the plan or project impacted by this outreach and participation? Positive or Negative.
4. Given your experience, what would you do differently?

In summary and to look at the challenges ahead, panelists will be asked to consider the following: how would you describe the level of civic capacity or culture of public involvement within your community? Based upon what you have observed and what has been discussed in this TAPA conference, are there things that could or should be done to increase or sustain civic capacity or a culture of public involvement within your community?

Instructors: Award winners plus moderator

CM Credit Requested: 1.00
Session 11A: Transforming the Third and Fourth Street Corridor: Reconnecting the Grid

Date: Friday, October 2, 2015
Beginning Time: 9:15 am
Ending Time: 10:45 am
Location: Room 18

Brief Description of Session: The presentation will highlight the planning, public outreach, and preliminary design efforts that the City of Chattanooga is undertaking to transform the Third and Fourth Street corridor. The transformation of the Third and Fourth Street corridor is intended to improve pedestrian and bicycle amenities, provide an improved vehicular connection to Riverfront Parkway, and serve as a catalyst for redevelopment. Riverfront Parkway was originally built to serve primarily as a car and truck oriented route through the City of Chattanooga. In 2001, the City's Riverfront Parkway Transportation and Urban Design Plan provided a vision on how to better utilize the right-of-way and provide access to adjacent properties. When the roadway was transferred from the Tennessee Department of Transportation (TDOT) to the City, plans were put in motion to replace the four-lane highway with an at-grade boulevard that allowed safe pedestrian access to riverfront amenities and new access points connecting to the downtown grid. Wide sidewalks, landscaping, active speed control signing, and enhanced pedestrian crossings transformed Riverfront Parkway into a more aesthetically pleasing, safe, and accessible facility from downtown. The City of Chattanooga is now seeking to transform the Third and Fourth Street corridor to improve pedestrian and bicycle amenities, provide an improved vehicular connection to Riverfront Parkway, and serve as a catalyst for redevelopment. The presentation will highlight the planning, public outreach, and preliminary design efforts that have been undertaken to study opportunities to transform the corridor. Key components to be incorporated into the design of the corridor include the conversion of streets to two-way use, improved transit accessibility, sidewalks, bike lanes, on-street parking, landscaping, active speed control signing, and enhanced pedestrian crossings.

Instructors:

Doug Delaney, AICP: Doug Delaney is a senior supervising planner in Nashville office of WSP | Parsons Brinckerhoff. Doug has experience in community and regional planning, transportation, public involvement and outreach, transit studies, environmental studies, environmental management systems, and context sensitive solutions. Prior to joining Parsons Brinckerhoff, Doug was the assistant chief of environment and planning and director of the environmental division for the Tennessee Department of Transportation (TDOT). Responsibilities included managing a broad range of efforts to enhance community decision-making; facilitating coordination efforts with local, state, and federal agencies throughout the project development process; and streamlining the planning and environmental process while increasing TDOT’s stewardship of the environment.

Bertran Kuyrkendall, PE, CNU-A, LEED Green Associate: Bertran Kuyrkendall serves as the City Transportation Engineer for the City of Chattanooga, overseeing the planning, design and construction of all transportation projects, and design review for public space aspects of private development projects. He is spearheading the City’s Complete Streets Implementation Plan which includes creation of new design standards, bicycle implementation plan to add 325 miles of facilities within the next four years, pedestrian gap closure plan, passenger rail study, and street network connectivity plan. He is a graduate of Mississippi State University in Civil Engineering, and is an accredited member of the Congress for the New Urbanism.

Laura Wasson, PE: Laura Wasson serves as a project manager for the City of Chattanooga Department of Transportation. She manages the planning, design, and construction of various transportation projects. Ms. Wasson joined the City in April 2015 with over 10 years of experience in transportation design, construction management, site development, and forensics engineering. She is a civil engineering graduate of Mississippi State University.

CM Credit Requested: 1.5
Session 11B:  
**Fleshing Out the Next Big Thing’s Connections, Missed Opportunities, and Action Items in East Chattanooga**

**Date:**  
Friday, October 2, 2015

**Beginning Time:**  
9:15 am

**Ending Time:**  
10:45 am

**Location:**  
Exhibit Hall C

**Brief Description of Session:**  
The workshop will begin with a presentation about Glass House Collective and the East Chattanooga area. Glass House Collective's mission is to bring life back to Glass Street and Glass Street back to life. At the end of April, they completed an initial brainstorming workshop with architects, planners, artists, and residents and have primary themes they'd like to work with the TAPA participants in fleshing out in more detail. This will be done in table discussions. Each table will have a “supporter”. This is a key role so that these ideas can live on after the workshop, if need be.

**Table 1:** Connections (Possible Partners: Trust for Public Land, Transportation Dept., National Park Services// table lead: Rick Wood). This table will focus on the historic Glass Street's connection with the neighborhood's network of open spaces, including the National Park Service/ South Chick Greenway and Riverwalk Tannery Branch and Citco Creek and the network of corridors (Wilcox, N Chamberlain) in the area. How can the network of roadway and open spaces in our area better connect Glass Street to our city as a whole?

**Table 2:** Missed Opportunities (Chamber of Commerce, Regional Planning Agency// possible table lead: Karen Hundt): This table will focus for large underutilized properties in and around Glass Street (i.e. Buster Brown, Harriet Tubman, vacant school on Wilcox, Dodson Ave corridor). We have huge gaps in these places are opportunities for economic development. How can the neighborhood connect this industrial, vacant land to other areas of our city with Glass Street in the middle of a network that needs help? How can the next round of new area plans and zoning changes address these sites? They know that Glass Street needs a lot of investment and commitment in order to support a stable surrounding community; how are these larger properties surrounding East Chattanooga contributing to the area’s neglect, and what reinvestment solutions will be supportive of Glass Street’s continued role as the area’s economic, social, and cultural center.

**Table 3:** Immediate Action table (Dept of Transportation, Glass House Collective// possible table lead: Blythe Bailey or Bert Kuyrkendall): The City of Chattanooga has hired a consultant to study TOD stops along the passenger rail that is proposed to come through Glass Street. How does the city work with the surrounding properties, streets, businesses, etc. on what is going to come, to make sure the neighborhood’s interests are supported? Can temporary or permanent pilot projects assist in this TOD planning?

**Instructors:**

**Rick R. Wood:** Rick Wood is the Tennessee State Director of The Trust for Public Land based in Chattanooga, Tennessee. He has a Masters in City Planning from Georgia Tech and Bachelor’s Degree from UTC. He has a diverse background in city planning, community involvement, real estate development, land acquisition for public spaces and plan implementation. He enjoys working closely with both the public and private sectors developing and implementing plans. He has been with the Trust for Public Land for just over 14 years and has been engaged in the Chattanooga community since 1996. He has been a speaker at American Planning Conferences, Land Trust Alliance Conferences and recently a featured speaker at the International City Parks Alliance Conference in New York City in 2012. He is married with 2 children, a partner in the Chattanooga Loft Company LLC, enjoys mountain biking, trail running and tennis.

**Blythe Bailey:** Blythe Bailey is the Administrator of the Chattanooga Department of Transportation (CDOT) which plans, designs, implements, and operates a transportation network that contributes to strong communities, a growing economy, and safer streets, while ensuring the most efficient and effective use of tax payer dollars. Prior to leading the CDOT, Blythe worked on public space design and policy both for the Nashville Civic Design Center, the Nashville Metropolitan Historical Commission, the Chattanooga...
Urban Design Studio, and in private practice. As an urban designer for much of his career, he practiced design geared to the importance of connection, public space, and the quality of our exterior environments. Blythe received his Masters of Architecture at the University of Tennessee in Knoxville.

**Karen A. Hundt, AICP:** As Director of the Community Design Group for the Chattanooga-Hamilton County Regional Planning Agency, Karen focuses on the physical design of cities including downtown redevelopment, historic zoning, streetscape improvements, riverfront trails and parks, design guidelines and form-based codes. She has served as President of the Tennessee Chapter of the APA and as Chair of APA’s Urban Design & Preservation Division. She is also on the Tennessee Planning Leadership Council and is an adjunct professor in Environmental Science at the University of TN at Chattanooga. Karen received her Bachelor of Architecture and Master of City Planning degree from Auburn University. With a background in Architecture and City Planning from Auburn University, Karen’s focus for over 20 years has been on the physical design of communities – creating vibrant, livable places that balance the needs of the public and private sectors, and the natural and manmade environment.

**Teal Thibaud:** Teal Thibaud is Co-Founder and Executive Director for Glass House Collective, a non-for profit organization working with residents and artists to bring life back to Glass Street and Glass Street back to life along the historic Glass Street in East Chattanooga. Thibaud's work involves creative placemaking in an inner-city neighborhood and is passionate about how creativity can transform neighborhoods while working alongside people who call that neighborhood home. She oversees the vision, development, planning, programs, and day to day management of the organization. Her background is in Communications and Advertising from East Tennessee State University. Thibaud is also co-founder of the UNFoundation, an organization that gives monthly micro-grants to individuals and organizations with ideas to that make Chattanooga better place. Teal also sits on the board for Ivy Academy and received the Civic Impact Award from the Chamber of Commerce Young Professional Association in 2015.

**CM Credit Requested:** 1.5
Session 12: Legal Session: Legal Topics of Current Interest to Tennessee Planners

Date: Friday, October 2, 2015
Beginning Time: 11:00 am
Ending Time: 12:30 pm
Location: Exhibit Hall C

Brief Description of Session: Planners are on the front lines in many matters pertaining to urban growth. Tennessee for many decades has become increasingly urban, and yet has still a distinctly rural character in many portions of the state. Added to that are suburban areas around many cities, and these suburbs contribute substantially to the demands for services within these cities. Cities have reacted to manage growth through annexation and through zoning and other means of development regulation. In recent years, Tennessee legislators have reacted to curtail the abilities of cities to annex urbanizing territory around them and put forth legislation containing various impediments to development regulation by local governments, generally from a property rights perspective. This session will address recent changes in Tennessee law related to planning, subdivisions, zoning, and annexation and growth management. Also addressed will be core ideas in bills that have persisted in the legislative calendar related to these issues. What are the recent statutory changes and case law regarding annexation, and what avenues are open to Tennessee municipalities as they cope with these changes? What about recent changes in vested rights for development and the implications for tracking these rights over time? What about ideas such as requiring property owner consent for re-zoning, an idea that has come forth in recent legislative session but has yet to be adopted? All of these events and trends have implications for the practice of planning.

Instructors:

Phillip A. Noblett: Phillip Noblett was born in Asheville, North Carolina and received his B.A., with honors, from the University of Tennessee, Knoxville. He received his J.D. degree from Cumberland School of Law at Samford University in Birmingham, Alabama, and he has been a licensed attorney in Tennessee since 1982. Mr. Noblett was a member of the firm Nelson, McMahan, and Noblett from 1990 until 2009 as a municipal and civil litigator on many state and federal court matters for the City of Chattanooga and other municipalities in Tennessee. Mr. Noblett is a past president of the Chattanooga Bar Association and a Fellow of the Chattanooga Bar Foundation. He became Deputy City Attorney for the City of Chattanooga in 2009.

CM Credit Requested: 1.5
Mobile Tours Program

Tour 1: Chattanooga Form-Based Codes Tour – Bike Tour of Character Areas

Date: Wednesday September 30, 2015
Beginning Time: 3:45 pm
Ending Time: 5:15 pm
Location: Meet in front of Exhibit Hall C

Brief Description of Tour: Participants will travel on bicycle to see downtown Chattanooga projects that are being impacted by its form-based codes work (in-progress) and hear reactions about this new tool from non-Planners. Check out the project website at cha-fbc.com.

Speakers:

Ethan Collier: Ethan Collier is a LEED® accredited professional builder and is licensed to build in Tennessee and Georgia. He has previously been recognized as Entrepreneur of the Year by the Young Professional Association of Chattanooga and actively engages issues of economic development and environmental stewardship in our community. He currently serves on the board of directors for the Home Builders Association of Southeast Tennessee and Habitat for Humanity of Greater Chattanooga. He is a member of the Construction Management Advisory Committee for ITT Technical Institute and also a member of the United States Green Building Council. Ethan currently serves as the Chair of the Chattanooga-Hamilton County Regional Planning Commission.

Mitch Patel: Mitch Patel is the founder, President and CEO of Vision Hospitality Group, Inc., a hotel management and development company based in Chattanooga. Today, Vision has a portfolio of 31 hotels affiliated with such premier brands as Marriott International and Hilton Worldwide. While strategically guiding Vision’s continued growth, Mitch oversees all day-to-day activities, and currently serves his community on the Board of Trustees at St. Nicholas School, and the Boards of Directors for ArtsBuild of Greater Chattanooga, Chattanooga Design Studio, The River City Company, and Friends of the Festival.

Lloyd Longnione: After a 30-year professional career in large corporations and public sector education organizations located in Texas, Arizona, Oregon, Washington and Idaho leading various programs designed and directed to drive human resource and organizational development, Lloyd Longnione moved to Chattanooga in 2009. In addition to continuing consultation in some of those areas, he is actively involved in the leadership of the Southside-Cowart Place Neighborhood Association, serving presently as Liaison for Community, Business and Government. He was recently selected as a member of the City of Chattanooga Health, Educational and Housing Facility Board.

David Hudson: David Hudson is CEO of Artech, a 30 year old Chattanooga based architecture and interior design firm. His firm has designed projects in over 35 states and is responsible for several buildings in downtown Chattanooga including The Development Resource Center, River Pier Landing, Walnut Commons and many adaptive re-use projects. He is a graduate of Auburn University.

CM Credit Requested: 1.25
Tour 2: Enterprise South Bus Tour: Planning Challenges of an Industrial Megasite

Date: Thursday October 1, 2015

Beginning Time: 9:00 am

Ending Time: 11:30 am

Location: Meet in front of Exhibit Hall C

Brief Description of Tour: Attendees of this informative mobile workshop will learn about the planning, transportation, and development challenges at Enterprise South Industrial Park (ESIP), home of Volkswagen, Amazon, Gestamp, and other major advanced manufacturers. The presentation will focus on transportation, economic development, and environmental conservation and recreation aspects of the ESIP megasite. Michael Frixen, AICP, will serve as the tour lead and facilitator.

Speakers/ Tour Lead:

Lisa Maragnano: Lisa Maragnano is the Executive Director of the Chattanooga Area Regional Transportation Authority. She and members of her staff will discuss ongoing transportation plans and studies involving ESIP.

Beth Jones: Beth Jones is the Executive Director of the Southeast Tennessee Development District. She will discuss site history and the redevelopment efforts that were necessary to bring Volkswagen to this former brownfield site.

Tom Lamb and Allison Harr: Tom Lamb and Allison Harr represent Hamilton County Parks and Recreation. They will share information on the environmental and recreational amenities that have been developed alongside the ESIP’s major industrial operations.

Michael Frixen, AICP: Michael Frixen is a Regional Planner at the Southeast Tennessee Development District in Chattanooga. In addition to providing planning assistance to six communities, Michael facilitates the preparation of the Comprehensive Economic Development Strategy for Southeast Tennessee and assists with grant-writing and administration throughout the region. Special areas of interest include emergency preparedness, community resiliency, and planning for aging communities. Michael received his Master’s of Science in Urban and Regional Planning from Florida State University.

CM Credit Requested: 2.0
Tour 3: Chattanooga Stormwater Management Best Practices Bike Tour

Date: Thursday October 1, 2015

Beginning Time: 2:45 pm

Ending Time: 3:45 pm

Location: Meet in front of Exhibit Hall C

Brief Description of Tour: This bicycle tour showcases stormwater best practices and it is a companion to the session Chattanooga: Stormwater Management in Urban and Rural Areas. Cortney Mild will lead and facilitate this tour. The speaker on the tour will be Greg Herold.

Speaker/ Tour lead:

Greg Herold: Greg Herold has 17 years of experience as a Civil Designer and Project Manager in private development, civil engineering and municipal government. The first 10 years of his career he worked the meet the progressive Stormwater Management Ordinance of Tallahassee, Florida. He then brought his experience to Chattanooga where he was a team member in the Drainage and Flood Control group within the Water Quality Division of Public Works at the City of Chattanooga. Currently, he is a member of the Design Engineering team within the Chattanooga Department of Transporation (CDOT) with a focus on creating Complete Streets.

Cortney Mild: Cortney Mild is a Senior Land Use and Transportation Planner with the Chattanooga Regional Planning Agency. Her Chattanooga planning work includes Chattanooga’s Green Trips program for alternative transportation and public involvement for the comprehensive plan update. She earned a masters degree in community and regional planning from the University of Oregon. Cortney is an avid bicyclist and athlete. Cortney holds a Honors Bachelor of Fine Arts degree In Ballet Performance from the University of Utah. She has performed with the Chattanooga Ballet and has toured internationally with other dance organizations.

CM Credit Requested: 1.25
Tour 4: Chattanooga by Night: An Evening Walking Tour

Date: Thursday October 1, 2015

Beginning Time: 7:30 pm

Ending Time: 9:00 pm

Location: Meet in front of Exhibit Hall C

Brief Description of Tour: Cities and public spaces transform at night. Areas where professionals conduct business by day become the scenes of evening concerts, spirited engagements, nighttime revelries, and other ventures best reserved for the cover of darkness. This binary aspect of our public spaces will be examined through the highly trained eyes of Chattanooga’s Police Chief Fred Fletcher. Chief Fletcher will speak on Chattanooga’s Violence Reduction Initiative and other CPD programs to improve public safety. What should planners consider as we evaluate transportation plans, mixed-use developments, recreation areas, and other proposals? The session will explore ways in which planners, law enforcement, and emergency responders can work together to create safer communities. The 1.6-mile route through Chattanooga’s Southside will also spur conversations on gentrification, bike and traffic safety, noise ordinances, public housing, and homeless outreach. Michael Frixen, AICP will lead and facilitate this tour.

Speaker/ Tour Lead:

Chief Fred Fletcher: Chattanooga Police Chief Fred Fletcher has 20+ years of law enforcement experience in Austin, TX and Chattanooga, TN. He will provide insights and recommendations on the community as it is after dark.

Michael Frixen, AICP: Michael Frixen is a Regional Planner at the Southeast Tennessee Development District in Chattanooga. In addition to providing planning assistance to six communities, Michael facilitates the preparation of the Comprehensive Economic Development Strategy for Southeast Tennessee and assists with grant-writing and administration throughout the region. Special areas of interest include emergency preparedness, community resiliency, and planning for aging communities. Michael received his Master’s of Science in Urban and Regional Planning from Florida State University.

CM Credit Requested: 1.5
Thank you to the following conference sponsors:

**Silver Sponsor**
- TDOT Department of Transportation
- Collier Construction
- Ragan Smith
- Tennessee Development District Association

**Event Sponsor**
- Volkert

**Bronze Sponsor**
- The University of Tennessee
- TFM
- WSP
- Parsons Brinckerhoff

**Supporting Sponsor**
- Code Studio

**In-kind Sponsor**
- Chattanooga Bicycle Transit System
- CARTA