WELCOME

We welcome you to the 2016 APA Joint Oregon/Washington Conference. The theme this year is Columbia Connection – Planning, People, Places. Our goal with this year’s Joint Conference is to explore urban and rural planning issues spanning both sides of the river.

The Oregon Convention Center in Portland is once again the setting for this year’s Conference. Portland continues to be a nationally recognized leader in implementing innovative urban planning practices. Portland has a lot to offer, both to the professional planner and the visitor, including a great food scene, creative parks and open spaces, and revitalized neighborhoods.

On the Conference menu for Wednesday are mobile workshops along the new light rail line from Portland to Milwaukie, tours of the Central Eastside and Lloyd Districts, and a full day excursion to the Columbia River Gorge National Scenic Area which flanks the river in Oregon and Washington. Be sure to save energy for some social events as well, including the reception on Thursday evening where you can network to the smooth sounds of the Glencoe High School Jazz Band. Immediately following the reception, we’ll kick off a pub crawl and scavenger hunt that will lead you through some local drinking spots. There will be prizes!

On tap for our lunch programs are two outstanding keynote speakers. Thursday, Hazel Borys, Managing Principal and President of PlaceMakers, will address the group to discuss urbanism in the Columbia Region: The Paybacks of Beloved Places. On Friday, Joe Minicozzi, principal of consulting from Urban3, will present The Dollars and Sense of Downtown Development. Exhibitors will be on hand throughout. A raffle will occur during the Thursday reception to raise money for the WA APA scholarships.

The Conference Program Committee has carefully selected a variety of interesting and exciting breakout sessions centered on our theme of making connections across the Columbia. We hope you enjoy the conference and take advantage of the many opportunities to learn from planning experts and professionals in the Northwest.

Finally, a big thank you to our sponsors who help us make this Conference great.

Enjoy the Conference!

Jeannine Rustad, JD, President
Oregon Chapter APA

Paula Reeves, AICP, CTP, President
Washington Chapter APA

Serah Breakstone
Serah Breakstone, AICP
Conference Co-chair

Amanda Smeller
Amanda Smeller,
Conference Co-chair
# TABLE OF CONTENTS

SPONSORS ................................................................................................................................. 2

WELCOME TO **COLUMBIA CONNECTION** ............................................................................. 3

TABLE OF CONTENTS .................................................................................................................. 4

MEETING ROOMS MAPS .............................................................................................................. 5

SCHEDULE AT A GLANCE ........................................................................................................... 6

AICP CERTIFICATION MAINTENANCE ..................................................................................... 7

MOBILE WORKSHOPS .................................................................................................................. 8

KEYNOTE SPEAKERS ................................................................................................................... 9

CONFERENCE SESSIONS ......................................................................................................... 10 – 15

AWARDS ....................................................................................................................................... 16

ACKNOWLEDGEMENTS ............................................................................................................. 17

OREGON CHAPTER: AMERICAN PLANNING ASSOCIATION ..................................................... 18

WASHINGTON CHAPTER: AMERICAN PLANNING ASSOCIATION ........................................... 19

---

**BIKETOWN** is Portland’s bike share program, launching in July 2016 with 1,000 bikes at 100 stations across downtown and several neighborhoods. The system was designed for quick trips with convenience in mind, and it’s a fun and affordable way to get around.

https://www.biketownpdx.com/

**Redeemable** for one complimentary DAY PASS for APA Conference attendees.

Promo Code: APA2016
MEETING ROOM MAPS

OREGON CONVENTION CENTER

MEETING ROOMS:
Sessions in E Meeting Rooms
Exhibits & Breaks in F Meeting Rooms

PORTLAND BALLROOM:
Thursday Keynote Lunch
Friday Keynote Lunch
WA APA Annual Meeting
## SCHEDULE AT A GLANCE

### Wednesday, October 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Mobile Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>4:30 pm Sustaining the Gorge – Balancing Resources, Managing Expectations</td>
</tr>
<tr>
<td>9:00 am</td>
<td>12:00 pm Explore the Vision (+ Real Plans Underway) for the Lloyd District (Walking Tour)</td>
</tr>
<tr>
<td>10:00 am</td>
<td>2:00 pm Take a Ride on the Orange Line: Portland to Milwaukie Light Rail Transit</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>5:00 pm Under Pressure: The Evolution of the Central Eastside</td>
</tr>
</tbody>
</table>

### Thursday, October 27

<table>
<thead>
<tr>
<th>Time</th>
<th>EQUITABLE COMMUNITIES</th>
<th>HEALTHY PEOPLE AND PLACES</th>
<th>INNOVATION AND PARTNERSHIPS</th>
<th>STRONG PROFESSIONALS</th>
<th>PLANNING THE GREAT BEYOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>10:30 am</td>
<td>HUD’s New Assessment of Fair Housing Guidelines (E146)</td>
<td>Integrating Transit and Land Use Planning (E145)</td>
<td>Does Land Use Matter? Linking Place Types with Behavior (E141)</td>
<td>Fast and Fun Presentations II: Partnerships (E143)</td>
</tr>
<tr>
<td>10:30 am</td>
<td>10:45 am</td>
<td>BREAK WITH EXHIBITORS (F150)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45 am</td>
<td>12:15 pm</td>
<td>Creating and Sustaining Community Through the Arts (E146)</td>
<td>From Data to Planning Action (E145)</td>
<td>Planning Matters to You: Communications (E141)</td>
<td>Leading Amidst Impossible Demands (E143)</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>1:45 pm</td>
<td>LUNCH AND KEYNOTE SPEAKER: Hazel Borys (PDX Ballroom)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 pm</td>
<td>3:30 pm</td>
<td>WASHINGTON APA ANNUAL MEETING (PDX Ballroom)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 pm</td>
<td>3:30 pm</td>
<td>Bikes + Transit: Building on Plans (E148)</td>
<td>Moving Main Street to Action (E145)</td>
<td>Planning as Storytelling (E143)</td>
<td>Achieving Consensus - Making Tough Decisions (E141)</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>3:45 pm</td>
<td>BREAK WITH EXHIBITORS (F150)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:45 pm</td>
<td>5:15 pm</td>
<td>Promoting Community Development Through Incubators (E143)</td>
<td>Balancing Regulations to Create Great Cities (E141)</td>
<td>Collaborating with Honey, Not Vinegar (E146)</td>
<td>Legislative Advocacy Skills for Planners (E148)</td>
</tr>
<tr>
<td>5:15 pm</td>
<td>7:00 pm</td>
<td>RECEPTION, WA APA RAFFLE • Featuring Glencoe High School Jazz Band (PDX Ballroom Foyer)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 pm</td>
<td></td>
<td>PUB CRAWL and SCAVENGER HUNT</td>
<td>Use your mobile phone to take photos of certain items at each Crawl spot. Prizes to be won! Maps available at Registration desk.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Friday, October 28

<table>
<thead>
<tr>
<th>Time</th>
<th>EQUITABLE COMMUNITIES</th>
<th>HEALTHY PEOPLE AND PLACES</th>
<th>INNOVATION AND PARTNERSHIPS</th>
<th>STRONG PROFESSIONALS</th>
<th>PLANNING THE GREAT BEYOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>10:30 am</td>
<td>Retrofitting the Burbs for Transit (E141)</td>
<td>Plan4Health: Pierce County, WA and Umatilla County, OR (E146)</td>
<td>Regulating Vacation Rentals (E143)</td>
<td>What’s Your Story? Captivating Planning Through Communication (E145)</td>
</tr>
<tr>
<td>10:30 am</td>
<td>10:45 am</td>
<td>BREAK WITH EXHIBITORS (F150)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30 pm</td>
<td>1:45 pm</td>
<td>LUNCH AND KEYNOTE SPEAKER: Joe Minicozzi (PDX Ballroom)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 pm</td>
<td>3:30 pm</td>
<td>Funding Transportation with Impact(ful) Fees (E146)</td>
<td>Two Cities, One Mission: Vision Zero (E148)</td>
<td>Economic Cartography (E145)</td>
<td>Making Yourself Indispensable: Key Insights for Emerging Professionals (E143)</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>3:45 pm</td>
<td>BREAK WITH EXHIBITORS (F150)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:45 pm</td>
<td>5:15 pm</td>
<td>Do Sweat the Hard Stuff (E148)</td>
<td>Making Parking Management (Almost) Painless (E143)</td>
<td>Opportunities for Urban Freeway Mitigation (E146)</td>
<td>Local Land Use and State Agency Coordination: How Does SEPA and SAC Work at the Local Level? (E145)</td>
</tr>
</tbody>
</table>
AICP CERTIFICATION

CERTIFICATION MAINTENANCE:
Members of the American Institute of Certified Planners (AICP) are required to engage in continuing education to maintain certification. AICP members must earn a total of 32 Certification Maintenance (CM) credits every two years. Reporting periods for new AICP members begin the January after they become AICP members.

A minimum of 1.5 credits must be on the topic of ethics, and another 1.5 credits must be on the topic of current planning law. AICP members may carry over a maximum of 16 credits from one reporting period into the subsequent reporting period; however, ethics and planning law credits cannot be carried over to the next two-year reporting period.

HOW CAN I EARN CM CREDITS?
Thousands of continuing education opportunities are available on the web and at meetings around the country. The APA (www.planning.com), Oregon APA (www.oregonapa.org), and Washington APA (www.washington-apa.org) have extensive information on activities that qualify for CM credit. This conference qualifies for up to 14 credit hours. CM credit hours approved are noted next to each session description.

HOW CAN I LOG CM CREDITS?
Every AICP member has a personal online CM log. Use your APA ID and password to log in at www.planning.org, search for CM activities, rate them, and submit them to your CM log. All workshops and sessions identified herein, where CM is shown, are approved for credit. Select the activity, then enter the credits for the sessions or workshops attended. If you have questions about how to do this, email APA at aicpcm@planning.org.

OTHER QUESTIONS?
To find out more about Certification Maintenance, check out APA’s frequently asked questions page: www.planning.org/cm/faq.htm, or send them an email at aicpcm@planning.org. APA is committed to making the Certification Maintenance program work for you and responding to your comments and feedback.
**MOBILE WORKSHOPS**

**Wednesday, October 26**

**9:00 am – 12:00 pm**

**Explore the Vision (+ Real Plans Underway) for the Lloyd District (Walking Tour)**

2.5 CM

SPEAKERS: Carol Mayer-Reed, FASLA, Mayer/Reed, Inc.; Mark Raggett, City of Portland – BPS; Eve Nilenders, Go Lloyd

*Portland’s Lloyd District is the state’s second largest concentration of the workforce in the region. It is well served by transit, close to downtown and becoming a desirable place to work, eat, shop, stay and reside. From the convention center, large sports and entertainment venues to high-rise office buildings to the realities of a worn-out, aging urban shopping center, join us for an exploration and discussion of how Portland is creating its next vibrant mixed-use district and livable neighborhood.*

**9:00 am – 4:30 pm**

**Sustaining the Gorge – Balancing Resources, Managing Expectations**

6 CM

MODERATOR: Alwin Turiel, AICP, PMP

SPEAKERS: Kristen Stallman, ODOT; Don Hardy, BergerABAM and Scott Keillor, BergerABAM

*This mobile workshop will focus on joint use and regulation in the Columbia Gorge National Scenic Area. The Gorge is a popular recreational destination that also functions as a “working river” for competing uses such as freight movement and tribal activities.*

**10:00 am – 2:00 pm**

**Vancouver’s Waterfront Renaissance – Reconnecting to the Great River of the West**

3 CM

MODERATOR: Chad Eiken, AICP/Larry Vasquez, AICP, City of Vancouver, WA

SPEAKERS: Brian Carrico, Berger/ABAM; David Sacamano, Berger/ABAM; Chad Eiken, AICP, City of Vancouver

*Vancouver is the largest Washington city on the Columbia River. Founded as a river trading post 150 years ago, Vancouver’s downtown has been separated from its historic waterfront by a 100 year-old railroad berm. Land beyond the berm was home to marine shipping and heavy industrial uses. Today, the shipyards, paper mills, and warehouses are long gone, and the waterfront is undergoing a surge in urban redevelopment and renewal. Through a unique public/private partnership fostered by the City of Vancouver, connections through the railroad berm have reconnected over 40 acres of this former industrial land to the downtown core. With key streets now in place, urban-scale master planned developments by both a private development group and the Port of Vancouver that may lead to over $1 billion in new construction are taking shape, and a new seven acre, $25 million city park with connections to the existing Waterfront Renaissance Trail is under construction. Tour leaders will discuss the collaborative planning and funding efforts that led to this once-in-a-lifetime opportunity to reclaim Vancouver’s Waterfront, the tools used to catalyze it, the complex environmental and development process that was required, and the exciting mixed use projects that will be under construction in the very near future.*

**10:00 am – 2:00 pm**

**Take a Ride on the Orange Line: Portland to Milwaukie Light Rail Transit**

3 CM

TriMet opened its new 7.3 mile long MAX Light Rail Transit and multi-modal transportation improvements in September, 2015, joining downtown Portland to historic downtown Milwaukie, Oregon, and beyond. Remarkable in its innovation and approach to sustainability and community, the Orange Line is about place-making and civic architecture. Hear how the new transit line is changing the urban fabric of neighborhoods and industrial brown fields along the way. Experience the unique urban design of the stations and robust public art program. Walk (and take selfies) on the iconic Tilikum Crossing, the nation’s first multi-modal transit bridge without automobiles.

**1:00 – 5:00 pm**

**Under Pressure: The Evolution of the Central Eastside**

3.5 CM

MODERATOR: Robin Scholetzky, AICP, UrbanLens Planning

SPEAKERS: Kelley Roy, Portland Made/ADX; Michael Tevis, Intrinsic Development; Sydney DeLuna, Ecotrust

*Join us for a mobile tour that explores the challenges and solutions to fostering an employment district, where new and historical manufacturing can thrive along with office uses and the arts. Explore by visiting (by bicycle) three unique sites that provide incubator and manufacturing space and food production.*
KEYNOTE SPEAKERS

THURSDAY KEYNOTE LUNCH
Urbanism in the Columbia Region:
The Paybacks of Beloved Places
0.5 CM ................................................................. Portland Ballroom
Washington APA Awards
SPEAKER: Hazel Borys, PlaceMakers
HAZEL BORYS is Managing Principal and President of PlaceMakers, an urban design, coding, and place-based marketing firm working throughout the US and Canada. She guides governments through policy and land use law reforms — allowing walkable, mixed-use, compact, resilient places to develop by-right — and helps developers get things built under the increasingly prevalent form-based codes of the new economy. Hazel is an electrical engineer with an MBA. She is the organizer of the Placemaking@Work webinar education series and the SmartCode Workshop, board member of the Transect Codes Council, coauthor of the Codes Study, and blogger on PlaceShakers.

FRIDAY KEYNOTE LUNCH:
The Dollars and $ense of Downtown Development
0.5 CM ................................................................. Portland Ballroom
Oregon APA Awards
SPEAKER: Joe Minicozzi, Urban3
JOE MINICOZZI is the principal of Urban3, a consulting firm created by Asheville real estate developer, Public Interest Projects. Urban3’s work in pioneering geo-spatial representation of economic productivity has prompted a paradigm shift in understanding the economic potency of urbanism and the value of well designed cities. Their studies for municipalities across the United States and Canada have affected the reevaluation of public policy and a broader understanding of market dynamics created by tax policy.

Joe is a sought after lecturer on city planning issues and his work has been featured in numerous journals and at international conferences. He is a founding member of the Western North Carolina-based, non-profit Asheville Design Center. He holds a Bachelor of Architecture from the University of Miami and Master of Architecture and Urban Design from Harvard University.
SESSION DESCRIPTIONS
Thursday, October 27

8:00 am – 9:00 am
REGISTRATION & NETWORKING

9:00 am – 10:30 am
HUD’s New Assessment of Fair Housing for Planners
1.5 CM (LAW) ................................................................................................... E146
MODERATOR: Lauren Walker Lee, Fair Housing Center of Washington
SPEAKERS: Louise Dix, Fair Housing Council of Oregon; Zoe Ann Olson, Intermountain Fair Housing Council, Inc.; Marley Hochedoner, Northwest Fair Housing Alliance
An overview of the HUD’s new Affirmatively Furthering Fair Housing (AFFH) regulations and a discussion of how to use the Assessment of Fair Housing (AFH) reporting tools for planners, government and elected officials that are required in order to be eligible for CDBG/ HOME/ESG funds.

Integrating Transit and Land Use Planning
1.5 CM ................................................................................................................ E145
SPEAKERS: Stephen Hunt, King County Metro Transit; Aaron Gooze, AICP, Fehr & Peers; Alicia McIntire, Parametrix
In developing their new Long Range Plan, King County Metro Transit integrated transit service, land use planning, coordination with cities and big picture thinking. The process included using innovative data analysis tools and exploring the role of evolving transportation options to create a comprehensive regional transportation network.

Does Land Use Matter? Linking Place Types with Behavior
1.5 CM ................................................................................................................ E141
MODERATOR: Evan Manvel, DLCD
SPEAKERS: Cody Meyer, DLCD; Tara Weidner, PE, ODOT; Erin Wardell, AICP, Washington County
Comparing the existing built environment characteristics and observed travel behavior to future land use plans allows planners to explore how changes to the built environment can affect household travel. This session will present planning tools and methodologies that can help planners use land use typologies to quantify transportation outcomes.

10:30 am – 10:45 am
BREAK & EXHIBITS

10:45 am – 12:15 pm
Creating and Sustaining Community Through the Arts
1.5 CM ................................................................................................................ E146
MODERATOR: Deborah Munkberg, AICP, 3 Square Blocks
SPEAKERS: Amy McBride, City of Tacoma; Jenny Crooks, Seattle Office of Arts and Culture; Eloise Damsrosch, Regional Arts and Cultural Council
How are communities in the Pacific Northwest seeking to enhance quality of life through arts and cultural programming? What are the challenges and what has been working? This session will address these and other questions about the innovative strategies being used by public arts programs in the Pacific Northwest.

Fast and Fun Presentations II: Partnerships
1.5 CM ................................................................................................................ E143
MODERATOR: Anna Dearman, Mackenzie
SPEAKERS: Brent Bybee, Wasco County; Annie Gorski, City of Salem; Rebecca Kennedy & Kate Rogers, City of Vancouver; Richard Ross, Oregon Paleo Lands Institute; Becky Steckler, OAPA; Mike Westling, Brink; Seth Otto, MFA; Deb Meihoff, Communitas.
Presenters will use the “fast and fun” format to explore partnerships in planning. The cast of partners in these stories ranges from nonprofits, state agencies, and local governments to marijuana growers and homebrewers. We’ll learn how partnerships can turn bad, and how planners can play a role in supporting new and innovating partnerships.

Land Change Monitoring & Mapping in Real-Time
1.5 CM ................................................................................................................ E148
MODERATOR: Doug Peters, WA Dept. of Commerce, Growth Management Services
SPEAKERS: Kenneth Pierce, Jr., PhD., WA Dept. of Fish and Wildlife, Habitat Program, Science Division; Allan Johnson, WA Dept. of Commerce, Research Program; Colin Hume, WA Dept. of Ecology, Shorelands and Environmental Assessment Program
Learn about 3 exciting new technology applications being used to monitor land development and cover changes, strategically plan for habitat and ecosystem protection, and provide high-quality data to assist in better long term land use planning for future growth. Includes watershed characterization, high resolution change detection, and permit mapping applications.
From Data to Planning Action
1.5 CM ................................................................. E145
MODERATOR: Eric Main, AICP, Oregon Health Authority
SPEAKERS: Rad Cunningham, MPH, MPA, Washington State Dept. of Health; Amy Pow, MA, MCIP, Tacoma-Pierce County Health Department; Jason Sullivan, City of Bonney Lake

Introduction best practices, from data to plan implementation, to create plans for promoting total well-being and healthy communities. Health data tracking tools from both States and a research-evidence based toolbox will be presented. A comprehensive plan example will demonstrate how these tools are applied to yield healthy community outcomes.

Planning Matters to You: Communications
1.5 CM ..................................................................................... E141
SPEAKERS: Clifford Higgins, Metro; Leslie Carlson, Brink Communications; Evan Manvel, DLCD

Three communications experts discuss how to get more mileage out of your planning with storytelling that leads to successful public engagement.

Leading Amidst Impossible Demands
1.5 CM ..................................................................................... E143

Description

Farmland Transfer and Strong Community Food Systems
1.5 CM ................................................................. E148
SPEAKERS: Great Holms, 1000 Friends of Oregon; Nellie McAdams, Rogue Farm Corps; Rob Hallyburton, DLCD

Learn about research on farmland ownership and transfer, and discuss innovative tools to encourage smart farmland transfer and access by diverse aspiring farmers.

2:00 pm – 3:30 pm
Bikes + Transit: Building on Plans
1.5 CM ..................................................................................... E148
MODERATOR: Gerik Kransky, Bicycle Transportation Alliance
SPEAKERS: Jeff Owen, TriMet; Catherine Ciarcio, CH2M; Drusilla van Hengel, PhD, Nelson/Nygaard Consulting Associates

TriMet has recently completed its first ever Bike Plan to serve as a roadmap to guide future investments in biking infrastructure and amenities for access to transit. Learn how to apply a similar effort in your community and share what works best for improving transit access in your area.

Moving Main Street to Action
1.5 CM ..................................................................................... E145
MODERATOR: Gabriel Silberblatt, BDS Planning & Urban Design
SPEAKERS: Karen Selander, City of Seattle, and Boris Borisov, City of Spokane

Neighborhood-scale revitalization is one of the most effective tools for improving the economic, social, and environmental health of our communities. This panel will take the audience through three key steps to creating a healthy, thriving Main Street: strategic planning, organization development, sustainable funding, and how city governments can support this process.

Planning as Storytelling
1.5 CM ..................................................................................... E143
SPEAKERS: Kristina Cerise, AICP, Cerise Consulting; Erika Rhett, AICP, BERK Consulting

Our communities are more than physical places, they are filled with stories rich in meaning and connection. Understanding storytelling strengthens our work—it affects our approach and helps us have more productive conversations with our communities. Come to discover this ancient art that will transform your modern practice.

Achieving Consensus - Making Tough Decisions
1.5 CM ..................................................................................... E141
MODERATOR: Andrés Mantilla, CBE Strategic; Brian Scott, BDS Planning & Urban Design
SPEAKERS: Beth Dufek, BDS Planning & Urban Design; Andrés Mantilla, Ceis Bayne East Strategic

Consensus-building requires substantive facilitation, clear communication, individual and group engagement, and a collective sense of ownership. In this session, expert facilitators will lead a training session that teaches participants about the interactive approaches to a consensus-driven, public decision-making process. Participants will leave with techniques and tools for success.

Landslide Hazards – Two Years After Oso: An Interdisciplinary Approach
1.5 CM (ETHICS) ............................................................. E146
SPEAKERS: David Sherrard, Environmental Planner; Richard Iverson, PhD, USGS; Tricia Sears, Oregon LCDC; Stephen Slaughter, WA DNR Geologic Hazards Mapping

Geologists and planners will discuss the current scientific information on landslide mechanics and assess issues relating to how to identify, assess, communicate and regulate landslide hazards. As seen in the Oso landslide, this is an example of a hazard with a statistically low probability of occurrence but that can have devastating consequences when they occur.
3:30 pm – 3:45 pm
BREAK & EXHIBITS

3:45 pm – 5:15 pm
Promoting Community Development through Incubators
1.5 CM (ETHICS).................................................................E143
SPEAKERS: Kara Martin, MUP, AICP, Healthy Community Planning, LLC; Radhika Nair, Community Attributes, Inc.; Nathan Teske, Hacienda Community Development Corporation
Business incubators are an innovative community development tool being used to spur local economies through creating jobs and supporting new businesses in a range of industries. This session shares findings of a local incubator study and two regional examples, the Portland Mercado and SeaTac-Tukwila (WA)’s Food Innovation Network kitchen incubators.

Balancing Regulations to Create Great Cities
1.5 CM (LAW).................................................................................E141
MODERATOR: Evan Manvel, DLCD
SPEAKERS: Dan Bertolet, Sightline Institute; Tony Jordan, PDX Shoupistas; Laura Buhl, DLCD
A discussion of where zoning, housing, transportation, and parking laws have exacerbated problems (or slowed solutions) and could be re-balanced to better meet local community goals. Includes ways to reform the rules so they accelerate the creation of great cities.

Collaborating with Honey, Not Vinegar
1.5 CM ..............................................................................E146
MODERATOR: Kendra Breiland, AICP, Fehr & Peers
SPEAKERS: Kristen Overleeese, PE, City of Kenmore; Sarah Langton, Langton Speith
To draw attention to the need for transit service on SR 522, Kenmore, Shoreline, Lake Forest Park, and Bothell joined forces. Hear how common goals were identified, conflicts were managed, and how the Cities managed to pull off a “Quad City Council Meeting” and joint letter to Sound Transit.

5:15 pm – 7:00 pm
RECEPTION AND WA APA RAFFLE
MUSIC BY GLENCOE HIGH SCHOOL JAZZ BAND
..........................................................PDX Ballroom Foyer

7:00 pm
PUB CRAWL
Maps available at the Registration desk.

SAVE THE DATE
Columbia River Regional Forum
SPRING 2017
Friday, October 28

8:00 am – 9:00 am  
REGISTRATION & NETWORKING

9:00 am – 10:30 am  
Retrofitting the Burbs for Transit

1.5 CM ................................................................................................................E141

MODERATOR: Kendra Breiland, AICP, Fehr & Peers
SPEAKERS: Rebecca Kennedy, City of Vancouver, WA; Chris Craig, City of Burien; John Owen, AICP, Makers Architecture
This session will discuss recent experiences planning for changing suburban communities in the Northwest. The session will focus on specifics about how these communities are changing, how our planning responses should change, and specifically these communities are undertaking the herculean effort of retrofitting themselves to be walkable and accommodate transit.

Plan4Health: Pierce County, WA and Umatilla County, OR

1.5 CM ................................................................................................................E146

MODERATOR: Becky Steckler, AICP, OAPA
SPEAKER: Tamra Mabbott, Umatilla County; Hannah Miner, Puyallup Watershed Initiative’s Active Transportation Community of Interest
This session highlights the work of planners and health professionals in Pierce County, WA and Umatilla County, OR to integrate land use and public health from their unique perspectives—one more urban and established, one brand new and rural—to promote physical activity and increase access to healthy foods while working with a diverse coalition.

Regulating Vacation Rentals

1.5 CM (LAW)...................................................................................................E143

MODERATOR: Denny Egner, FAICP, City of Milwaukie
SPEAKERS: Richard Sepler, AICP, City of Bellingham; Beth Goodmann, ECONorthwest; Sandra Wood, City of Portland
The use of AirBnB and VRBO has exploded across the northwest. Hear about the tools used to regulate these uses, not just in communities that face a high level of tourism but also in smaller, less visited, communities that want a reasonable process for allowing vacation rentals.

What’s Your Story? Captivating Planning through Communication

1.5 CM ................................................................................................................E145

SPEAKERS: Jon Pheanis, AICP, MIG, Inc.; Alex Dupey, AICP, MIG, Inc.; Tim Carroll, MIG Inc.
Who are we really trying to hear from, and are we really communicating effectively to reach our intended audience? This session will explore better ways to engage and communicate with the public. Participants will take home techniques to build excitement for a plan or project, while building long-term supporters and champions.

10:30 – 10:45 am  
BREAK & EXHIBITS
...............................................................................................................................F150

10:45 am – 12:15 pm  
Advocating for Good Planning Law in Washington State

1.5 CM ................................................................................................................E148

MODERATOR: Esther Larsen, JD, APA Washington Legislative Co-Chair
SPEAKERS: The Hon. Sherry Appleton (D) 23rd District, Washington State Legislature; Shane Hope, AICP, City of Edmonds; John Owen, AIA, Makers Architecture and Urban Design; Joe Tovar, FAICP, Tovar Planning
Learn about APA Washington’s successes advocating for good planning law, both at the state Capitol and at the ballot box, and hear updates about important state and regional issues being addressed this Fall, in the 2017 legislative session, and beyond.

Falling Forward: Two Northwest Waterfalls and the Revitalization of Historic Waterfronts

1.5 CM ................................................................................................................E146

MODERATOR: Christopher Green, AICP, City of Salem
SPEAKERS: Leroy Eadie, City of Spokane Parks and Recreation; Kelly Moosbrugger Reid, AICP, City of Oregon City; Christina Robertson-Gardiner, AICP, City of Oregon City
Derelict industrial waterfronts, a World’s Fair, and spectacular waterfalls on the Spokane and Willamette Rivers will serve as the backdrop for a look at how planning for parks, preservation, and downtown revitalization has evolved over the past 40 years – and how much remains the same.
Creative Infrastructure Finance: Through the Lens of Developers & Cities
1.5 CM ......................................................................................................................... E145
MODERATOR: Anthony Martin, FCS Group
SPEAKERS: Todd Chase, AICP, LEED AP, FCS Group; Colin Cooper, AICP, City of Hillsboro; Brenner Daniels, Holland Residential
Recent large-scale annexations in South Hillsboro, South Cooper Mountain and Tigard River Terrace have utilized a holistic life cycle approach to funding infrastructure. This presentation will focus on innovative partnerships, with special attention paid to finding the right public-private financing approach and stakeholder collaboration endemic to each successful development.

Ethics and Housing: A Challenge for Northwest Planners
1.5 CM (ETHICS) ...................................................................................................... E141
MODERATOR: Philip Farrington, AICP, City of Springfield
SPEAKERS: Steve Butler, FAICP, Municipal Research and Services Center; Dr. Lisa Bates, PSU, Center for Urban Studies; Sarah Lewontin, Bellwether Housing
Ethics and Housing will challenge planners to think about whether they are doing enough to address the problems associated with housing and affordable housing in the northwest. The session will address whether planners have an ethical responsibility to work for housing solutions for all members of their communities.

Keeping Rural Residential and Economic Development to Character
1.5 CM ......................................................................................................................... E143
MODERATOR: Robert “Doc” Hansen, Kittitas County
SPEAKERS: Peter Dykstra, JD, MPA, Plauche and Carr LLP; Tom Hogue, DLCD; Angela San Filippo, AICP, City of Ellensburg
Rural character is constantly being affected from water shortage, slow economic growth, and GMA urban standards. Hear from the panel how water banking, successful rural economic plans, and coordinated rural planning are addressing this challenge.

2:00 pm – 3:30 pm
Funding Transportation with Impact(ful) Fees
1.5 CM ......................................................................................................................... E146
MODERATOR: Kendra Breiland, AICP, Fehr & Peers
SPEAKERS: Terry Moore, AICP, ECONorthwest; Sophie Stimson, City of Olympia; Christine Leon, PE, Portland Bureau of Transportation
Traditional impact fee programs fund roadway projects, yet more communities are looking at ways to include infrastructure that serves alternative modes. We will provide an overview of the challenges facing communities in funding these facilities using impact fees, followed by case studies in Oregon and Washington.

Two Cities, One Mission: Vision Zero
1.5 CM ......................................................................................................................... E148
MODERATOR: Rebecca Sanders, PhD, Toole Design Group
SPEAKERS: Margi Bradway, Portland Bureau of Transportation; Jim Curtain, City of Seattle; Catherine Ciarlo, CH2M Hill
This session provides insights from the public and private partners working on Vision Zero efforts in Portland and Seattle. Participants will leave equipped with a greater understanding of the opportunities and challenges of pursuing Vision Zero as data-driven and community-responsive framework for improving traffic safety and increasing community livability.

Economic Cartography
1.5 CM ......................................................................................................................... E145
SPEAKERS: Will Dowdy, CNU, LEED-AP, City of Eugene; Anne Fifield, City of Eugene; Sarah Zaleski, City of Eugene
Economic Cartography is the mapping and visual presentation of land value, employment and taxes. As the work of Urban3 and others gains traction, some community advocates may want to apply this thinking locally. This session will cover the basic principles, and then dive into aspects of local calibration and implementation.

Making Yourself Indispensable: Key Insights for Emerging Professionals from (Almost) Functioning Planners
1.5 CM ......................................................................................................................... E143
MODERATOR: Nikole Coleman, AICP, City of Seattle
SPEAKERS: Scott Kuhta, AICP, Washington State Dept of Commerce; Brandon Rapez-Betty, Spokane Transit; Kate Blystone, Pipeline Safety Trust; Ami Keiffer, Business Oregon
With so many paths a new planner could take (government, consulting, nonprofit, barista), the goal of this session is to provide insight on what each of those paths may look like. This session will bring together planners from human services, communications, and different levels of government in a conversation with the audience.
Beyond Integration:
Land Use and Transportation Together
Integrating Land Use-Transportation
(Successful Case Studies from 3 Cities)

3:30 pm – 3:45 pm
BREAK & EXHIBITS

3:45 pm – 5:15 pm
Do Sweat the Hard Stuff

Making Parking Management (Almost) Painless

Opportunities for Urban Freeway Mitigation

Local Land Use and State Agency Coordination: How Does SEPA and SAC Work at the Local Level

SAVE THE DATE

OAPA / ISOCARP JOINT CONFERENCE
October 24-27, 2017
Oregon Convention Center
OAPA AWARDS

Professional Achievement in Planning: Portland Comprehensive Plan, with special recognition of the Map App as an defining feature of the work Salmonberry Trail

Public Involvement and Participation: Astoria Parks & Rec Master Plan

Student Achievement in Planning: Pathway 1000

Distinguished Leadership – Lifetime Achievement: Hanley Jenkins

Distinguished Leadership – Professional Planner: Don Burt

Distinguished Leadership by an Elected or Appointed Official: Lawrence Weberg

Emerging Professional: Pam Phan

Betty Niven Award for Distinguished Leadership in Affordable Housing Advocacy: Ellen Johnson

WA APA/PAW JOINT AWARDS

Planning - Large Cities
PROJECT: City of Kent Park and Open Space Plan 2016
HONOR AWARD: City of Kent; Berger Partnership

Planning - Small Cities
PROJECT: Monroe 2015-2035 Comprehensive Plan
HONOR AWARD: City of Monroe
PROJECT: East Sumner Subarea Plan
HONORABLE MENTION: City of Sumner

Planning - Small Cities and Counties
PROJECT: Subarea Plan and Planned Action EIS: Center for Innovation and Technology - AKA Northern State Hospital
HONOR AWARD: City of Sedro-Woolley

Sustainability
PROJECT: Sunshine Alley Design Plan
HONOR AWARD: Town of Friday Harbor

Transportation Planning
PROJECT: Alabama Street Multimodal Safety Improvements
HONOR AWARD: City of Bellingham Public Works

Students
PROJECT: Seattle’s Public Stairways
HONOR AWARD: Seattle University Bachelor of Public Affairs Program
ACKNOWLEDGEMENTS

CONFERENCE COMMITTEE

Executive Committee
Serah Breakstone, AICP - Conference Co-Chair, DOWL
Amanda Smeller - Conference Co-Chair, City of Woodland
Tamra Mabbott - Advisor, Umitilla County
Josh Peters, AICP - Advisor, APA Washington

Administration
Stephanie Kennedy - Event Manager, Total Event Connection and OAPA
Lori Servin - Registration Manager, Action Registration
Amy Park - Graphics, Park Creative

CONFERENCE COMMITTEE LEADERSHIP

Program:
Kendra Breiland, AICP, Fehr & Peers
Nikole Coleman, AICP, City of Seattle
Alex Dupey, MIG, Inc.

Sponsorship / Exhibitor:
Kendra Breiland, AICP, Fehr & Peers
Chad Eiken, City of Vancouver, WA
David Krogh, AICP, Krogh Planning

Mobile Workshops:
Ali Turiel, AICP, PMP, DLCD
Dinah Reed, Yakima County Public Services
Larry Vasquez, City of Vancouver, WA

Host:
Chad Eiken, City of Vancouver, WA
Larry Vasquez, City of Vancouver, WA
Scott Whyte, AICP, City of Beaverton

Keynote Speaker:
Terri Harding, AICP, City of Eugene
OREGON CHAPTER

The OREGON CHAPTER of the American Planning Association supports and educates our communities about the value of planning, while advocating for effective planning programs and practices statewide. These activities help to assure Oregon’s planners are professionally knowledgeable and empowered to create and implement balanced, informed, and visionary plans for their communities.

Find out more, and how you can get involved, at www.oregonapa.org.

BOARD OF DIRECTORS

President...........................................................................................................................Jeannine Rustad, JD
Immediate Past President ..........................................................................................Jason Franklin, AICP
Vice President ............................................................................................................Tamra Mabbott
Secretary ......................................................................................................................Rebekah Dohrman
Treasurer ....................................................................................................................John Roberts
Board Members at Large ............................................................................................Ann Pytynia, AICP
..................................................................................................................................Alex Dupey, AICP
..................................................................................................................................Zach Galloway, AICP
..................................................................................................................................Tom Humphrey, AICP
City Planning Commission Representative .................................................................Will Smith
County Planning Commission Representative ............................................................Brad Bennington
Chair of Legislative and Policy Affairs ........................................................................Damian Syrnyk, AICP
Professional Development Officer ..............................................................................Aaron Ray
Chair of Education and Outreach ..............................................................................Brian Campbell, FAICP
Faculty Liaison University of Oregon .........................................................................Richard D. Margerum, PhD
Faculty Liaison Portland State University ................................................................Greg Schrock, PhD
Student Representative University of Oregon ...........................................................Rodney Bohner
Student Representatives Portland State University ....................................................Lea Anderson

COMMITTEE CHAIRS

Awards Committee Chair ..........................................................................................Katie Mangle
Ethics Committee Chair ..............................................................................................Dennis Egner, FAICP
Membership Committee Chair ..................................................................................Alex Dupey, AICP
Emerging Planners Group Chair ................................................................................Kirsten Tilleman
Legislative and Policy Affairs Committee Chair .......................................................Damian Syrnyk, AICP
Professional Development Committee Chair ..........................................................Aaron Ray
Education and Outreach Committee Chair ..............................................................Brian Campbell, FAICP
The Washington Chapter of the American Planning Association is an organization of people with an interest in land use, housing, transportation, environmental, economic and social planning. Among others, our membership includes citizen planners, planning commissioners and other planning officials, and professional planners within the state of Washington and elsewhere.

**EXECUTIVE BOARD**

President...............................................................................................................................Paula Reeves, CTP  
Vice President....................................................................................................................... Josh Peters, AICP  
Immediate Past President................................................................................................. Ivan Miller, AICP  
Secretary.................................................................................................................................... Laura Benjamin  
Treasurer ............................................................................................................................ Matt Ransom, AICP  
Columbia Section.................................................................................................. Lilith Yanagimachi, AICP  
Inland Empire Section.......................................................................................... David Andersen  
Northwest Section ................................................................................................. Chris Comeau, AICP  
Peninsula Section ................................................................................................. Judy Surber  
Puget Sound Section............................................................................................... Stephanie Young  
Southwest Section................................................................................................. Amanda Smeller  
South Sound Section............................................................................................... Rick Walk, AICP

**STANDING COMMITTEES**

2015 National Conference............... Paul Inghram AICP and Deborah Munkberg AICP  
Awards............................................................................................................................... Steve Pilcher  
Communications .................................................. Nikole Coleman, AICP and Kim Selby, AICP  
Community Planning Assistance Team............... Bob Bengford, AICP and Patrick Lynch, AICP  
Continuing Education.......................................................... Ferdouse Oneza, AICP  
Legislative Action............................................................ Yorik Stevens-Wajda and Esther Larsen  
Membership................................................................. Geoff Appel and Talia Tittelfitz, AICP  
Planning Official Development Officer................................................................. Ryan Windish, AICP  
Professional Development Officer ............................................... Nancy Eklund, AICP  
Scholarship ................................................................. Tirrell Black, AICP  
Tribal Planning................................................................. Michael Cardwell, AICP  
UW Student Representative................................................................. Brian Manford  
EWU Student Representative ................................................................. Anthony Taylor
Creating vibrant places where people can walk, bike, use transit or drive where they want to go

If your community is interested in...

- Better bicycle and pedestrian networks
- Main street and downtown revitalization
- Parking management
- Walking-friendly streets
- Transit oriented development

*The Transportation and Growth Management Program can help!*

**Services for Local Communities**

**Planning Grants** – update transportation plans and integrate them with land use planning

**Quick Response** – identify ways to implement plans and help with multi-modal problem solving

**Code Assistance** – remove barriers to walkable communities in local zoning and development codes

**Education and Outreach** – workshops and lectures on key local topics

*TGM - Better Ways to Better Places*

[www.oregon.gov/LCD/TGM](http://www.oregon.gov/LCD/TGM)