**WEDNESDAY, OCTOBER 14**

10:30 – 11:30 am  
**Telling the Story - Engaging Community Online**  
**Speakers:** Shane Rhodes • Rebecca Gershow • Sophie McGinley • Thea Evans

In the age of COVID-19, planners are facing a new challenge of shifting public engagement completely online – and fast. Some of our projects, such as transportation improvements, were close to implementation when COVID hit, and cities needed to find a fun way to communicate openly and accessibly with as broad an audience as possible. In Eugene, transportation planners have been getting creative with Facebook Live, hosting speakers and events during May Bike Month to keep the positive energy flowing as much as possible. During this session, Shane Rhodes will demonstrate the online platform used during bike month and discuss pros, cons, and lessons learned. On the other end of the timing spectrum, Eugene’s urban reserves process is planning for the next two generations, carefully evaluating land all around Eugene for the best places to grow once our land supply within the urban growth boundary starts to fill in. Urban reserves is a complex, technical project guided by state law and administrative rules, so explaining the steps in the process and what kind of options we have takes masterful writing and visual storytelling. For this project, the team decided to use ESRI Story Maps to walk the public, committees, and decision makers through the analysis, with short concise write-ups and beautiful, clear graphics throughout. Thea Evans, our GIS Analyst built two story maps for urban reserves, and she will walk session attendees through the materials and discuss the iterative process of creating the final product. Panelists will round out the presentation by showing and telling other digital components such as videos, surveys, and a virtual open house on our online engagement platform, Engage Eugene

10:30 – 11:30 am  
**Racial Equity in Urban Placemaking**  
**Speakers:** Ishmael Nuñez • Jackie St. Louis

During the interactive webinar, participants will have the opportunity for real-time equity work individually and organizationally. Participants will learn briefly how racism manifests itself in urban planning and will begin to understand how to embed racial equity in the practice of placemaking. Attendees will learn practical and effective short, medium, and long-term strategies that will help their organizations increase their equity lens and be more equitable in their practices and programs, thereby fostering accountability.

11:45 am – 12:45 pm  
**Race, Housing and Aesthetics**  
**Speakers:** Rob Zoeller, AICP, LEED AP ND • Jena Hughes • Nick Welch

This session will explore how the history and design of neighborhoods presents distinct opportunities and challenges to expand housing options in traditionally single-family neighborhoods. It will start with the historical context of inequitable housing practices, including racist zoning and restrictive covenants. And it will consider what opportunities made it possible for people to move into certain neighborhoods, and what barriers may have kept some people out. It will also explore the design of the built environment from an urban and suburban perspective. Two case studies will be presented. Seattle, WA will cover the urban perspective, and Beaverton,
OR will represent the suburban. By comparing and contrasting these two case studies, the session will raise the questions: How might introducing new housing types into existing neighborhoods look different for urban and suburban communities? And how might it expand opportunities for people traditionally denied access to these neighborhoods?

11:45 am – 12:45 pm
Pathways to Coastal Hazards Resilience Planning in WA and Oregon
Speakers: Nicole Faghin

In this session we will look at different scales and approaches focused on coastal hazard resilience. What approaches are being tried? What are the tools being used? How are communities being engaged? What is the role of tribes, planners, local government, state government, non-profits and others in these efforts? Who else needs to be involved? These and other questions will be answered in this session. Speakers will focus on a range of plan and implementation actions taken in Oregon and Washington over the past few years.

1:00 – 2:00 pm
Planning for Hazards Mitigation & Economic Resilience in Oregon
Speaker: Tricia Sears

The Planning for Hazards Mitigation & Economic Resilience session will emphasize relying on community relationships and the importance of breaking down silos in areas such as current planning, transportation, economic development, emergency management response, public works, and hazard mitigation fields. In addition to underscoring the relationships, tools, and assets that communities already have in these key areas, DLCD presenters will help communities brainstorm and troubleshoot challenges they are currently facing as a result of the pandemic, wildfire, and other hazards we all live with every day. Planners will leave this session feeling empowered to recognize and respond to opportunities to support and grow economically resilient communities.

1:00 – 2:00 pm
Speculations on Middle Housing in Oregon and Washington
Speakers: Ben Sturtz • Andy Silver • Melissa Mailloux, AICP • Andre Baugh

This session will focus on speculation about how middle housing will be implemented in Oregon and Washington, the different approaches being used (incentives versus mandates), and their potential impacts to communities and production of more affordable housing.

2:15 – 3:15 pm
Here comes the Neighborhood: Missing Middle in Washington
Speakers: Anne Fritzel, AICP • Tyler Bump • Marco Lowe

While Oregon adopted a top-down model to require missing middle housing, the Washington state legislature adopted an incentive-based model to provide grants to cities to adopt plans and regulations to increase residential building capacity. If cities do adopt missing middle regulations, how are builders responding? What encourages developers to build missing middle housing once these are in the zoning code? Why would a builder build an ADU with the main house, or choose a duplex, triplex, or other attached housing unit. How does location, infrastructure and jobs matter? What does the price structure look like? Is missing middle delivering on the promise?
2:15 – 3:15 pm

**Leaning into the Middle Housing Maelstrom in Oregon**

**Speakers:** Matthew, Hastie, AICP • Ethan, Stuckmayer • Kol Peterson • Pauline Hardy, AICP

This session will address the following:

- HB 2001 – what it does (and doesn’t) say about middle housing
- Objectives of the model code and OARs
- The players – staff, consultants, the technical advisory committee (MCTAC), the Land Conservation and Development Commission (LCDC), and other stakeholders
- The process of putting together the model code and OARs
- Preview of key features of the code and OARs
- Panelist perspectives on challenges and opportunities for cities and counties as they implement the code and OARs.

---

**THURSDAY, OCTOBER 15**

11:30 am – 12:30 pm

**Adapting Your Equity Lens**

**Speakers:** Radhika Nair • Lisa Johnson • Kristen Holdsworth, AICP • Sally Guzman

This session explores methods for planners to integrate an equity lens in their project work: in the way policies are created, how documents are written, and in actions that should accompany them. Planning documents and policies are rooted in a history of racism and oppression across the United States. When updating existing documents and creating new policy frameworks, it is essential for the Planning community to be aware of this history and do its homework to set a new standard in public discourse. Equity can no longer be an isolated theme section at the end, or beginning, of a report or plan. Instead, analysis and writing throughout an entire document should identify gaps in racial equity and explicitly call out existing policies which contribute to racial equity gaps in the community. Our takeaways draw from a range of project work, including a case study of the City of Lynnwood’s current efforts to develop a Housing Action Plan. Lynnwood’s Housing Action Plan project provides many lessons learned in grounding a project in racial equity from the start, especially in terms of community engagement. The insights gained through the Housing Action Plan, coupled with other City efforts, are serving as the building blocks for an equitable process to update the Comprehensive Plan in 2024. We are excited to share our attempts at equity focused planning and hope to discuss ideas for continued improvement in the field with session participants. Session presenters represent city officials, community partners, and private consultant planners.

11:30 am – 12:30 pm

**But Can You Park It? A City’s Role in Managing Parking During Growth & Change**

**Speakers:** Jeff Arango, AICP • Max DeJarnatt • Caroline Chapman

The cities of Redmond, Olympia, and Seattle are partnering with Framework to propose a 75-minute session that looks at the role three communities who are working to address parking challenges in a transitioning city environment. As transit expands throughout the region and with increasing development intensity, communities must respond with new approaches to managing parking and enhancing mobility. This session will begin with a tutorial from Framework that will provide some simple “diagnostic” tools for communities that may be experiencing emerging parking challenges and an overview of strategies for parking management that support on-street parking management, commuter parking, and curb lane management.
12:45 – 1:45 pm
Planning for Oregon 2050
Speakers: Megan Horst, AICP

This session will share about and engage participants in the planning process Oregon 2050, a multi-stakeholder effort, facilitated by a team of scholars at Portland State University College of Urban and Public Affairs, which addresses the existing gap in statewide future planning. By the year 2050, Oregon may welcome 1.2 million new residents. Meanwhile, our state is in the midst of a variety of significant economic, environmental, social and population changes, and we face many uncertainties about the future (e.g. climate change, pandemics, technology). Oregon 2050 brings together leading scholars from Portland State University along with key community partners and stakeholders to collectively identify major public policy issues confronting the state and provide perspective on how to think about those issues in planning for the future.

12:45 – 2:15 pm (1.5 ethics credit)
FAICP Presents Ethics Case of the Year
Speakers: Karen Wolf, FAICP • Steve Butler, FAICP • Dennis Enger, FAICP • Paul Inghram, FAICP

Understand current planning ethics topics, including how the AICP Code of Ethics to challenging issues facing professionals. The panelists will present the 2020 Ethics Case of the Year as developed by the AICP Ethics Committee and the AICP Ethics Officer.

4:00 – 5:00 pm
Creating Projects that Last: Transportation Systems Management and Operations Implementation
Speakers: Moinca Duncan, PE, PTOE • Jim Peters, PE, PTO • Susie Serres, PE

Communities across Washington and Oregon are searching for solutions – how can community leaders provide safe and efficient multimodal transportation systems to support economic vitality and quality of life in the “new normal” of reduced funding and lower transit use? Planners can help! Transportation Systems Management and Operations (TSMO – pronounced Tiz-Mo) is a powerful set of strategies to improve transportation equity, sustainability, safety and performance. Some TSMO strategies are old stand-bys familiar to most planners, and some might be new. Integrating TSMO policies and strategies into transportation plans is a smart way to foster a resilient, nimble, flexible, and equitable transportation system. By focusing on root causes, or performance gaps, a ‘TSMO way of thinking' presents numerous opportunities before expensive traditional roadway expansion needs to be pursued OR even considered.

4:00 – 5:00 pm
From Healthy Places to Inclusive Communities
Speakers: Erin Christensen Ishizaki, AICP • Hanna Osman, MPH • Allison Zike, AICP • David Goldberg

This session will delve into planning, engagement, and implementation strategies and how a focus on people and holistic interventions can improve outcomes for marginalized groups and entire communities. Presenters will share what they are learning about how to support inclusive and resilient communities through the planning process, how to prioritize physical and mental health needs and integrate programs and services, and emerging methods that combine health, equity, and resilience approaches. The workshop will then move to small group discussion for everyone to examine the opportunities for health-equity centered practices in their daily work, learn from each other, and identify paths to begin overcoming systemic issues. We will conclude with a forum to examine the upstream drivers influencing planning decisions and processes, inspire collaboration, build a community of practice, and affect broad change.
5:15 – 6:15 pm
**The Interbay Conundrum - Jobs, Housing, Or...?**
*Speakers: Matt Hoffman • Jim Darling• Bob Bengford, AICP*

The issue that will be explored in this session is where this mixed-zoning may work, what the trade-offs are, and how it can be implemented. We will consider: Can industrial jobs be prioritized while still supporting affordable and workforce housing? Can both coexist in this neighborhood with the future addition of transit facilities? Can social and environmental equity concerns be balanced with the creation of family-wage jobs that support the maritime industry? This session will cover how the project team addressed these issues and engage a panel to discuss the potential benefits and challenges of a mixed industrial/residential zones.

5:15 – 6:15 pm
**Economic Resilience: An Accessible Framework**
*Speakers: Ariel Kane • Nicole Underwood*

The goal of this session is to provide a relevant framework that is usable in the Pacific Northwest specifically, including measures that are easily replicable, encompass equity considerations of economic development and can be used throughout a recovery process. Because the goal is to improve regional resilience, we will walk through basic public data tools, resources and strategies that can be used to understand and increase a region’s resiliency.

---

**FRIDAY, OCTOBER 16**

10:00 – 11:00 am
**Active Transportation is Critical Infrastructure**
*Speakers: Jeff Aken • Kristen Lohse, ASLA*

In this session, we’ll discuss both recent and on-going initiatives that are elevating active transportation opportunities and expanding the ROW’s role in communities across Washington, Oregon, and California. From the expansion of regional trails and local street networks to station area planning efforts, we’ll highlight key considerations related to collaboration and partnerships, funding, management, creative design opportunities, and equitable engagement.

10:00 – 11:00 am
**Leading with Equity in Climate Planning**
*Speakers: Jamie Stroble • Saba Rahman*

This session aims to share the innovative participatory planning approach utilized for the 2020 SCAP, discussing how and why frontline and BIPOC communities should have a leadership role in climate planning processes. It is important that these efforts are designed and implemented in partnership with community leaders to address broader inequities because the benefits from sustainability solutions have not always been distributed equitably.

11:15 am – 12:15 pm
**Inclusive Engagement – Crossing the Digital Divide**
*Speakers: Stephen Faust, AICP • Marisa Zapata, PhD*

A panel discussion sharing insights on best practices when engaging the public in socially distant ways. Panelists will focus on how we listen to Black, Indigenous, and people of color, along with other traditionally marginalized and underrepresented communities in decision-making. Participants will have the opportunity to share lessons have been learned as a result of the COVID-19 pandemic. This
panel will be hosted by the Community Involvement Advisory Committee (CIAC) and the Department of Land Conservation and Development (DLCD); panelists will include academic luminaries, DLCD staff, local practitioners, and other subject matter experts.

11:15 am – 12:15 pm
**Shaping the Public Realm in Oregon’s Small Towns**

**Speakers:** Zoe Anton, LEED AP ND • Daniel Pauly, AICP • Jacob Callister • Mark Gillem, PhD, FAICP, FAIA

*In planning, what you see is not always what you get. How can cities and neighborhoods move from the fairy dust of a beautiful plan to the fruition of actual change? In this session, three cities in Oregon, using three different methods, will share how they worked with their communities to plan for a public realm that would achieve the triple bottom line. Lowell developed a downtown master plan to attract new development, create a more walkable core, and solve stormwater issues. Wilsonville adopted specific design standards for the Old Town neighborhood so that new development would enhance the historical character while providing opportunities for secondary dwelling units and middle-income housing. Coburg, faced with population growth, a desire to stay within their urban growth boundary, and residents who prefer a small-town feel, developed build-out scenarios to better visualize the effects of density on the public realm. All of these innovative ways to design the public realm have led to zoning code updates which are being implemented and are shaping public spaces for the benefit of the whole community. In addition, the various planning methods all were successful in engaging a wide range of stakeholders and the plans are now moving forward with strong community buy-in for a public realm that will help economic growth, create walkable, healthier communities, and balance the use of natural resources. These plans are being put into practice as well as influencing other projects and planning in their cities, showing a much wider impact than the plans themselves. Each presenter will share how these projects brought stakeholders together, lined up financial opportunities that support community goals, and navigated neighborhood politics.*

12:30 – 1:30 pm
**Cake Day and Crowdsourcing- Innovative Outreach Approaches to Overcome Place-Based Challenges**

**Speakers:** Nick Fazio • Yosef Yip • Melissa Uland • Scott Bucklin

*This interactive moderated panel will present three speakers, working as one team across three different geographies, with brief case studies of innovative public outreach approaches that were used to overcome place-based challenges. Nick Fazio will discuss how Cowlitz County Washington used a combination of an offline mobile application and good old-fashioned community organizing to crowdsource an award-winning historic preservation plan over kitchen tables. This required merging new program design with a return to fundamentals, in order to reach people in rural communities with low digital fluency and non-existent internet access. Yosef Yip will reveal how his team engaged broadly and widely with digital natives from across the west coast by using Reddit’s “Ask Me Anything” feature. This approach helped bring critical information about proposed high-speed rail to younger constituents, who are too often missed in policy-related outreach. Finally, Melissa Uland will offer a couple examples of how to successfully pull off workshops in the digital space. Using recent WSDOT and ADOT projects as a starting point, she will help participants frame how to recreate synergy across geographies using digital platforms in the era of social distancing. The session will be moderated by Scott Bucklin, who will engage the audience and start a reflective and critical discussion about how to reach diverse audiences with different value systems and access to technology.*
12:30 – 1:30 pm

**Interactive Cloud-Based Infrastructure Planning Tools**

**Speakers:** Chuck, Green, PE • Nathan, Jones, Planner • Steve, Stuart • Ken, Pearrow,

*Presentation of GIS-based Practical Transportation and Infrastructure Solutions Query Tools along with an interactive training session.*