



OREGON GOES FOR GREEN



2010 PLANNING CONFERENCE

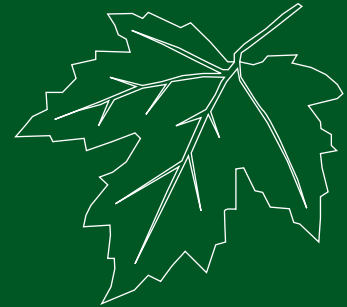


2010 Planning Conference
May 12-14, 2010

Oregon Convention Center
Portland, Oregon



American Planning Association
Oregon Chapter



www.oregonapa.org/2010Conference/

CONFERENCE INFORMATION

CONFERENCE REGISTRATION

is available online at www.oregonapa.org

Registration Prices

	March 31 or Before	After March 31	Thursday Only	Friday Only
OAPA Member	\$250	\$295	\$150	\$150
Non-Member	\$305	\$350	\$175	\$175
Full-time Students	\$45	\$45	\$45	\$45

SCHOLARSHIPS

OAPA is offering a limited number of reduced fee scholarships for the conference. Please see the conference website at www.oregonapa.org/2010Conference/ for more information. The deadline to apply is March 5, 2010.

LODGING

Attendees can receive a discounted conference rate at the DoubleTree Lloyd Center – Portland's first sustainable hotel – for \$120 plus tax. Reservations must be made by April 12, 2010 to be eligible for discount.

To make reservations, call 800-996-0510 and ask for the OAPA Conference rate.

LOCATION

The **2010 Planning Conference** will be held at the Oregon Convention Center at 777 NE Martin Luther King Jr. Blvd., Portland, Oregon 97232.

AICP Credit

Participants can earn up to 18.5 hours of AICP credit (from mobile workshops and conference sessions). AICP members are now required to obtain 32 hours of continuing education credit every two years.

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the DoubleTree Hotel – Lloyd Center. We will post our speaker presentations online, rather than have handouts at the event. We will also offer water bubblers by the meeting rooms – please bring your water bottles to fill up so we can cut down on cup waste.

Oregon Convention Center – The Oregon Convention Center is built with sustainable products and systems and has greatly enhanced Portland's national reputation as a front-runner on green building and other environmentally responsible practices. The Oregon Convention Center is the first convention center in the nation to achieve recertification from the United States Green Building Council (USGBC) at a higher rating. For more information on the Center's sustainability practices and green events, visit <http://www.oregoncc.org/sustainability/>.

DoubleTree Hotel – Lloyd Center – The Doubletree Hotel Portland is committed to sustainable practices as the way they do business. Their key priorities include community involvement, waste reduction, energy efficiency, and localized purchasing. The DoubleTree is Portland's first sustainable hotel. For more information on the DoubleTree's sustainability practices visit <http://www.doubletreegreen.com/>.

OAPA PLANNING CONFERENCE – We are proud to say that the 2010 OAPA Planning Conference is a green event! Our conference postcards and brochures are printed on recycled paper, we offer online registration, we are using two facilities that are the top green facilities in Portland – the Oregon Convention Center and

SCHEDULE



Wednesday, May 12				Thursday, May 13				Friday May 14	
				7:30 – 8:45 am	CONTINENTAL BREAKFAST			BREAKFAST SPEAKER: Andrés Duany	
8:30 am – 12:00 pm	Tour of Portland's Bikeway Infrastructure	Thinking Outside the Banks / Flood Plain Management	Sustainability in Viticulture (9:00 am - 5:00 pm) <i>Lunch and wine tastings included.</i>	9:00 – 10:30 am	Building Healthy Communities	Attractions & Attractors: Tourism Placemaking		The State of Water Resource Planning	Freakonomics of Planning
				10:45 am – 12:15 pm	Retrofitting the Suburban Landscape	Advocacy and Ethics	Building the State and Local Partnership	Saving the Willamette: Conservation, Coalitions, Credits	Neighborhood Revitalization: Incentives for Implementation
LUNCH				LUNCH	Adam Davis			Peter Katz, New Urbanist	
1:30 – 5:00 pm	Whitaker Ponds and Columbia Slough Paddle Trip	Neighborhood Commercial Corridor Revitalization	SPECIAL MEMBER OPPORTUNITY: Sustainability Policy Work Session (free) Metro 600 NE Grand Ave.	2:00 – 3:30 pm	Oregon's Sustainability Competitive Advantage – Fact or Fiction	Redevelopment Opportunities for Small Towns		Attracting Green Industry	Infrastructure Planning to Reduce Greenhouse Gas Emissions
				3:45 – 5:15 pm	Planning Innovation at Home: Oregon's Best	Climate Action Oregon Style			
5:30 pm	OAPA BOARD ANNUAL MEETING 5:30 – 7:00 pm (Metro, 600 NE Grand Ave.)		OCPDA Board Meeting 5:30 – 7:00 pm (Deschutes Brewery)	5:30 pm	RECEPTION – 5:30 - 7:30 pm PUB CRAWL – 8:00 pm				

www.oregonapa.org/2010Conference/

MOBILE WORKSHOPS



WEDNESDAY, MAY 12

Sustainability in Viticulture Bus Tour

The environmental costs of wine production can include topsoil depletion, erosion and land conversion; high levels of fossil fuel use; reliance on inorganic fertilizers and much more. On this workshop, participants will learn about efforts of five Oregon wineries to implement sustainable architecture and agriculture, organic farming and sustainability practices.

Transportation: Bus

Schedule & Price: 9:00 am – 5:00 pm\$150.00

Making Bicycling a Pillar of Urban Transportation Systems: Bicycle Tour of Portland's Bikeway Infrastructure

Bicycle use in Portland has grown steadily for more than 15 years, largely in response to the development of on- and off-street bikeways. This tour of Portland's bikeways will take an on-the-ground look at what it takes to create appealing bikeways and will consider what it will take for US cities to achieve world-class cycling conditions and the resulting world-class levels of bicycling.

Transportation: Bicycle (bring your own or bicycle rentals can be secured through Waterfront Bicycle Rentals [503.227.1719 or www.waterfrontbikes.com] or Pedal Bike Tours [503.916.9704 or <http://www.pedalbiketours.com>]).

Schedule & Price: 8:30 am – 12:00 pm\$50.00

Thinking Outside the Banks! A Multi-Objective Approach to Flood Plain Management Bus Tour

This mobile workshop will evaluate the challenges and opportunities of multi objective flood plain management. The workshop will begin with an overview of flood hazard management objectives, ecological design strategies, alternative transportation concepts and conservation measures. The overview will include presentations of national case studies and will conclude in the field to view and discuss completed projects in the Johnson Creek Watershed. This workshop is intended for planners, city administrators and emergency managers engaged in flood plain management, land conservation and/or restoration.

Transportation: Bus

Schedule: 8:30 am – 12:00 pm\$65.00

Sustainability Work Session

Building on last year's day long session on climate change, and a survey of all OAPA members this spring, this highly interactive work session will focus on the creation of a sustainability strategy for Oregon planners. The strategy will likely include elements that address climate change (both mitigation for it, and adaptability to it), energy usage, food policy, housing and transportation affordability, population changes, and related issues that are of concern to planners. Advance material will be provided, including thought provoking draft concept and position papers, which will inform some lively discussions, and lead to proposals for strategies the OAPA Board will adopt. This session is FREE and OPEN to all Oregon APA members. Members register online at www.oregonapa.com.

Location: Metro, 600 NE Grand Ave.

Schedule & Price: 1:30 – 5:00 pmFREE

Whitaker Ponds Nature Park and Columbia Slough Flatwater Paddle Trip

Enjoy a paddle outing along a hidden urbanized waterway and explore a junkyard turned environmental education center. Clean up programs, re-use of buildings and space, watershed and education program development and partnerships are highlighted at this greenspace in an unlikely setting.

Transportation: Bus and canoe. Canoes will be provided.

Schedule & Price: 1:30 – 5:00 pm\$65.00

Neighborhood Commercial Corridor Vitality: A Walking Tour of North Portland

Take a walking tour of two commercial corridors in North Portland that are undergoing a retail and commercial resurgence – N. Williams and N. Mississippi Avenues. Learn how businesses and developers are including sustainable building practices in their projects and what city resources have helped them be successful.

Transportation: TriMet Transit and Walking

Schedule: 1:30 – 5:00 pm\$50.00

THURSDAY, MAY 13

Building Healthy Communities
9:00 am – 10:30 am

There is an increasing recognition of the influence of the built environment on public health. This session will review the connections between land use and transportation systems on public health outcomes. We will also explore strategies and opportunities for planners and public health practitioners to work together to improve environmental health for a variety of populations, especially lower-income and underserved communities.

Attractions and Attractors:**Tourism Planning for Place-Making and Economic Development**
9:00 am – 10:30 am

Tourism Planning is unlike policy or physical planning in many ways, and is becoming a recognized necessity for vibrant communities. This session will include the following elements: identity/branding; tourism as "discretionary travel"; the experience economy; and tourism-evaluated placemaking....not to mention baseball stadiums.

Retrofitting the Suburban Landscape
10:45 am – 12:15 pm

Many of our suburban communities have grown with quality housing, retail districts, and employment centers but lack strong urban form and a defined community focus. This session will explore the next frontier of planning by exploring the hidden potential in reinventing the suburban landscape into captivating community centers. In this session, planners will learn how to identify feasible areas for revitalization, respond to existing improvements, capitalize on existing assets, introduce sound urban design principles, and learn various tasks for implementation.

Advocacy and Ethics
10:45 am – 12:15 pm

How do you mix advocacy and the AICP Code of Ethics? Hear from a panel of housing, environmental, and development experts about how they resolve apparent conflicts between the AICP Code of Ethics and strong advocacy positions for their organizations. Learn how you can be a better advocate for good planning within your organization. *This session is intended to satisfy the requirement for ethics credits for AICP certification maintenance.*

Building the State and Local Partnership
10:45 am – 12:15 pm

The effectiveness of our Statewide Planning Program depends on the strength of a partnership between the State (DLCD) and local governments. Join our roundtable to learn more about the obligations and pressures faced at both levels of government and explore ways to build this partnership, despite the obstacles. This interactive session will include representatives from DLCD and local governments who will share their ideas for building the partnership.

LUNCH SPEAKER: Adam Davis
12:30 pm – 1:30 pm

Adam Davies has over 30 years experience in all phases of opinion research. His areas of expertise include research design, questionnaire development, fielding administration, focus group moderating, and in-depth interviewing. He has conducted hundreds of research projects throughout the United States and on location in Europe and Japan. A representative listing of major projects Adam has helped design and implement include: the Alaska Visitors Statistics Program, the Oregon Values and Beliefs Studies, education reform research for Foundations for A Better Oregon, land use and transportation opinion research for the Southern California Association of Governments, a seven-state study about natural resources for the Tennessee Valley Authority, baseline opinion research for the Northwest Health Foundation, and consumer research for clients including the Oregon Health & Science University and PacifiCorp. A graduate of the University of Oregon School of Law, Adam also holds a B.S. in political science from Portland State University. While at the University of Oregon, he was director of the Interviewing Skills Project. One of Adam's specialties is assisting trial attorneys with pretrial opinion research and communicating more effectively with juries.

Oregon's Sustainability Competitive Advantage – Fact or Fiction?
2:00 pm – 3:30 pm

Refresh your understanding of Oregon's strategic economic targets related to green industries and job growth. Discuss and share examples of using sustainability for competitive advantage and learn about best practices from around the world.

Redevelopment Opportunities for Small Towns
2:00 pm – 3:30 pm

Small towns face unique challenges. How do you improve economic conditions, attract new families, retain small-town charm, address growth pressures from larger neighbors, and meet State/Federal requirements with limited resources? This diverse panel from across the state will highlight specific small-town and rural community-oriented planning tools, with a focus on capitalizing on unique characteristics, forging public/private partnerships, and finding innovative funding sources to get the work done.

Planning Innovation at Home: Oregon's Best
3:45 pm – 5:15 pm

2009 was a great year for planning in Oregon! Learn about standout projects and programs from around the state. Our 2009 OAPA Award winners will share their innovative plans and lessons learned along the way. Join us for a glimpse at the future and advancement of planning.

Climate Action Oregon Style
3:45 pm – 5:15 pm

Learn how new policies address the linkage between transportation and land use and their associated impact on climate action. What's happening at the state level (implementing HB 2186) and how you can apply it in your planning work.

RECEPTION
5:30 pm – 7:30 pm

You are invited to join colleagues for a reception at the conclusion of the day's conference sessions. Ponder new ideas as we network with planners from across Oregon in a casual, social atmosphere. Light refreshments and a no-host bar will be available.

PUB CRAWL
8:00 pm

Join us in a walking tour of Portland brewpubs. Quaff beverages crafted from Oregon's clean water and world-renowned hops. We will visit establishments located in historic, mixed-use buildings located in pedestrian and transit friendly neighborhoods. Build social capital while enjoying the fruits of local planning & local brewing. Maps will be available at the Registration Desk.

FRIDAY, MAY 14

Breakfast Speaker: Andrés Duany
7:30 am – 8:45 am

There is no industry expert who knows more about building better communities than Andrés Duany, who *BUILDER* magazine ranked as No. 5 in its annual top-50 "Power Brokers" list. Duany is a founding principal at town planning firm Duany Plater-Zyberk & Company (DPZ). He is a founder of the Congress for the New Urbanism, where he continues to serve on the Board of Directors. Established in 1993, the Congress seeks alternatives to suburban sprawl and urban disinvestment and has been characterized by *The New York Times* as "the most important collective architectural movement in the United States in the past 50 years." Duany received his undergraduate degree in architecture and urban planning from Princeton University, and after a year of study at the École des Beaux-Arts in Paris, he received a master's degree in architecture from the Yale School of Architecture. He has been awarded several honorary doctorates, the Brandeis Award for Architecture, the Thomas Jefferson Memorial Medal of Architecture from the University of Virginia, the Vincent J. Scully Prize for exemplary practice and scholarship in architecture and urban design from the National Building Museum, and the Seaside Prize for contributions to community planning and design from the Seaside Institute.

The State of Water Resource Planning
9:00 am – 10:30 am

Why is Oregon developing a statewide integrated water resources strategy (HB 3369)? Meet the players; learn about the big issues and how this new strategy will affect land use and other planning activities. Find out how you can get involved either officially or as a private citizen.

Freakonomics of Planning
9:00 am – 10:30 am

You've seen the book: *Freakonomics* explores the hidden side of everything, even planning. Planning, economics and human nature are inextricably linked but how do our plans account for human nature and the incentives that economic theory measures. This fun-loving session will challenge some of our fundamental assumptions about planning and our profession, while providing new tools and ideas for your next plan update or public meeting.

Saving the Willamette: Conservation, Coalitions, Credits
10:45 am – 12:15 pm

The Willamette Partnership is undertaking one of the largest conservation efforts in the state: restoring the health of the Willamette River Basin. This coalition is using new tools including ecosystem accounting and ecosystem markets. Ecosystem credit accounting increases the pace and effectiveness of restoration through a transparent and equitable process. This unique effort may be the future of land management throughout Oregon.

Neighborhood Revitalization: Incentives for Implementation
10:45 am – 12:15 pm

We're all stuck with aging strip centers, aging infrastructure, and aging neighborhoods. Revitalization is vital for our future. Learn about tools to build community support and market demand for complete, compact and connected neighborhoods. We will explore incentives that have successfully resulted in walkable neighborhoods, vibrant businesses, community-supported density, and increased quality of life for existing and new residents alike.

KEYNOTE LUNCH SPEAKER: Peter Katz
12:30 pm – 1:30 pm

Peter Katz was founding Executive Director of the Congress for New Urbanism, and played a significant role in shaping the movement. Mr. Katz is currently director of Smart Growth / Urban Planning for Sarasota County, Florida. In addition he provides consulting services to public- and private-sector clients. Mr. Katz was the founding president of the Form-Based Codes Institute (FBCI), a national alliance advancing a new approach to development regulation. He is a board member of FBCI and is an advisory board member of the National Charette Institute. Writings by Mr. Katz have been featured in magazines such as *Planning*, *Architecture*, *Architectural Record*, *Landscape Architecture* and *Metropolitan Home* and journals such as *The Responsive Community* and the Urban Land Institute's forecast *ULI on the Future*. He wrote the entry on New Urbanism for *The Encyclopedia of Housing*. He is author of *The New Urbanism: Toward an Architecture of Community* (McGraw-Hill, 1994). In 1991 Mr. Katz initiated and co-edited *The Ahwahnee Principles*, a comprehensive statement of sustainable community-building practices that has been adopted by over 120 cities and counties in the United States.

Attracting Green Industry
2:00 pm – 3:30 pm

Green commerce is envisioned to be the next big economic industry and Oregon communities are ideal locales for new businesses. This session will explore how to create a sound economic development action plan to attract the next major green employer. We will look at up-and-coming green industries and their market needs, locational requirements (including land use planning and zoning), and infrastructure demands.

Infrastructure Planning to Reduce Greenhouse Gas Emissions
2:00 pm – 3:30 pm

Transportation accounts for a sizable share of Oregon's greenhouse gas emissions. These emissions come from both passenger vehicles and freight (trucks, railroads, ships). What kinds of projects have the most potential to reduce greenhouse gas emissions from transportation sources? Hear from on-the-ground planners and analysts looking at the big picture regarding how to address this issue. Speakers are likely to discuss pedestrian and bicycle infrastructure, high capacity transit, and intelligent transportation systems.

