

2017 Massachusetts Smart Growth Conference Program – May 18, 2017 at the DCU Center, Worcester, MA

Draft – May 4, 2017

(Speakers Listed Below are Confirmed; Others Pending)

Time	Location	Description
8- 9:00 am		Registration and breakfast
9-9:30 am	Ballroom	Welcome & Introduction <i>Andre Leroux, Executive Director, MA Smart Growth Alliance</i> <i>Lt. Governor Karyn Polito</i>
9:30-10:30 am		<u>Morning Plenary</u> How communities can successfully manage growth and development in order to become more prosperous, welcoming, and walkable? <i>Facilitated by Mary Skelton Roberts, Senior Program Officer, Barr Foundation</i> <i>Chris Zimmerman, Vice President for Economic Development, Smart Growth America</i> <i>Julian Agyeman, Professor of Urban and Environmental Policy and Planning Tufts University</i>
10:45am -12 pm Morning Breakout Sessions	Room A	<u>The Future Is Speeding Toward Us: Planning for Autonomous Vehicles</u> Autonomous vehicles (AVs) are already being tested in the Boston Seaport District. AVs will bring the most significant transformation in ground mobility since autos began replacing horses a century ago. What are the land use implications for Metro Boston and beyond? Less incentive to create dense, walkable urban places because traffic jams are easier to tolerate? Or a way to make density more sustainable through reduced traffic and parking needs? Planning for AVs can help us choose the outcomes we want. <i>Marc Draisen, Executive Director, MAPC (Moderator)</i> <i>Amy Korte, Principal at Arrowstreet</i> <i>Brad Rawson, Director of Transportation and Infrastructure for the City of Somerville</i> <i>Matthew Wansley, General Counsel at nuTonomy</i> <i>Sarah Barnat, Executive Director at Barnat Development</i>
	Room B	<u>Balancing Downtown Development and Neighborhood Investment</u> In a competitive regional environment, economic development initiatives often focus on downtown, with policies and programs that seem unrelated to local residents. Downtowns may define the identity of the city, yet struggling neighborhoods can just as surely affect that same image. In a tight fiscal climate, the challenge of finding a balance between concentrating and dispersing investments can be difficult to calibrate. Making a city work for its residents is often the secret to making a city work for visitors and newcomers, an approach that seeks an equity agenda at the intersection between economic development and community development. <i>Kathryn Madden, Visiting Lecturer on International Development, Community and Environment Department at Clark University (Moderator)</i> <i>Theresa Park, Planning Director, City of Lawrence</i> <i>Jim McKeag, TDI Fellow MassDevelopment</i> <i>Luis Edgardo Cotto, Executive Director, Egleston Square Main Street</i> <i>Lisa Wong, former Fitchburg Mayor</i>

	Room C	<p><u>New Directions for Transit-Oriented Development</u></p> <p>Transit-oriented development is key to getting the most out of the state’s extensive transit infrastructure, reducing VMT, and facilitating more efficient land use. In Greater Boston’s hot housing market, you can pick out a transit stop by the cranes that dot the skyline. Join us for a conversation on the lessons we can learn from these new developments and the latest thinking on how we translate this success to TOD projects in weaker real estate markets further from the urban core.</p> <p><i>Benjamin Forman, Research Director at MassInc (Moderator)</i> <i>Damien Chaviano, Principal at Mark Development</i> <i>Kenan Bigby, Managing Director at Trinity Financial</i></p>
	Room D	<p><u>One Size Doesn’t Fit All: Effective Strategies for Suburbs and Towns</u></p> <p>Every community has their own unique vision for ensuring long-term livability. Not one panacea or silver bullet exists for creating a livable community, especially for suburban and smaller towns. There are a variety of strategies communities can use to create livelier places for people to live, work, and play. This session looks at different Massachusetts-based tactics that can be adapted by other suburbs and towns in the Commonwealth. Speakers will cover the processes used in planning; which stakeholders were involved; lessons learned along the way; and how their approach has achieved their livability goals.</p> <p><i>Pamela Brown, President & Partner at Brown & Brown (Moderator)</i> <i>James Errickson, Director, Department of Community & Economic Development at Town of Natick</i> <i>Dan Gainsboro, Owner & CEO NOW Communities</i> <i>Carsten Snow, Program Coordinator at Mass Housing Partnership</i></p>
	Room E	<p><u>Greening the City</u></p> <p>The creation, protection and management of green spaces in urban areas is increasingly important for public health, equity and local economics. As people are flocking back to urban areas and converting formerly industrial parcels to mixed use neighborhoods, there are new opportunities for parks. Hear about some of the recent “greening the city” initiatives and their benefits and implementation challenges. These state, local and private initiatives include tree planting, green spaces, and urban agriculture.</p> <p><i>Karen Mauney-Brodek, President at Emerald Necklace Conservancy (Moderator)</i> <i>Kurt Gaertner, Director of Sustainable Development at Energy and Environmental Affairs</i> <i>Brad McNamara, CEO at Freight Farms</i> <i>Neil Angus, Environmental Planner at Devens Enterprise Commission</i></p>
Pre-function area		<p><u>PLACEMAKING HANGOUT</u></p> <p>Designated space to network, mingle, and charge your phones while also witnessing placemaking concepts and techniques <i>Sponsored by MACDC, Soofa and developed/developed by City Design Project</i></p>
12-1 pm	Ballroom	Networking Lunch
1-2:15 pm	Room A	<p><u>Advanced Placemaking: New Approaches to Place Management</u></p> <p>Are you interested in learning the nuts and bolts of district-level placemaking? Learn about various approaches to place-based revitalization, development and management tools and development that emphasize existing assets of place including the arts, cultural diversity, economic development, and environmental sustainability.</p>

Afternoon Breakout Sessions		<p><i>Jenn Erickson, Arts and Culture Manager at Metropolitan Area Planning Council (Moderator)</i> <i>Marco Li Mandri, President at New City America</i> <i>Gin Wallace, Executive Director at Beverly Arts District</i> <i>Rob May, Director of Planning and Economic Development at City of Brockton</i></p>
	Room B	<p><u>The Elephant in the Room: Long-Term Change and Community Resilience</u> There is broad scientific consensus that the climate is changing and will continue to change into the next century. While the impacts of climate change will vary geographically, we know that Massachusetts will face higher temperatures, more extreme precipitation, rising seas, and more extreme storms. These conditions will have a significant impact on our environment, infrastructure, economy, and even public health. Our panelists will discuss how municipalities across the state are identifying vulnerabilities and preparing for climate risks – from coastal communities to inland river watersheds.</p> <p><i>Deanna Moran, Director of Environmental Planning at Conservation Law Foundation (Moderator)</i> <i>Ellen Douglas, Associate Professor of Hydrology, School for the Environment Graduate Program Director, University of Massachusetts Boston</i> <i>John DePriest, Director of Planning & Development at City of Chelsea</i> <i>Wayne Feiden, Director of Planning and Sustainability at Northampton’s Director Planning & Sustainability</i></p>
	Room C	<p><u>Preserving tomorrow: History and Renovation</u> Preservation of historic US landmarks began in the mid 1800's and is still as relevant as ever before. While preservation efforts always played a key role in heritage tourism and education, this panel will discuss emerging trends within neighborhood revitalization and economic development.</p> <p><i>Amanda DeGrace, Community Development Planner at WHALE (Moderator)</i> <i>Mary Antony, Exec. Director at 1772 Foundation</i></p>
	Room D	<p><u>Age-Friendly Communities: We Are Generations</u> Around the globe, a major demographic shift is taking place. By 2020, adults age 65 and over will outnumber children under five among the global population for the first time. This has significant implications for how we live and work. Here in Massachusetts, this shift is well underway and community leaders face critical decisions for how to move forward. Many leaders are already using an age-friendly lens to identify ways to promote healthy aging and enhance life for all residents. This session will provide a framework for age-friendly communities and present three local case studies featuring creative, collaborative approaches for transportation, housing, and outdoor spaces.</p> <p><i>James Fuccione, Senior Director at Massachusetts Healthy Aging Collaborative (Moderator)</i> <i>Bonnie Mahoney, Director of Communications at Montachusett Regional Transit Authority</i> <i>Adi Nochur, Project Manager at WalkBoston</i></p>
	Room E	<p><u>Getting to “Yes In My Backyard”: How to Build Consensus and When to Fight</u> Building consensus about the need for expanding housing choices for people of all incomes and planning for growth that improves everyone's quality of life can bring disagreements in communities. More people now than ever are looking to live in great neighborhoods: walkable, near jobs, transit and services. Demands on the housing market are increasingly making these places inaccessible for many. On the other hand, residents who say “Not in My Backyard” (NIMBYs) are very likely to organize quickly to communicate their opposition to a local project in an effort to curb growth, change or development. Come join us for a workshop on consensus building strategies in order to overcome these issues back in our communities.</p>

		<p><i>Andre Leroux, Executive Director at MSGA (Moderator)</i> <i>Dottie Fulginiti, Board of Selectmen for the Town of Easton</i> <i>Brian Salazar, President at Entegra Development & Investment, LLC</i> <i>Alec Papazian, Leadership Committee Member for A Better Cambridge - Invited</i></p>
2:30-3:30 pm Practitioner Sessions	Ballroom	<p><u>Meet the Experts: State and Local Resources</u> Pecha Kucha & exhibit format</p> <p>Attend an interactive session with program managers from key State agencies and other partners to hear about resources that support both local government and the development community in meeting challenges associated with planning and development. After a brief description (Pecha Kucha style) from each agency about the various programs they have available, you will be able to meet with each agency and get all the facts you need to pursue some of these great opportunities. Programs to include: 40B, 40R, MassWorks, TDI, HDIP, UCH-TIF, Workforce Housing, EEA's Land Use Planning Grants, MAPC's Local Access Tool and more.</p> <p><i>Greg Watson, Manager of Comprehensive Permit Programs at MassHousing (Moderator)</i> <i>Erica Kreuter, Director at MassWorks, Executive Office of Housing and Economic Development</i> <i>William Reyelt, Principal Planner at Smart Growth Programs, Department of Housing and Community Development</i> <i>Anne Haynes, Director of Transformative Development at Transformative Development Initiative, MassDevelopment</i> <i>Susan Connelly, Director of Community Assistance at Massachusetts Housing Partnership</i> <i>Kurt Gaertner, Director of Sustainable Development in the Executive Office of Energy and Environmental Affairs</i> <i>Manisha Bewtra, Analytical Services Manager at Metropolitan Area Planning Council</i> <i>Jonathan Berk, New England Director at Patronicity</i> <i>Emmy Hahn, Program Coordinator at Mass Downtown Initiative, Department of Housing and Community Development</i></p>
2:30-3:30 pm		<p><u>Workshop (additional fee): Hotspot Analysis of Local Property Tax Revenues with Chris Zimmerman</u> Chris Zimmerman, Vice President of Economic Development at Smart Growth America, will lead a workshop for planners on the principles of fiscal impact analysis and how to conduct a "hotspot analysis," which evaluates the areas of greatest property tax revenue and how to demonstrate which kinds of development and which locations will provide a municipality with the greatest bang for their buck.</p>