POLICY FORUM:
Revitalizing Communities

Washington, DC
June 15 – 16, 2014

@SGALocalLeaders | #Revitalization

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Sunday, June 16th

6:00 pm – 7:30 pm  
**Welcome Reception**

Smart Growth America will welcome Members of the Local leaders Council at the opening reception held at the Tel’Veh Wine Bar and Restaurant.

Monday, June 16th

8:30 am  
**Networking Breakfast**

Join your smart growth colleagues from across the nation for breakfast and smart growth networking.

9:00 am – 10:30 am  
**Opening Plenary**

**Welcome**

**Revitalization: Taking a triple bottom line approach**

Revitalization has many goals, and neither the public nor private sectors can do it alone. In this opening session, hear from top leaders in local government, the business sector and community development arenas about how to take a strategic *triple bottom line* approach that measures success in economic, social equity and environmental terms.

Moderator: Chris Leinberger, President of LOCUS  
**Mick Cornett**, Mayor, Oklahoma City (OK) and Co-Chair of the Local Leaders Council Advisory Board  
**Don Edwards**, Principal and CEO of Justice and Sustainability Associates  
**Peg Moertl**, Senior Vice President of Community Development Banking, PNC Bank
Revitalization without displacement
To achieve triple bottom results, leaders must effectively leverage growth to make sure it leads to greater housing, transportation and job choices across the population and does not displace lower income residents. In this session, the discussion will focus on managing growth in a way that produces revitalization benefits for the whole community.

Moderator: Bill Fulton, Planning Director, San Diego (CA)
Walter Tejada, Board Member, Arlington County (VA)
Jacque Robinson, Councilmember, Pasadena (CA)
Peg Moertl, Senior Vice President of Community Development Banking, PNC Bank

Creating revitalization in slow growth markets
Communities where the development market is weak regionally often feel compelled to accept any project that comes along even if it does little to assist with their revitalization efforts. At this session you will hear about strategies some communities are using to create economic activity and to direct it strategically, so that it helps the local revitalization efforts.

Moderator: Geoff Anderson, President, Smart Growth America
Ruth Randleman, Mayor, Carlisle (IA)
Erik Pages, President & Founder, Entreworks
John Robert Smith, former Mayor, Meridian (MS) and Senior Policy Advisor for Smart Growth America

Revitalization in underserved neighborhoods
Underserved neighborhoods often lack adequate infrastructure and amenities and may have lower median incomes. Increasing shopping, housing and transportation choices in such areas can be difficult, especially when factors like crime or concentrated poverty are in play. In this session, leaders share their perspectives and local stories on revitalization in underserved neighborhoods.

Moderator: Neha Bhatt, Deputy Policy Director, Smart Growth America
Christine Ingrassia, Alderwoman, St. Louis (MO)
William Cole, Councilman, Baltimore City (MD)
Deeohn Ferris, President, Sustainable Community Development Group
12:15 pm – 1:15 pm

Networking Lunch

During lunch, participants will self-select themed tables hosted by Advisory Board members or staff to talk informally and get to know fellow members of the Local Leaders Council.

1:15 pm – 2:30 pm

Concurrent Sessions

**Bringing back main streets**

A main street is the heart of a neighborhood, a gathering place, a local job center, and the habitat for small businesses. Reinvigorating a main street can improve the quality of life for thousands of residents and reinforce a sense of place in the community. Hear from three mayors of diverse communities about their efforts to bring back their main streets.

Moderator: Shelly Hazle, Deputy Policy Director, Smart Growth America
Rick Danner, Mayor, Greer (SC)
Mark Stodola, Mayor, Little, Rock (AR)
Chip Johnson, Mayor, Hernando (MS)

**Retrofitting and financing a smart growth corridor**

A smart growth commercial corridor unlocks substantial economic potential and spurs more productive land uses. Using public transit or a multimodal street system further enhances access and activity along the route. Many are taking another look at their major corridors in efforts to create a more livable community.

Moderator: Chris Zimmerman, Vice President of Economic Development, Smart Growth America; former Board Member of Arlington County (VA)
Tommy Wells, Councilmember, District of Columbia
Suzanne Schulz, Planning Director, Grand Rapids (MI)
Jess Zimbabwe, Executive Director, Rose Center for Public Leadership at ULI
Increasing housing downtown and near transit
Housing located downtown, in the inner-ring suburbs and near transit produces numerous benefits. It expands the tax base, attracts retail development, responds to the growing millennial market seeking vibrant communities, and fosters car-lite and car free living. Affordable downtown housing also helps businesses by providing service workers with nearby housing options. Hear strategies taken by three communities.

Moderator: Christopher Coes, Managing Director, LOCUS
Madeline Rogero, Mayor, Knoxville (TN)
Lisa Bender, Minneapolis (MN)
Harriet Tregoning, Director, Office of Economic Resilience, HUD

2:40 pm – 3:55 pm
Concurrent Sessions

Placemaking to create economic value
What makes for a great place? Activities, people, shopping, and a feeling of connection are all features of great places. Placemaking requires a vision, good design and lots of input from the public. Communities can start small or go big. Regardless, the goals are the same – keep people coming back and businesses thriving.

Moderator: John Robert Smith, Senior Policy Advisor, Smart Growth America and former Mayor of Meridian (MS)
Knox Ross, Mayor, Pelahatchie (MS)
Jake Day, Council President, Salisbury (MD)
Paul Soglin, Mayor, Madison (WI)

Cultivating small businesses and start-ups
Growth creates value, and small businesses play a pivotal role in the success and resiliency of a local economy. What can local governments do to support and cultivate entrepreneurs and start-ups? Experts with many years experience working with small businesses offer ideas on how to help your local small businesses do well.

Moderator: Ilana Preuss, Chief of Staff, Smart Growth America
Kennedy Smith, Principal, The CLUE Group
Megan Moriarty, Proprietor, Fenton Street Market
Harold Pettigrew, Managing Director, Business Global Solutions
Politics, branding and case making

It is the leader’s job to present a compelling vision while moving forward effective policies, and many leaders have realized the power of the smart growth brand. Elected leaders share stories of how they use the smart growth vision to inspire their constituents and reinforce their base of support as they strive to strengthen their communities.

Moderator: Chris Trumbauer, Councilmember, Anne Arundel County (MD)
David Dunmyer, Commissioner, Queen Anne’s County (MD)
Miguel Canales, Mayor Pro-Tem, Artesia (CA)
Candace Mumm, City Council Member, Spokane (WA)

4:00 pm – 5:00 pm

Closing Plenary

Your Smart Growth America membership

Know your benefits and leverage your access to all that Smart Growth America has to offer.

A special thank you message

Parris Glendening, former Governor of Maryland and former County Executive of Prince George’s County (MD)

Keynote Address

Mark Mallory, former Mayor of Cincinnati (OH) and Co-Chair of the Local Leaders Council Advisory Board

6:30 pm – 8:30 pm

LOCUS VIP Reception

Members of the Local Leaders Council and LOCUS, the national network of smart growth developers, will gather for a evening of cocktails and hors d’oeuvres, overlooking the White House.

Rooftop Terrace at Ball Janik’s Office Building | 655 15th Street NW
Map provided in the back of this program.
Tuesday, June 17th

9:00 am – 3:00 pm

LOCUS Leadership Summit

This event brings together real estate developers, investors, members of Congress and Washington’s thought leaders, to discuss cutting edge design, planning, finance and management ideas.

Hotel Monaco, Paris Room | 700 F St. NW

4:30 pm – 6:00 pm

Mobile Tour

Go on an insider’s tour of the CityCenterDC, a new downtown neighborhood offering a vibrant urban experience with a robust mix of shops, restaurants, condos, offices, and common areas. Hosted by Bill Alsup, Hines Interests.

Pre-registration is required for this event. Contact Zach Smith at zsmith@smartgrowthamerica.org for more information.

6:30 pm – 8:30 pm

Reception

In this final reception of the event Members of the Local Leaders Council and LOCUS will participate in 2-minute “Ideal Place for Investment” presentations.

Hotel Monaco, The Athens Room | 700 F St. NW

Wednesday, June 18th

8:30 am – 11:00am

Breakfast & LOCUS Briefing on Capitol Hill

A discussion with Congressional staff, White House officials and Cabinet Secretaries/staff regarding smart growth opportunities and impediments in federal policy based upon practice experienced by the local government and private sector.

Dirksen Senate Office Building, Room G-50 | 1st and C Streets, NE
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Map includes locations of the Policy Forum, Hotel, Reception Location, and Metro Stations

Kaiser Permanente Center for Total Health | 700 2nd Street NE

Ball Janik Rooftop Terrace | 655 15th Street NW

The Liaison Capitol Hill | 415 New Jersey Avenue NW

Hotel Monaco | 700 F St. NW
Visit us at
www.SmartGrowthAmerica.org/Local-Leaders

Smart Growth America advocates for people who want to live and work in great neighborhoods. We believe smart growth solutions support businesses and jobs, provide more options for how people get around and make it more affordable to live near work and the grocery store. Our coalition works with communities to fight sprawl and save money. We are making America’s neighborhoods great together.

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