

CONFERENCE INFORMATION

REGISTRATION PRICES

	Sept 15 or Before	After Sept 15	Thursday Only	Friday Only
OAPA / WAPA Member	\$250	\$325	\$175	\$175
Non-Member	\$300	\$375	\$200	\$200
Full-Time Student	\$50	\$50		
Mobile Workshops*	\$50	\$50		

*Price is per workshop.

REGISTER TODAY at:

<http://www.oregonapa.org/CascadiaCollaborative/>

LOCATION

The 2011 Joint Planning Conference, CASCADIA COLLABORATIVE, will be held in beautiful Portland, Oregon, at the Oregon Convention Center (777 NE Martin Luther King, Jr. Blvd.).

LODGING

Attendees can receive a discounted conference rate at the Red Lion Convention Center for \$109 plus tax per night or Hotel Fifty for \$113 plus tax per night.

RED LION CONVENTION CENTER
800-343-1822
Conference Code: AMER1015

HOTEL FIFTY
877.237.6775
Ask for special Cascadia Collaborative room rate.

EXHIBITORS

Interested in exhibiting? Contact Stephanie Kennedy, Event Manager at 503.626.8197 or totaleventconnection@frontier.com.

REDUCED FEE FOR HARDSHIP

Unemployed planners are eligible for a reduced conference fee. Visit the conference website at www.oregonapa.org/CascadiaCollaborative/ for more information. The deadline to apply is August 15, 2011.

AICP CM CREDIT

Participants can earn up to 20 AICP CM credits including Law and Ethics. AICP members are now required to obtain 32 certification maintenance credits every two years. AICP members may roll-over a maximum of 16 credits from one reporting period into the subsequent reporting period.

SPONSORS



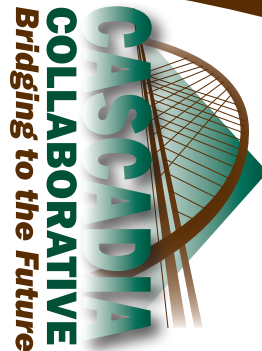
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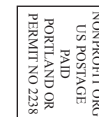
The Oregon and Washington Chapters of the American Planning Association would like to invite you to attend our joint planning conference - **CASCADIA COLLABORATIVE**.

This will be an extremely informative and thought-provoking conference that showcases the best planning practices and projects in the Pacific Northwest.

REGISTER TODAY! You do not want to miss out!

REGISTER TODAY at:

<http://www.oregonapa.org/CascadiaCollaborative/>



WEDNESDAY, OCTOBER 19

Sessions and times subject to change.

MOBILE WORKSHOPS AND WORK SESSIONS				
8:30 am to 12:00 pm	<p>Waterfront Revitalization – Bridging to the Future Come join experts on a site visit to explore plans and pending projects for remaking two waterfront communities along the Columbia River. The tour will look at the future vision related to: Vancouver’s proposed mixed-use Columbia Waterfront master-planned development; the re-imagining of the Hayden Island community; and proposals for park spaces under the proposed Columbia River Crossing project I-5 bridge.</p>	<p>From Cattle to Comeback: The Kenton Story During this tour of Downtown Kenton (a neighborhood along Portland’s Interstate MAX line), participants will learn about the neighborhood’s amazing transformation from a blighted, former company town to a thriving, transit-oriented district. We will discuss a variety of techniques used to revitalize the neighborhood core, including streetscape and storefront improvements, public art programs, property redevelopment, and local capacity building.</p>	<p>Urban Food Production This tour will visit farms around Portland that use different models for urban food production, including community-supported agriculture, community gardening, backyard farming, and urban gleaning. Participants will hear from farmers how they learned to farm in the city, how much food they grow, who consumes their products, and how they see their businesses evolving in the coming decade.</p>	<p>Food Cart Portland 9:00 am - 1:00 pm Tour the infamous Portland food pods and learn about food carts’ role in the local economy and how they activate main streets, brownfields, and serve as interim uses. Learn why Portland has the highest number of food carts per capita in the nation and is the subject of a new publication titled, “Cartopia.” Learn about the intersection of development code standards and state health regulations affecting everything from siting and setbacks to requirements for food preparation. Discover the social and economic forces behind this trend, what planning goals are furthered, and whether we can expect these carts to keep on rolling. Finally, you will have the opportunity to select your lunch from one of the pods (not included in tour price).</p>
1:30 pm to 5:00 pm	<p>Integrating Industry and the Environment Along the North Reach of the Willamette River Tour the river with the City of Portland and industrial and environmental advocates. Learn about the River Plan / North Reach that was years in the making, unanimously adopted by the Portland City Council and then appealed by industry. What happened and what are the next steps?</p>	<p>Beaverton’s EcoDistrict: A New Approach to (Sub)Urban Spaces Beaverton is transforming a portion of its suburban core into a sustainable district. The community has identified a number of high priority goals for this area including creek restoration, open spaces, trails, and establishing Oregon’s first suburban EcoDistrict. This tour will show how public participation, transit-oriented development, regional government investments, district energy, transportation connections, and a regional creek and stormwater master plan will all play key roles in reshaping Beaverton’s (Sub)Urban spaces.</p>	<p>Streetcar Tour of Portland’s New Urban Neighborhoods This mobile workshop brings attendees together with some of the planners, architects, developers and public officials who over the past decade have launched several of the country’s most exciting new urban neighborhoods: Lloyd Crossing, a sustainable plan for a portion of the Lloyd District; Hoyt Street Properties, plan for the remaining properties held by Hoyt Street Properties in the north Pearl District; The Brewery Blocks, Gerding Edlen’s redevelopment of the historic Weinhard Brewery; and South Waterfront, Portland’s most ambitious brownfield redevelopment project. Transportation between neighborhoods will be by Portland Streetcar.</p>	<p>Washington State Planning Short Course 1:00 - 4:00 pm Clark County Hearing Room, City of Vancouver A 3-hour training session intended for new planners, planning commissioners and elected officials. It will provide an excellent overview of growth management and the role of planning commissions, councils, etc. FREE SESSION</p>

THURSDAY, OCTOBER 20

Sessions and times subject to change.

	GENERAL	TRANSPORTATION	ECONOMIC DEVELOPMENT	PLACEMAKING	SUSTAINABILITY
7:30 am to 8:45 am	REGISTRATION & NETWORKING: Facilitated networking; meet planners with similar interests.				
9:00 am to 10:30 am	<p>A Partnership Between Planning & Journalism We need brothers and sisters in arms, so reporters have to be the planning profession’s allies when it comes to the real work of urban and community planning. Newspapers and other media do a lot of work for cities – supplying public service journalism about local issues. Planners and journalists have to work together in the 21st Century in a time of climate uncertainty and city-rural challenges.</p>	<p>High Speed Rail Panelists will discuss the challenges of developing high speed intercity passenger rail: right-of-way and environmental constraints, balancing the interests of the states and multiple local governments, the effects of transportation and land use decisions on freight rail operations, and the implications of limited federal funds.</p>	<p>Downtown Planning for Smaller Communities In the Northwest, cities like Portland and Seattle have been getting all the credit for creating great urban spaces. However, Port Angeles and Sequim, two smaller communities on the Olympic Peninsula, have embarked on ambitious plans to create a vibrant downtown while maintaining their small town heritage. Panelists will discuss the unique opportunities and constraints of small town downtowns, which set them apart from their big city counterparts.</p>	<p>The Other Side of the River: Using Land Use Planning to Create a Regional Fair Share of Housing Affordable housing is a critical component to planning sustainable communities. Housing for a range of incomes contributes to greenhouse gas reduction, improved public health, access to infrastructure and creating diverse, livable neighborhoods. This session will provide a NW perspective on land use policies and the implications of furthering fair housing.</p>	<p>Stormwater: Greening at Water’s Edge Landscape designers, planners, and engineers explore cutting edge concepts for green infrastructure in the shoreline environment.</p>
10:30 am to 10:45 am	BREAK & EXHIBITS				
10:45 am to 12:15 pm	<p>Tips and Legal Strategies for Enhancing Participation in Land Use Proceedings This panel comprised of land use attorneys practicing in both Oregon and Washington, with experience representing both government and private interests, will provide an overview of and strategies for enhancing participation in land use proceedings both at the local government level and on appeal.</p>	<p>Evaluating Transportation Projects with STARS Interested in improving the economic, environmental and social performance of transportation plans and projects? The Sustainable Transportation Access Rating System (STARS) is a national, voluntary “LEED for Transportation” system to cost effectively improve access to jobs, schools and daily needs while cutting energy use and greenhouse gas emissions over the life cycle of a project or plan.</p>	<p>Redesigning Main Street Panelists will discuss the use of design standards that encourage and direct mixed-use and higher densities in town centers. Case studies include Lake Oswego, OR, and Burien, Covington and Mill Creek, WA. This session will look at this regulatory tool, how it’s been working, the different forms used, from administrative to citizen review boards, challenges faced, disappointments, and lessons learned.</p>	<p>Bridging Transcultural Space In cities of increasing cultural diversity and often longstanding inequality, how do planners accommodate, respect, and appreciate differences and further social equity? By focusing on the needs and experiences of three groups—women, recent West African immigrants, and Asian and Pacific Islander communities—we explore the everyday lives of diverse city dwellers, offering ways that urban designers and planners can differentiate their practices to better support diverse populations.</p>	<p>Both States Say “Cool It” Oregon and Washington have set aggressive goals for reducing transportation-related greenhouse gas emissions. To meet the goals, the states are considering new pricing concepts, travel demand management strategies, and a host of other measures aimed at cutting VMT. This session will explain recently adopted policies and sustainable transportation tools under consideration.</p>
12:15 pm to 1:45 pm	LUNCH & KEYNOTE SPEAKER: Sustainability and Equity , Robin Morris Collin, JD, acclaimed author and Professor of Law, Willamette University				
2:00 pm to 3:30 pm	<p>Floodplains and Fish Recent court cases in the Puget Sound area and in Oregon have pitted environmental interests against the Federal Emergency Management Agency, resulting in significant pending changes to the minimum floodplain development standards of the National Flood Insurance Program. Panelists will discuss how these proposed provisions to protect endangered species would affect future floodplain development in the Northwest.</p>	<p>The Bi-State Trails Plan The 2010 Bi-State Trails Plan is the first trail planning document for metro Portland-Vancouver to fully leverage existing plans with the express purpose that one coordinated document will successfully achieve and accelerate the objectives of many distinct plans. The Plan introduces a re-imagined regional community plan by merging typically isolated geographic landscapes and subjects to demonstrate the power of a value added approach.</p>	<p>TOD: Seattle & Portland TOD typologies are a new way of connecting transit to land use. This session explores examples from Portland and Seattle, offering lessons on how to plan and build great transit communities.</p>	<p>Sustainable Tribal Planning Smart growth, new urbanism, sustainability and livability offer new possibilities for tribal planning but must be restructured to address tribal sovereignty and culture to promote “a new generation of sustainable and livable communities that connect housing, employment and economic development with transportation and other infrastructure improvements.” The Confederated Tribes of the Umatilla Indian Reservation and the Spokane Indian Reservation demonstrate the relevance of new planning tools for American Indian reservations.</p>	<p>Ocean and Coastal Planning – Preparing for Change Coastal and Marine Spatial Planning (CMSP) has grown in importance with new federal initiatives and renewable energy proposals. The panel will discuss the planning efforts underway, and the tools available to support planning.</p>
3:30 pm to 3:45 pm	BREAK & EXHIBITS				
3:45 pm to 5:15 pm	<p>First Foods Management View planning from a different lens: The serving ritual of Umatilla Tribal traditional foods is used to identify key landscape and ecological considerations that can be incorporated into responsible planning and inter-governmental relationships.</p>	<p>CRG: Planning a Megaproject Light rail to Vancouver, induced sprawl, greenhouse gas impacts, and job creation. This is your chance to discuss these and other issues with the planners working on this bridge/light rail/highway megaproject.</p>	<p>Brownfields: Interactive Planning Contaminated properties, or “brownfields,” detract from the vitality of communities across the Northwest. In the real world, clean up and redevelopment of these properties can take years to complete. In this hands-on workshop, participants will lead a planning process in 90 minutes to gain information and experience so that they can promote and lead successful revitalization projects in their own communities.</p>	<p>Retrofitting Suburbia: Transforming Suburban Places into Urban Places “Sustainable,” “20-minute neighborhood” and “multi-modal” are the buzz words for the type of place where people want to live in the future. The auto-oriented suburb is out: affordable, sustainable and walkable places are in. This session will explore suburbs where big efforts have been made to retrofit urban amenities into the suburban fabric.</p>	<p>The Movement Towards Neighborhood Sustainability Neighborhoods are the right scale to accelerate sustainability – small enough to innovate quickly and big enough to have a meaningful impact. Two leading projects are located in the Northwest: Portland’s EcoDistrict Initiative and Seattle’s 2030 District.</p>
5:30 pm to 7:00 pm	RECEPTION, EXHIBITS and WA APA Silent Auction				
7:00 pm	PORTLAND PUB CRAWL				

FRIDAY, OCTOBER 21

Sessions and times subject to change.

7:30 am to 8:45 am	NETWORKING & EXHIBITS					
8:15 am to 9:00 am	<p>WA APA Members Annual Meeting</p>	<p>Bike / Ped / Freight Plans Analysis tools designed to support multi-modal planning. Explore the importance of measuring more than the traditional “average daily traffic” when developing transportation improvements for walkable and bikable communities. (National Documentation Project and Washington State Documentation Project) How tools support and inform the planning process. (Oregon’s integrated economic, transportation, and land-use model; Oregon Freight Plan).</p>	<p>Planning for the Recovery Join staff from the City of Redmond, Washington and the development team for Group Health Cooperative to learn about implementing a subarea plan for a new urban center during a severe recession, and the promises and pitfalls of entitling a 28-acre transit-oriented district (TOD) master plan when major land deals are all but non-existent. Staff from (Portland) Metro will also share experience in supporting TODs during difficult economic times.</p>	<p>Design for Public Health Planners and policy makers are becoming increasingly aware that their decisions and actions impact the health of the individuals in their communities. This session will include presentations of recent health and planning case studies from King County and Clark County, Washington, including lessons learned and recommended strategies and best practices for integrating health and planning.</p>	<p>Northwest Livability Challenge Oregon and Washington may add several million more people over the next 25-30 years, putting enormous pressure on urban infrastructure, the environment and a wide range of services, in addition to coping with climate and energy challenges. What’s the strategy to accommodate this growth, and what aspects of livability will be most important in the face of this change? Fellows from APA, AIA and ASLA facilitate a discussion on how to address livability and design as the Northwest prepares for its future.</p>	
9:00 am to 10:30 am	<p>Washington Planning Awards Hear from Washington award winners. Learn about standout projects and programs from around the state. The 2012 award winners will share their innovative plans and lessons learned along the way.</p>					
10:30 am to 10:45 am	BREAK & EXHIBITS					
10:45 am to 12:15 pm	<p>Targeting Your Outreach – Research Results Planners understand the value of public outreach, and that effective public participation improves decisions and betters a planner’s understanding of the problem and ways to find resolution. Hear from experts, and the 1,000 people they surveyed, about the best tools and strategies for engaging people in your project and ways to target your outreach.</p>	<p>Building Linear Communities This session will explore the collaborative efforts of cities in King, Snohomish and Thurston Counties to transform auto dominated commercial strips into more economically viable and livable linear communities that provide the full range of services and attractive conditions of a traditional community.</p>	<p>Industrial Land Planning In the aftermath of the Great Recession, managing the supply and land development process for industrial lands is being reexamined in the Northwest: how this challenge is unfolding at the local, regional and state levels in three case studies and how the recession has reshaped infrastructure financing debate.</p>	<p>LEED ND The LEED ND system provides measures and methods for achieving numerous goals such as walkable streets, compact development, improved access, and social equity. Learn about the credits and prerequisites, evaluate a local project seeking LEED ND certification. Learn how to apply the measures and methods of the LEED ND system for subarea plans, code revisions, and more.</p>	<p>Sea Rise/ Adaptation Panelists will provide examples of solutions to the impact of climate change in the built environment, focused on Sea Level Rise. This session intends to take the discussion of Sea Level Rise beyond analysis of impacts and into solutions.</p>	
12:15 pm to 1:45 pm	LUNCH & KEYNOTE SPEAKER: The Value of Planning in the 21st Century , Mitch Silver, AICP, APA President, Chief Planning & Economic Development Officer and Director for the City of Raleigh, NC					
2:00 pm to 3:30 pm	<p>Managing Consultants with Success: Part 1 Learn about the many factors that contribute to a successful client-consultant relationship; clear scopes of work, a knock-out selection team and negotiating contracts that guarantee high quality deliverables and a rewarding working experience. Learn about Seattle’s unique efforts to increase equity in their contracting. This will be a 2-part session. It is not necessary to attend Part 2 to benefit from Part 1 or earn credit for it.</p>	<p>Flexible Streetscapes People in the Northwest have increasing expectations for streetscapes within their communities. Through an examination of recent successful projects, session attendees will explore tools for flexibly designing streetscapes that meet modal needs, enhance community, build consensus, and increase sustainability.</p>	<p>NOAA to Newport: We Woood... They Committed... We Scrambled When the National Oceanic and Atmospheric Administration (NOAA) selected Newport, Oregon as their new home port, it was a huge economic boost for a small coastal community and a catalyst to address long standing transportation deficiencies. The timeframe was tight: two years to plan, finance, design, and construct major transportation improvements. This session will explore the techniques used to meet that challenge.</p>	<p>Biomimicry – Building Ecologically Based Communities The natural world is our best benchmark for sustainability and this session will challenge you to solve planning problems from an ecological perspective by using Biomimicry – a design discipline based on learning from and emulating Nature’s strategies for living successfully on Earth. Nature deals with the same climatic conditions and stressors that humans do – ask the question – How would Nature do it?</p>	<p>Resilience for a Changing Energy Future The era of cheap oil is over, and no alternatives stand ready to replace it at the scale and affordability that our urban and economic systems require. What does this new “energy uncertainty” mean for transportation, land use, and local/regional activity in the coming decades? How might it impact government services, from planning to emergency preparedness?</p>	
3:30 pm to 3:45 pm	BREAK, EXHIBITS & RAFFLE DRAWING					
3:45 pm to 5:15 pm	<p>Managing Consultants with Success: Part 2: Work Session This session will provide participants the opportunity to work with the tools presented in Part 1 by working through an exercise of developing a Request for Proposal or Qualifications. Learn how to develop a realistic budget, schedule, and clearly specify deliverables.</p>	<p>CLOSING SESSION: Planning Ethics, a Healthy Community, and You Ethical practices within the planning profession entail more than avoiding obvious improprieties typically covered in planning ethics training courses, and the work of a planner should go beyond the physician’s dictum of “First, do no harm.” In addition to a review of the AICP Code of Ethics, this session will explore the ways in which the work of practicing planners furthers, or hinders, community health and how we may – or may not – be making the best ethical choices in promoting healthy, vibrant communities.</p>				