



2020
STATE OF
CHANGE



GEORGIA PLANNING ASSOCIATION

2020 GPA FALL CONFERENCE PROGRAM
Virtual: State of Change



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PRESIDENT'S MESSAGE



Welcome to the 2020 GPA Fall Conference! 2020 has been a year like no other, and the same is true of this year's conference, as we go virtual for the first time. We had to cancel this year's spring conference, and shift our fall conference to an online event. I will genuinely miss seeing all of my fellow GPA members in person and all of the energy and enthusiasm for the planning profession that we generate when we attend conferences. But we have a great lineup of sessions and keynote speakers, as well as networking opportunities, and are looking forward to an educational and memorable conference.

COVID-19 has had massive impacts to the lives of all Americans, as well as to people throughout the world. In addition to the public health impacts, the economy has taken a major hit, and the jobs of planners have been impacted in a variety of ways. But some things don't change – planners love data, and we really love surveys! We're trying to learn more about the impacts of COVID-19 to our communities, and ask you to

take the GPA COVID Impact and Response Survey, available at <https://www.surveymonkey.com/r/C7FDKZZ>. Not all questions will apply to everyone, so just skip those questions and move on to the next one. It takes less than ten minutes to complete and will help GPA understand how to support our members and our communities during these unprecedented times.

In the summer of 2020, we saw the beginnings of a potential new civil rights movement, as racial justice issues came to the forefront nationally. The GPA Diversity Committee had already begun to focus on issues of equity, diversity, and inclusion, but COVID-19 delayed some of their efforts. In August, GPA and Georgia Tech had an informative panel discussion about race, planning, and related issues. As a part of this conference, our Keynote Address will focus on Dismantling Exclusion by Design. No one panel or keynote address will teach us all we need to know about any topic, so expect a greater focus on these issues as a part of GPA conferences and other events going forward. Together, we can learn from each other, and from outside of our profession, to better serve everyone in the communities where we work.

Please join me in saying THANK YOU to VP of Programs Andrea Foard, our Events Coordinator Beth Anne Trombetta, and the many volunteers that worked behind the scenes to make this conference a success. Their work is important every year, but shifting to a virtual event was yet another change for 2020. Special thanks also need to go out to our Annual and Conference sponsors, without whose support we would not be able to provide the many services we deliver to our members.

I'd like to also challenge all members to get more involved in our chapter. Join a committee, run for a board position, and help us focus on the new and changing challenges of our profession. If you have ideas, questions, or concerns about our Chapter, please do not hesitate to contact me or any board member. Enjoy the conference!

Sincerely,

Daniel Studdard, AICP

President



VP OF PROGRAMS WELCOME



We have all been thrust into a state of change these past several months. From the household to the global level, the way we work, travel, and connect with our friends and family is profoundly different. We are also wrestling with a renewed movement for racial justice and social equity and economic uncertainty.

At the beginning of 2020, we had been looking forward to being together in Chattanooga at our joint conference with the Tennessee Chapter. We couldn't do that safely this year, but the 2020 virtual conference will allow us to come together and connect with our fellow planners and like-minded professionals across the state. We are excited to offer tracks in transportation, community and economic development, public involvement, comprehensive planning, and policy and legislation, all of which keep us at the forefront of the profession. We also have two stellar speakers giving our keynote address, a networking opportunity with our sponsors, and a social hour/trivia night to unwind with your fellow professionals.

Enjoy the 2020 GPA Fall Virtual Conference, 2020 State of Change, as we explore how to move forward, together!

Best Wishes,
Andrea Foard, AICP
VP of Programs



REMINDERS

Technical Difficulties

Links for the sessions will be emailed on Tuesday, September 22.
If you have trouble joining the meetings, please email Beth Anne
at events@georgiaplanning.org.

SAVE THE DATE!

April 23, 2021

2021 Spring Conference

Sandy Springs

October 6-8, 2021

2021 Fall Joint Conference with Tennessee Chapter

Chattanooga, TN



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Pooler	Newnan
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Etowah W&S	Hall Co
Statesboro	Barrow Co

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COMMITTEES & DESCRIPTIONS

Professional Development Committee

Chair: Ariel Godwin, AICP

The duties of the Committee are to support members of AICP in their professional development obligations, to assist the Chapter in identifying nominees for FAICP; to prepare regular training on the AICP Code of Ethics and Professional Conduct, to prepare non-AICP members with AICP Exam preparation, to promote the value of AICP membership and to foster appropriate forms of continuing education and professional development throughout the Chapter.

Chapter Services Committee

Chair: Kristen Wescott, AICP

The Chapter Services Committee supports the development of GPA communication tools including gathering articles and information of interest to the Chapter membership. The Committee seeks exciting activities to promote and maintain Chapter membership amongst professional planners, planning commissioners, and others actively involved in the field of planning in Georgia and promote interest in the field of planning and Chapter membership among college students and potential new members to grow the GPA roster.

Policy and Advocacy Committee

Chair: Jim Summerbell, AICP

The Committee will develop and carry out a policy and advocacy program that represents the views of the membership, and that is approved by the Board of Directors. The Committee will work with the Vice President for Programs and the Programs Committee in an effort to hold at least one legislative forum annually as may be appropriate, to which all members are invited, for the purpose of developing Chapter priorities on legislative issues and recommend position statements as necessary for Board approval. The Committee will support the GPA's communication tools with information on policy issues, proposed legislation, and results of the legislative process in Congress and the Georgia General Assembly.

Programs Committee

Chair: Andrea Foard, AICP

The Programs Committee, either directly or through sub-committees, shall be responsible for creating and executing all membership meetings and conference as to date, time, place and program content and presenters, means and refreshments, etc. The Committee will encourage and execute special Chapter events such as local 'Planners Luncheons,' receptions, and other educational events. The Programs Committee along with the Board of Directors will coordinate Chapter awards, including the solicitation and review of nominations and the distribution of awards.

Diversity Committee

Chair: Marilyn Hall, AICP

The Committee supports the implementation of the APA Diversity and Inclusion Vision, Mission, and Strategy. The Diversity Committee shall actively address barriers to and support the recruitment and retention of underrepresented peoples in the profession by developing partnerships with educational institutions such as HBCUs, technical colleges, k-12 schools, and other groups. In order to build the capacity of planners to practice inclusive, culturally competent, and equitable planning practices, the Committee will work with the Programs Committee to incorporate Equity, Diversity, and Inclusion (EDI) training into GPA events and conferences. The Diversity Committee shall actively recruit underrepresented peoples to participate in GPA elected leadership, and will also provide information and educational opportunities on EDI to GPA Board members.



KEYNOTE ADDRESS

Dismantling Exclusion by Design



This presentation is rooted in the belief that land use policy is a reflection of the values of people in power. In the American South, your zip code shapes your opportunities, health and life expectancy – a consequence of land use policy.

As the planning profession more deeply understands social determinants of health and embraces sustainable design principles, how does it reconcile with its legacy of policies that have excluded generations of communities of color from the basic building blocks for success? How does it weave value for Black lives into land use policy and practice today? We must begin with an equity analysis if we plan to transform the hearts and minds of the people for change, and build the courage to create systems that reflect our values today. Together we prosper!



Dwayne Patterson

Dwayne Patterson brings over 22 years of experience working directly with community leaders across the nation with a focus in the American South. He has maintained a stellar track record in developing strategy, leading community engagement activities, organizational change initiatives and serving as management within the corporate, non-profit and philanthropic sectors.

As the Vice President of Strategy and Engagement for The Partnership for Southern Equity (PSE), he focuses on growing the equity movement with a focus on developing community-based outcomes to achieve equity and inclusion in the American South. In this role, Dwayne's primary responsibilities included organizational and programmatic strategy, planning and implementation. He provides leadership through the management and coordination of all program and management staff, strategy development, alliance building, and relationship management.



Suzanne Burnes

Suzanne Burnes is a long-time change agent in metro Atlanta, who brings more than 27 years of experience in sustainability, community development and environmental justice to her leadership of the Just Growth Portfolio for PSE. Suzanne's passions are focused on the pursuit of an equitable, green and resilient world, and her strengths are in building relationships among diverse

voices for community and ecosystem benefit.

Her career has included EPA consulting around toxic site clean-up; founding an Atlanta community development corporation; leading Georgia state government's efforts to create public-private sustainability partnerships; serving as executive director of local NGO Sustainable Atlanta; and founding Collective Wisdom Group, an Atlanta-based firm serving NGO, local government, higher education and philanthropic clients in their creation of cross-sector sustainability partnerships. Her current work outside of PSE finds her advising local governments across the Southeastern US on their sustainability efforts, particularly around partnership development and integration of equity into their climate resilience and green infrastructure projects.

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NETWORKING & SOCIAL EVENTS

Wednesday, September 23, 5:00-6:00 PM

Networking Hour

Everyone is invited to the Networking Hour with our Sponsors. You will be able to interact with our Sponsors in their virtual exhibit booths. Sign up at the time of registration.

Thursday, September 24, 12:00-1:30 PM

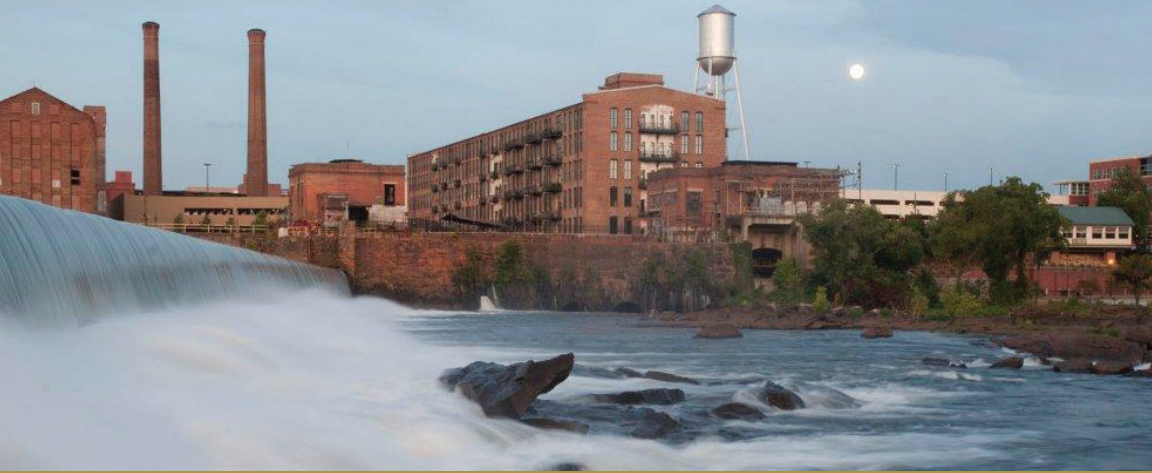
Lunch, Learn, and Laude

Grab your lunch and don't miss our Annual Membership Meeting during the keynote speaker time slot. The presentation will include an announcement of the winners of the 2020 Chapter Awards.

Thursday, September 24, 5:00-6:30 PM

EPG Social/Trivia Night

Everyone is invited to grab your favorite beverage and join us for the Emerging Planners Group (EPG) Social/Happy Hour and Trivia Night! Limited to 100 participants. Sign up at the time of registration.



EVENT SCHEDULE

Wednesday, Sept 23

Track: Community / Economic Development & Transportation

1:00 – 1:45 pm Setting the Stage for Community Revitalization: A Case Study of Memorial Drive

1:45 – 2:00 pm Break

2:00 – 2:45 pm Transportation Planning in the Era of Smart Cities

2:45 – 3:00 pm Break

3:00 – 3:45 pm The ARTP: Our Regional Transit Vision

3:45 – 4:00 pm Break

4:00 – 4:45 pm Georgia Statewide Transit Plan: Improving Mobility Across Rural & Urban Communities

5:00 – 6:00 pm Networking Hour with Sponsors (Virtual Event)

Thursday, Sept 24

Track: Public Involvement & Comprehensive Planning

9:00 – 9:45 am	Next Generation of Public Involvement: Creative Techniques Leading the Field
9:45 – 10:00 am	Break
10:00 – 10:45 am	Effective Planning in Diverse Communities
10:45 – 11:00 am	Break
11:00 – 11:45 am	Innovative Public Engagement: Transcending the Open House
12:00 – 1:30 pm	Annual Membership Meeting and Keynote Address: “Dismantling Exclusion by Design” by Suzanne Burnes and Dwayne Patterson, Partnership for Southern Equity
1:45 – 2:00 pm	Break
2:00 – 2:45 pm	Navigating Combining a Comprehensive Plan Update with the Development of a New UDO – How Norcross did Both in 12 Months
2:45 – 3:00 pm	Break
3:00 – 3:45 pm	Project 08-122: MPO Strategies for Future Success
3:45 – 4:00 pm	Break
4:00 – 4:45 pm	Balancing Preservation and Growth in Historic Roswell
5:00 – 6:30 pm	EPG Social / Trivia Night Happy Hour (Virtual Event)

Friday, Sept 25
Track: Policy & Legislation

8:30 – 10:00 am 2019 Ethics Cases of the Year

10:00 – 10:15 am Break

10:15 – 11:00 am 2020 Legislative Update

11:00 – 11:15 am Break

11:15 – 12:45 pm Law and Affordable Housing



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BREAKOUT SESSIONS

Wednesday, 1:00-1:45 PM

Setting the Stage for Community Revitalization: A Case Study of Memorial Drive (CM .75)

Over the course of 2019, the DeKalb County Department of Planning and Sustainability facilitated an effort to revitalize Memorial Drive. This session will cover the community-driven planning process to identify a future vision for the corridor and identify steps to achieve that vision.

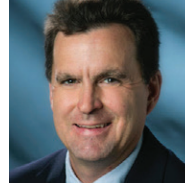


Speakers: Eric Lusher, AICP, Pond; Larry Washington, URP, DeKalb County Department of Planning and Sustainability; Jen Price, AICP, Sycamore Consulting; Jonathan Gelber, AICP, Bleakly Advisory Group Cedric Hudson, DeKalb County Department of Planning and Zoning

Wednesday, 2:00-2:45 PM

Transportation Planning in the Era of Smart Cities (CM .75)

Panel discussion of recent transportation planning efforts that help jurisdictions prepare for smart cities technologies, from developing fiber networks to deploying connected vehicle applications. Includes best practices for communicating technical information to the public and public officials.



Speakers: Caitlin Shankle, AICP, City of Sandy Springs; Andrew Heath, GDOT; Maria Roell, Atlanta Regional Commission; Tom Sever, Gwinnett County; Natalie Smusz-Mengelkoch, Kimley Horn

Wednesday, 3:00-3:45 PM

The ARTP: Our Regional Transit Vision (CM .75)

This session will discuss the process and outcomes of the 2019 Atlanta-Region Transit Plan (ARTP) development and the 2020 ARTP update.



Speakers: Kirsten Mote, AICP, Modern Mobility Planners; Leslie Langley, AECOM; Aileen Daney, Atlanta-Region Transit Link Authority

Wednesday, 4:00-4:45 PM

Georgia Statewide Transit Plan: Improving Mobility Across Rural & Urban Communities (CM .75)

The Statewide Transit Plan documents the need for public transit across the state. Analysis includes: quantifying rural trip demand, visualizing rural transit trip data, performance measures, and robust outreach. Session will conclude with recommendations and estimated cost of implementation.



Speakers: Kaycee Mertz, AICP, GDOT-Intermodal Division; Brian Smart, AECOM

Thursday, 9:00-9:45 AM

Next Generation of Public Involvement: Creative Techniques Leading the Field (CM .75)

The session will present the three-fold community engagement plan associated with ARC’s just-adopted RTP. The outreach techniques were creative and new, as well as very effective, incorporating community-led dinner discussions, pop-up events at local arts venues, and an interactive “choose your own future” style survey – all aimed at knowing what the year 2050 might bring.

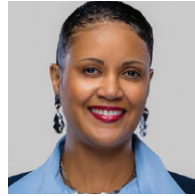


Speakers: Elizabeth Sanford, AICP, Atlanta Regional Commission; Melissa Roberts, Atlanta Regional Commission

Thursday, 10:00-10:45 AM

Effective Planning in Diverse Communities (CM .75)

This session will examine the historic challenges and legacy of planning in majority minority communities in metro Atlanta area. Drawing upon the experiences of practicing planners, this session provides practical lessons in how to effectively work in racially and culturally diverse communities.

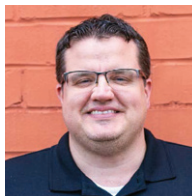


Speakers: Jim Summerbell, AICP, Jacobs; Marilyn Hall, AICP, Athens-Clarke County Public Utilities Department; Michelle Alexander, The Collaborative Firm; Geilia Taylor, The Collaborative Firm

Thursday, 11:00-11:45 AM

Innovative Public Engagement: Transcending the Open House (CM .75)

Are you tired of hosting the same open houses with the habitual meeting attendees, only to receive minimal input to guide the content of your planning efforts? Learn about some award-winning techniques being used to improve participation and better engage meaningful input.



Speakers: Rebecca Keefer, AICP, CPL; Matt Dickison, AICP, CPL

Thursday, 12:00-1:30 PM

Keynote Address: Dismantling Exclusion by Design (CM .75)

This presentation is rooted in the belief that land use policy is a reflection of the values of people in power. In the American South, your zip code shapes your opportunities, health and life expectancy - a consequence of land use policy.



Speakers: Suzanne Burnes, Just Growth Director, The Partnership for Southern Equity; Dwayne Patterson, VP of Strategy and Engagement, The Partnership for Southern Equity

Thursday, 2:00-2:45 PM

Navigating Combining a Comprehensive Plan Update with the Development of a New UDO - How Norcross did Both in 12 Months (CM .75)

The session is meant to be a snapshot of how one jurisdiction took the time to align their development regulations with the vision outlined in their Comprehensive Plan in light of a changing economy and changing public engagement methods.



Speakers: Tracy Rye, AICP, City of Norcross; Robert Patrick, City of Norcross; Paul Culter, Jacobs; Craig Newton, Norcross Mayor

Thursday, 3:00-3:45 PM

Project 08-122: MPO Strategies for Future Success (CM .75)

NCHRP 08-122 explores ways for MPOs to leverage the resources, partnerships, and other factors within their influence, so they can better influence driving forces that remain largely beyond their control. This session will provide an update on the best practices in regional transportation planning.



Speaker: Wade Carroll, AICP, Metro Analytics

Thursday, 4:00-4:45 PM

Balancing Preservation and Growth in Historic Roswell (CM .75)

One of the key challenges in growing communities today is finding the right balance between preservation and growth. This session will explore a recent planning process in Roswell that successfully developed a vision, plan, and code for the city’s renowned historic district.



Speakers: Caleb Racicot, TSW; Jackie Deibel, City of Roswell

Friday, 8:30-10:00 AM

2019 Ethics Cases of the Year (CM 1.5) ETHICS

This interactive session will present the latest Ethics Cases of the Year and lead a discussion of how these real scenarios illustrate specific principles of the AICP Code of Ethics and Professional Development.



Speakers: Ariel Godwin, AICP, SGRC; Wade Carroll, AICP, Metro Analytics

Friday, 10:15-11:00 AM

2020 Legislative Update (CM .75)

Our chapter's Policy and Advocacy Committee has been tracking the activities of the 2020 Georgia General Assembly and proposed legislation that may impact our profession. Come learn about these proposed laws and how you too can help in these efforts and be an advocate for planning in our state.



Speakers: Jim Summerbell, AICP, Jacobs; Patrick Burns, Arc 3 Communications; Sara Patenaude, Tapestry Development Group, Inc.; Emily Ritzler, WSP

Friday, 11:15 AM-12:45 PM

Law and Affordable Housing (CM 1.5) LAW

We will discuss various barriers and boundaries that exist in Georgia law (Development Impact Fee Act, inclusionary zoning, rent restrictions) and creative tactics to overcome these barriers and work within boundaries to support and encourage affordable housing. We will also discuss tools (new and innovative zoning classifications, tiny houses, container housing and commercial developments, Comprehensive Development Plans) that can be used to create naturally occurring more affordable market rate housing and improve economic growth.



Speakers: Anamaria Hazard, Coleman Talley; Sasan Nematbakhsh, Nemat Law Firm



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