

2009 AICP National Symposium

Planning For Sustainable Communities: It's More Than Being Green

Wednesday, October 28, 2009

National Building Museum

Speakers



Tim Brennan joined the Pioneer Valley Planning Commission (PVPC) in 1973 and since 1980 has served as the agency's Executive Director. The PVPC, based in Springfield, Massachusetts, is one of the Commonwealth's 13 designated, public Regional Planning Agencies and is responsible for the second

largest planning region in Massachusetts. The PVPC, which was established in 1962, serves a planning district encompassing 43 cities and towns, 1200 square miles of land area and over 615,000 residents. The PVPC's planning district encompasses a rich mix of urban, suburban and rural communities and is ranked as New England's fourth largest metropolitan area.

Mr. Brennan holds a BA from the State University of New York at Buffalo and a Master of Regional Planning degree from the University of Massachusetts Amherst. Mr. Brennan is also an adjunct faculty member of the Department of Landscape Architecture and Regional Planning at the University of Massachusetts Amherst and also serves on the faculty of the Graduate Public Administration Program at Westfield State College. He lives in Hadley, Massachusetts and has two college age daughters Emily and Kate.



Beth Osborne is Deputy Assistant Secretary for Transportation Policy at USDOT where she is currently working on the surface transportation reauthorization, the Secretary's livability initiative as well as safety and environment issues. Beth comes to USDOT from

the office of Sen. Tom Carper (DE), where she was his legislative assistant for transportation, trade and labor policy. Previously, Beth worked as the legislative director for environmental policy at the Southern Governors' Association and as policy director for Smart Growth America. She began her career in Washington, DC, in the House of Representatives working as a legislative assistant for Rep. Ron Klink (PA-04) and as legislative director for Rep. Brian Baird (WA-03). Beth grew up in New Orleans and graduated with a B.A. and J.D. from Louisiana State University.

She is married with one daughter and resides in Washington, DC.



Shelley Poticha is Senior Advisor for Sustainable Housing and Communities at the Department of Housing and Urban Development. Immediately prior to her role at HUD, Poticha served as President and CEO of Reconnecting America, where she was a national leader for the reform of land use and transportation planning and policy with the goal of creating more sustainable and equitable development. Earlier in her career, she worked to foster sustainable development through positions in San Francisco, Denver, the Twin Cities, and Seattle.

Poticha has co-authored *The New Transit Town: Best Practices in Transit-Oriented Development*, "Hidden in Plain Sight: Capturing the Demand for Housing Near Transit," the Charter of the New Urbanism, and *The Next American Metropolis* with Peter Calthorpe.

Poticha holds a Master of City Planning from the University of California at Berkeley and a Bachelor of Arts from the University of California, Santa Cruz.



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Joseph Schilling is an Assistant Research Professor at Virginia Tech's Alexandria Center and leads the Metropolitan Institute's Green Regions Initiative, an initiative that looks at innovative ways of creating environmentally sustainable regions through

better building and community design. Schilling also provides community and non-profit organizations, government, and business leaders with strategic policy guidance and programmatic assessments in such areas as vacant property revitalization, brownfields redevelopment, smart growth, zoning code reform, active living, and military base encroachment.

Prior to joining the Institute, Schilling directed the community and economic development programs for the International City/County Management Association (ICMA) focusing on local governments and the intersection of land use laws and policies as they relate to smart growth and the community revitalization. Together with Smart Growth America and the Local Initiative Support Corporation, he helped launch the National Vacant Properties Campaign as a forum to raise national awareness, coordinate research, and provide technical assistance to communities combating the decay caused by vacant properties.

Professor Schilling holds a Masters of Environmental Law (LL.M.) from George Washington University and a J.D. from Hastings College of the Law in San Francisco.

Moderator



Jason Jordan is Director of Policy and Government Affairs for the American Planning Association. In this role, Jason oversees the development of APA's policy guides and statements, communication with the media, outreach to allied organizations and the

public to bring visibility to APA and the planning profession. He also manages relationships with Chapters and Divisions regarding their legislative and public relations programs at the state and regional levels.

Previously, Jordan worked for former United States Senator Max Cleland. In addition, he has broad political campaign experience having managed field operations and provided general strategic guidance for both congressional and statewide campaigns. An Atlanta native, Jordan has degrees from Emory University and American University.

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National Building Museum

Created by an act of Congress in 1980, the National Building Museum is America's premier cultural institution dedicated to exploring and celebrating architecture, design, engineering, construction, and urban planning. Since opening its doors in 1985, the Museum has become a vital forum for exchanging ideas and information about such topical issues as managing suburban growth, preserving landmarks and communities, and revitalizing urban centers.