

Inside This Issue...

From the Editor	2
Thoughts From the Chair.....	2
Pontotoc County Discovery Program	5
Case Study — Manufacturing Connect Program	7
The Essence of Athens, OH	9
Elk Grove Village	11
Young Professional Highlight: Logan Kipp	14
New Members	15



News & Views, published periodically, is the newsletter of the Economic Development Division of the American Planning Association. We

welcome articles, letters, suggestions and information regarding workshops and other educational opportunities for economic development professionals. Please forward your submissions by email to our Editor (addresses below).

CHAIR: John Provo
VirginiaTech
jprovo@vt.edu

CHAIR-ELECT: Lance Harris, AICP
AECOM
lance.harris@aecom.com

**SECRETARY/
TREASURER:** Andy Struckhoff, AICP
PGAV Planners
andy.struckhoff@pgav.com

EDITOR: Verona Campbell, MCP
Housing Authority of Columbus, GA
vcampbell@columbushousing.org

ADVERTISING: Jeffrey Mills
jmcommunications@comcast.net

Copyright © 2015 by the American Planning Association, Economic Development Division

Cooperative Business Development Driven by Anchor Institution Leadership — Recommendations for the Black Mardi Gras Indians in New Orleans

by Jon Springfield, Masters of Urban Planning, Harvard Graduate School of Design

Promoting creation of and access to good jobs in under-served communities is a longstanding and increasingly important economic development goal. We hope to provide a framework that enables one to begin to analyze an economic ecosystem and identify existing, often hidden, assets that can be highlighted, strengthened, and better connected to provide economic opportunity for underserved communities. The paper explores a strategy that promotes co-operatively owned businesses, often supported by anchor institutions that agree to a type of import substitution via local procurement.

Holzheimer Memorial Student Scholarship Essay

Our student group was asked to provide recommendations for job creation and wealth building within the Black Mardi Gras Indians community in New Orleans. Given the community's experience with

(continued on page 3)



Derek Bridges / Flickr

Join the conversation!



CLICK TO ENGAGE

FROM THE EDITOR



We sometimes take for granted the unique resources available to us as members of the Economic Development Division of the APA. One of those unique opportunities is sharing ideas and best practices among like-minded professionals. Through this venue, I encourage

you to make contacts with other planning professionals who are also passionate about economic development. We share a passion, devoting our days (and, often, our nights) to the pursuit of a better living environment through economic development in our respective towns, cities, states and regions.

In this edition, we share best practices by highlighting outstanding projects that we find particularly interesting because of their outstanding results. Perhaps you would like to share a project you've been a part of. If so, by all means, please submit your ideas to us!

When was the last time that you had the opportunity to sit down with a young professional — someone just beginning their career as a planner? Their enthusiasm and energy are contagious — it will renew your enthusiasm and bolster you for the daily challenges we all face in these uncertain economic times.

Coming editions of *News and Views* will also highlight a young planning professional. Take a moment to read about their current projects. Pay particular attention to their aspirations. I hope you will feel renewed as you gain new insights from their experiences.

Do you know an emerging professional we could spotlight? Someone who inspires you? Please let us know so that all of our members may benefit from hearing their personal stories and share in the excitement that their education, knowledge of cutting-edge technology and their unique perspectives bring to the table.

As always, please continue to share your ideas and best practices with us. Use the Economic Development Division membership to your advantage. Each day presents the opportunity to learn something new from each other! ■

— Verona Campbell, MCP

THOUGHTS FROM THE CHAIR



It's good to be in touch with you! I always enjoy these opportunities to take stock and was quite excited to note just how much we had to report.

I'm excited to share with you the final report (www.planning.org/leadership/agendas/2015/spr/pdf/EconomicDevelopmentFinal.pdf) of the APA Presidential taskforce on planning and economic development, which highlights the connection between good planning and economic outcomes. This effort was led by our Immediate Past Chair Julie Herlands. We've presented the document we've presented the report to the APA Board and most recently to Virginia Chapter conference. We'd be pleased to work with you to bring this to you chapter conference. If you are interested please contact Julie Herlands at Julie@tischlerbise.com.

Our webinar series continues to be very active. This spring we've hosted sessions on "The Athens, Ohio Experiment: Extracting and Implementing Local Design Essence to Increase Economic Competitiveness," with Kyle Ezell from OSU, and "Economic Development and the Value of Place," with Andy Struckhoff from PGAV Planners and Mike Wilkerson of ECONorthwest. If you missed them, Kyle's project is discussed in this edition of *News and Views* (see page 9) and Andy and Mike's presentation will be covered in our fall edition. On August 14 we will offer "Economic 101: Is Your Community Prospect Ready?" with Joe Hines from Timmons and Associates. The webinar is free to division members. [Register](#) today!

I can also share new opportunities to participate with the Division. We're launching an editorial board that will work with our newsletter team to generate new content for you, and a speakers' bureau that will help bring new experts to your local chapter meetings. If you have an interest in either activity please contact me directly at jprovo@vt.edu.

In our next edition I hope to share an update on our activities in Phoenix for the 2016 National Planning Conference. I look forward to hearing from you in the meantime. Thanks! ■

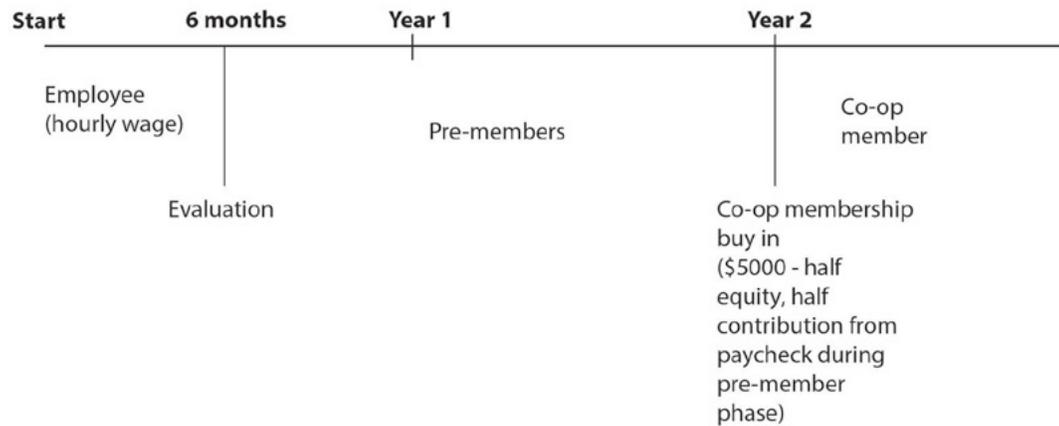
John Provo

HOLZHEIMER SCHOLARSHIP ESSAY, CONT. FROM P. 1

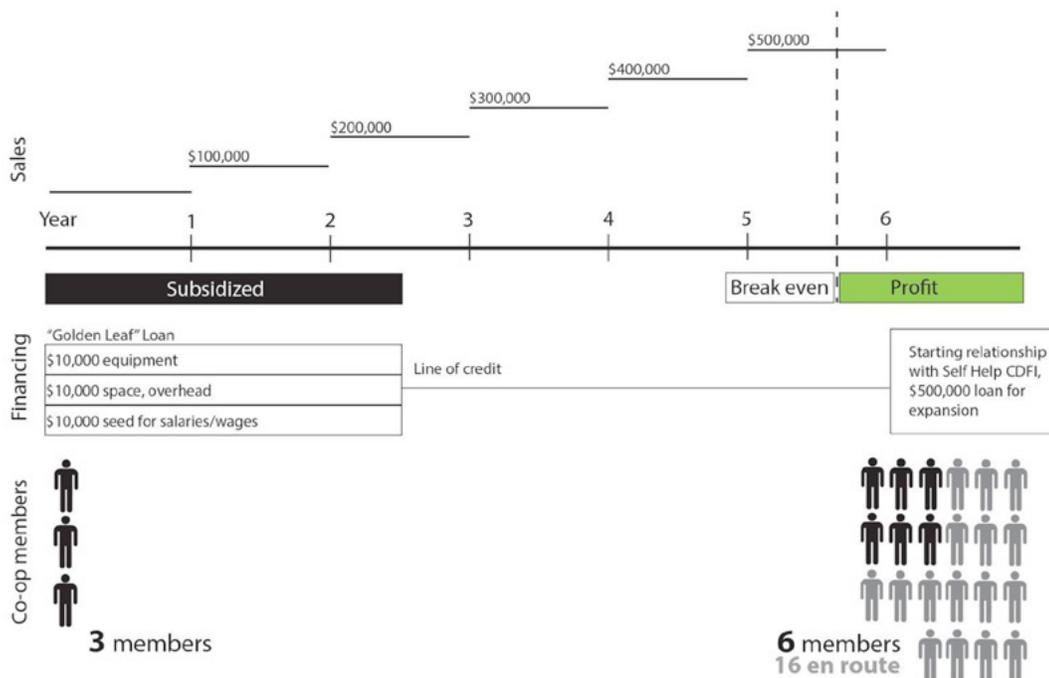
handicrafts in creating elaborate Mardi Gras costumes, we were asked to evaluate the potential for the Black Mardi Gras Indians to develop a cooperative business around textile production, specifically manufacturing linens, sheets, and towels for the thriving hotel industry.

Data was collected through a series of interviews (see graphic next page) as well as an online survey completed by hotel owners. Our research findings identified some potential challenges with the proposal, *(continued on page 4)*

Opportunity Threads Membership Structure



Opportunity Threads - Phased Growth



Based on the Opportunity Threads model, the researchers were able to provide specific recommendations for a membership structure, operating agreement, and equity requirements that closely mirrored best practices, but they left the structure of management and membership rules open for the cooperative to determine.

HOLZHEIMER SCHOLARSHIP ESSAY, CONT. FROM P. 3

and indicated the need for a shift in strategy while also elucidating some useful lessons for import substitution and cooperatively owned businesses as an approach to economic development. We offer detailed recommendations on two fronts — building the cooperative’s capacity, and identifying alternative markets and products — in order to strengthen the business model and strategy to increase the likelihood of success within the textile industry.

Interview Participants

Precedent Cooperatives	Textile Manufacturing	Hotel Market/Purchasing	New Orleans Tourism	Textile Science Experts
<ul style="list-style-type: none"> David Hammer, ICA Group Tom Jackson, National Development Council (NDC) Molly Hemstreet, Opportunity Threads 	<ul style="list-style-type: none"> Jeanne Marquez, Designer, Blisset Textiles Camilla Franklin, Owner, Blisset Textiles 	<ul style="list-style-type: none"> Nathalie Jordhi, NOLA Hotel Entrepreneur Local Cambridge, MA Hotels 	<ul style="list-style-type: none"> Mavis Early, Greater New Orleans Hotel & Lodging Mark Romig, New Orleans Tourism Marketing 	<ul style="list-style-type: none"> Ellen Rushman, Textile Science Expert MIT Media Lab Textile Group Prof. James Watson, North Carolina State College of Textiles

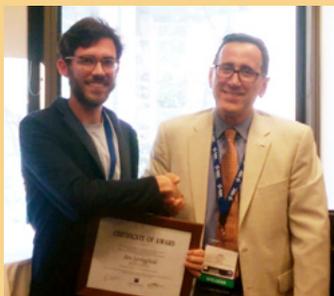
Data was collected through a series of interviews as well through as an online survey completed by hotel owners. Findings identified potential challenges with the textile business proposal and indicated the need for a shift in strategy, while also elucidating some useful lessons for import substitution and cooperatively owned businesses as an approach to economic development.

To the first, the paper analyzes similar worker-owned businesses, looking to a boutique textile cooperative in North Carolina whose experience proved instructive in formulating recommendations for membership structure, establishing an operating agreement, and setting equity requirements for members. We also look at the qualities of an effective anchor institution partnerships, learning from Cleveland’s Evergreen Cooperatives, particularly focusing on unexpected challenges and lessons learned.

To the second, we looked critically at the sector identified for the Black Mardi Gras Indians and identified challenges in shifting from a niche market to a commodity market. We ran numbers that indicated relatively low employment, high subsidy cost per job created, and a long period before break even. Our recommendations emphasize building on existing knowledge in the community, with an exploration of several alternative markets that are relatively protected and likely to grow — customized products, small-scale textile orders, textile recycling and upcycling, prototyping, digital printing and culturally-based craft items.

Finally, we look at opportunities to take successes at an individual business scale and grow to a larger, regional economic development strategy. Building from David Orr’s work in Ohio, we begin to discuss opportunities for better coordination between actors, more thoughtful selection of targeted sectors, and potential uses for technology in promoting worker-owned businesses based around anchor institutions. ■

Scenes from the Economic Development Division's annual business meeting, April 20th at the APA National Planning Conference in Seattle



Student scholarship winner Jon Springfield accepts his award from division chair John Provo. See Jon’s article on Black Mardi Gras Indians on page 1.



Kyle Ezell, AICP. See his article about Athens, OH on page 9.



Michael Southard, of the Ada Jobs Foundation, accepts the Donald E. Hunter Excellence in ED Planning Award. See page 5.

For a listing of all national economic development organizations and other resources, see www.eda.gov/resources

Pontotoc County Career Discovery Program

by Megan Ryan, Economic Development Specialist, Ada Jobs Foundation

The Pontotoc County Career Discovery Program was developed with the aim of strengthening the local workforce pipeline. Like many rural communities, Ada, Oklahoma and the surrounding communities struggle to provide qualified workforce for local and prospective companies. The initiative began with a conversation between Oklahoma State Senator Susan Paddack and the Ada Jobs Foundation CEO, Michael Southard, in the spring of 2011. Two high school interns were in the office, and when asked what they were going to do after high school, one didn't know and one commented that she didn't know what options were available. The program begins in 8th grade in an effort to prepare our students for high school and upcoming decisions about classes, extracurricular activities, and part-time jobs. The program begins by touching every 8th grade student, totaling around 500 students yearly, and commits to supporting them through high school graduation.



Beginning in 8th grade, students select four career areas of interest out of what is now 18 career areas. As part of the selection process, students' skills are assessed using WorkKeys to gauge potential aptitude for certain career areas. Local professionals in those career provide a broad overview of the profession. Additionally, students participate in a session on soft skills.

Every 9th grade student selects their top career field and spends a day with a local professional in the field hearing presentations, taking tours, or doing hands on activities.

High performing students, typically lacking at least one component of an at-home support system are paired

with a mentor from the community, in 10th grade. Mentors meet their students monthly at one of the area high schools for lunch. Conversations typically include information on scholarships and finances, testing deadlines, coursework, and potential colleges or career paths. About 10% of students are mentored and many stay in touch with their mentor.

11th grade reintroduces soft skills through mock interviews and resume building. Local Human Resources
(continued on page 6)

Co-Winner, Donald E. Hunter Award for Excellence in Economic Development Planning



All area students gain first-hand exposure to local professions as part of 8th and 9th grade career discovery days.

PONTOTOC COUNTY, CONT. FROM P. 5

professionals and other qualified volunteers conduct mock interviews with students who wish to participate. 2015 was the first year this portion of the program was implemented. Each schools reported back high participation levels and that they have seen improvements in student performances.

12th grade is still in the planning phase but will be implemented next year and will focus on interning and job shadowing. Not all professions are conducive to shadowing and interning and not all students will have this opportunity, therefore; the year will also include more hands on training in soft skills as students prepare to exit high school for careers, technology programs, or colleges.

The program began in the fall of 2011 with 8th grade day. Each year, the community comes together to continue the 8th grade program and implement each year successively. Though the impact on the workforce is difficult to gauge at this time, the community has seen increased community participation every year, with over 100 people volunteering, presenting, or organizing the events. Year-to-year, the community's largest employers continue to offer support and increase their participation. Students are coming away saying they have goals, feel encouraged to pursue dreams, and are more knowledgeable. Teachers and counselors attest



Portion of 8th Grade Career Discovery Day in the Auditorium of East Central University.

to the excitement generated in students in 8th and 9th grade. After those days, the teachers dedicate time to talk about the previous day's activities and answer more questions. Over the long term, we plan to track where students go after high school, vacancies in local businesses, and the ability of local businesses to hire for new positions as we gauge the impact on the local workforce. To date, the program has reached over 2,000 area students. ■

Megan Ryan can be reached at mryan@adaworks.org.

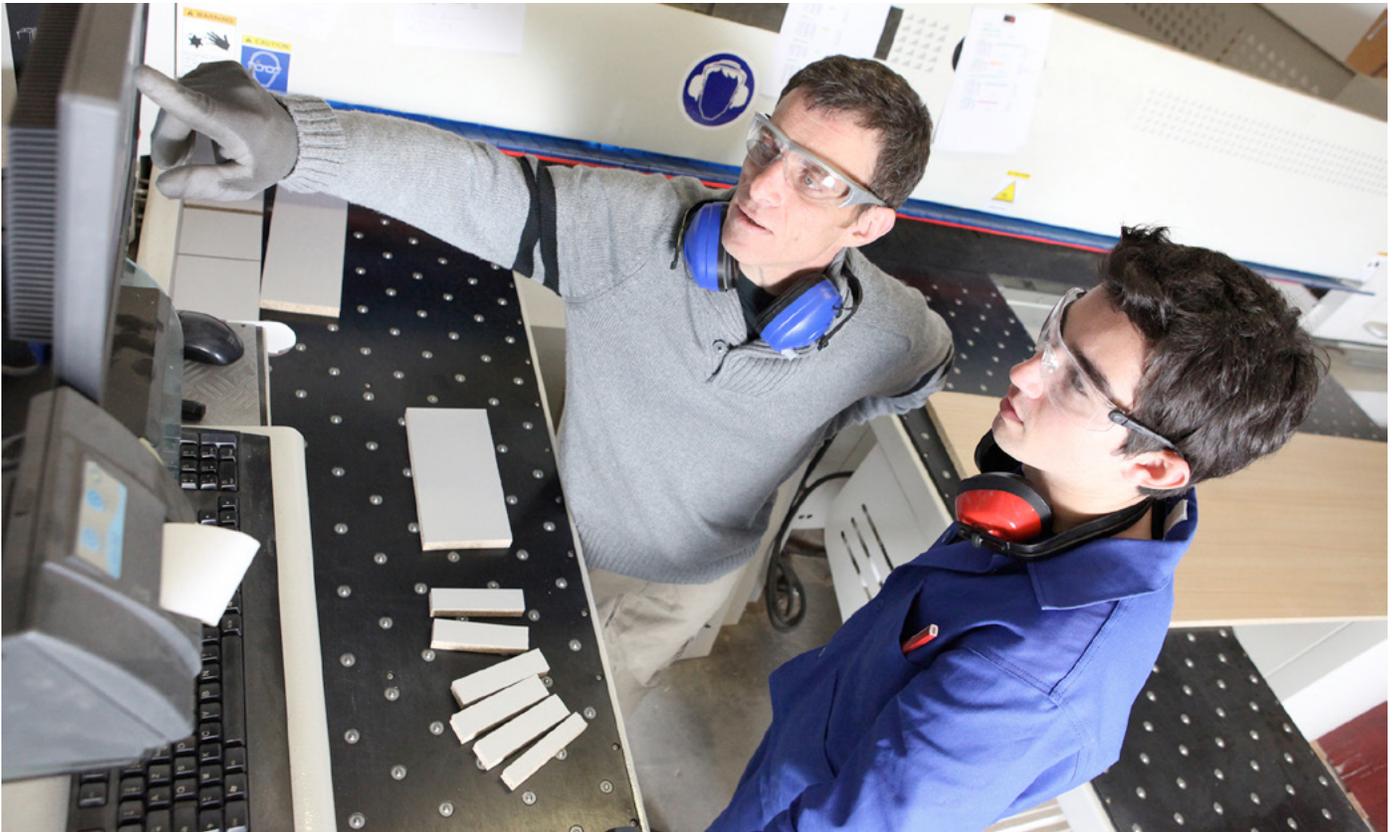
THANK YOU to the following advertisers for their support of News & Views: page

BAE Urban Economics.....(510) 547-9380	www.bayareaeconomics.com	8	
Development Strategies	(314) 421-2800	www.development-strategies.com	8
Progressive Urban Management Associates	(303) 628-5554	www.pumaworldhq.com	6
TischlerBise.....(800) 424-4318	www.tischlerbise.com	6	

STRATEGIC PROBLEM SOLVING FOR DOWNTOWNS AND COMMUNITIES

- Market-based planning
- Organizational development
- Business improvement districts

WWW.PUMAWORLDHQ.COM



Can Working After High School Set Students on a Rewarding Career Path? A Case Study of the Manufacturing Connect Program

Holzheimer Memorial
Student Scholarship Essay

by Julianne Stern, MCRP, MBA, University of North Carolina at Chapel Hill

The United States' new manufacturing jobs — demanding skills like engineering and computer programming — have the potential to serve as gateways to the middle class just as traditional manufacturing jobs once did. But what skills and preparation do workers need to access these jobs? The conventional wisdom is that the higher-level skills demanded by these jobs should come from formal post-secondary education, and that workers therefore need better access to formal educational opportunities. But some new approaches have questioned the necessity of inserting formal post-secondary education into the path between high school and work, relying instead on work-based learning to prepare students for career-path manufacturing jobs. Instead of presuming that formal education is the most effective bridge between high school and career, these approaches take a more open-ended and creative look at the most important elements of a sustainable pathway from school to career.

The Manufacturing Connect (MC) program at Austin Polytechnical Academy, a public high school in one of Chicago's most disadvantaged neighborhoods, is one example of this approach. Students at Austin Polytech can take manufacturing and engineering electives

starting in their sophomore year and earn up to five NIMS metalworking credentials. Work-based learning is central: students can participate in experiences ranging from a one-day job shadow to a summer-long paid
(continued on page 8)

MANUFACTURING CONNECT PROGRAM, CONT. FROM P. 7

internship. After graduation and beyond, students are invited to interview with employer partners for open jobs. As of 2014, the MC program has achieved strong proof of concept, with 13 young graduates persisting in living-wage, career-path manufacturing jobs.

A critical driver of success for MC is its collaborative work with a network of 55 employer partners, shifting the ways that they identify and evaluate skill and helping them build internal infrastructure to support, mentor, and invest in workers. More than just placing students in jobs, MC staff proactively shape employers' human capital strategies to increase the odds that those jobs will be the first step on a prosperous and fulfilling career path. Most of MC's employers have implicit career ladders, but little in the way of a formal training infrastructure. In most cases, advancement happens on a "you know it when you see it" basis — CEOs say they look for qualities like "curiosity about how the machines work" and "mechanical aptitude."¹ The informality with which skill is recognized provides opportunities for MC to place students who lack higher education but can still demonstrate their value on the shop floor. But this informality also means that employers lack tools to communicate clearly about expectations, especially about how employees should demonstrate the potential for advancement.

In response, MC staff work to "build the bridge from both sides" — not just investing in classroom and work-based learning to accustom students to the routines and cultures of the manufacturing workplace, but also developing the capacity of employer partners to support younger workers in starting on a manufacturing career path. With support from MC staff, a number of MC employer partners have strengthened their mentorship structures in an effort to retain workers hired through MC. Others have asked for more dedicated support in developing these skills, and the MC program is now working to build out and formalize training for employers that will help broaden the impact of new human capital approaches to the rest of their workforces.

¹ Employer partner interviews by author, including J. Kopacz & K. Dudek, Dudek-Bock; J. Winzeler, Winzeler Gear; W. Dudek, Wm Dudek Manufacturing; C. Freedman, Freedman Seating. Recordings in possession of author.

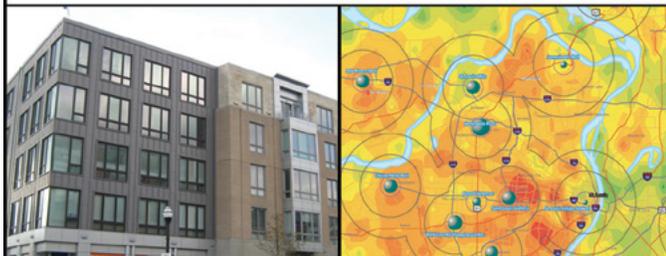
Julianne Stern can be reached at julianne.stern@gmail.com.



DEVELOPMENT STRATEGIES®
 guiding effective decisions in
 real estate, community, and economic development

RESEARCH • PLANNING • COUNSELING • APPRAISAL

10 SOUTH BROADWAY SUITE 1500 ST. LOUIS, MISSOURI 63102
 t 314.421.2800 f 314.421.3401 www.development-strategies.com



Useful Calendars

American Planning Association
www.planning.org/calendar

International Economic Development Council
www.iedconline.org/?p=Conferences

Lincoln Institute of Land Policy
www.lincolnst.edu/news-events/calendar

National Association for Business Economics
www.nabe.com/calendar

Urban Land Institute
www.uli.org/Events.aspx

bae urban economics
 san francisco | sacramento | los angeles | new york | washington dc

bae1.com

Community Design as Economic Development: The Essence of Athens, OH

by Kyle Ezell, AICP

A lot of communities are doing the same things, following the same strategies, and copying design guidelines. The Essence of Athens: A Strategic Plan for Economic Enhancement and Community Competitiveness offers a solution and a process that unleashes the soul of a college town in Ohio for its long-term prosperity.

Originality

The Plan uses bottom-up, “local design” as a primary economic development tool. While employing urban design has long been recognized as important for economic development, this plan showcases local culture in a geographically-specific context. Athens’ unusual attitudes, love for vibrant colors, and an open-minded citizenry will clearly show in the design of offices, storefronts, houses, sidewalks, swimming pools, front and back yards (and everything else that is built in Athens).

Quality

The plan takes place “branding” from a marketing effort to implementing a locally-meaningful built environment. Lots of communities undertake branding efforts which too often involve inorganic, top-down approaches and outcomes that include logos, slogans, and claims. By creating special infrastructure and real estate development that will be especially appropriate and relevant, the local community will cultivate its unique story by revealing its culture and amplifying it into the design of their public and private spaces, everywhere in Athens.

Implementation and Results

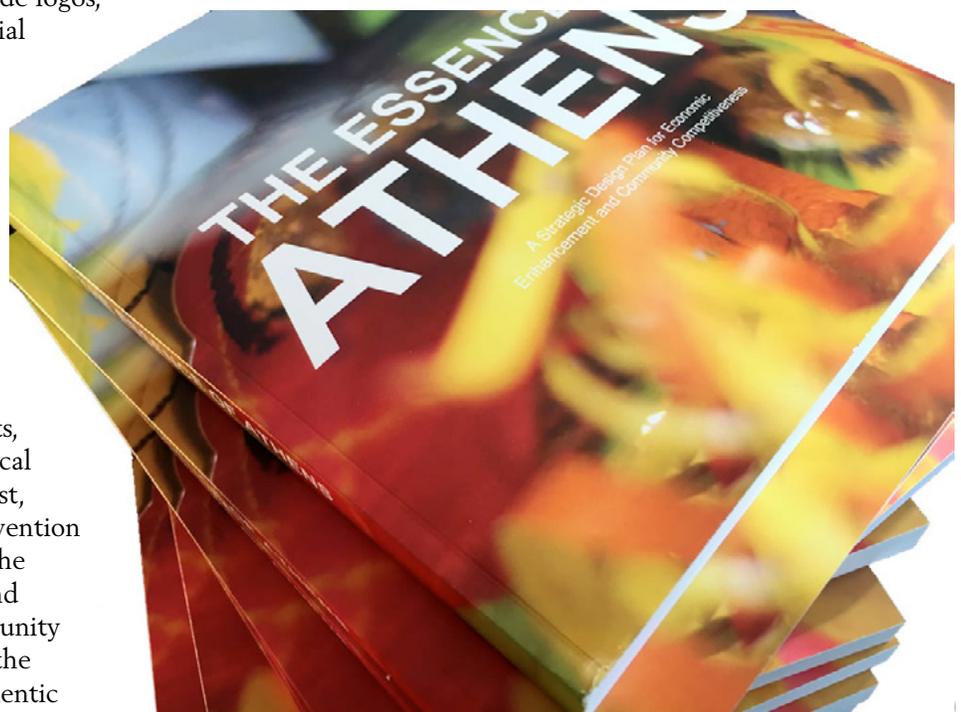
While not enough time has passed to quantify exact dollar results, The Plan is predicted to boost the local economy, notably tourism. Paige Alost, Director of the Athens County Convention and Visitors Bureau believes that, “The Plan provides continued structure and inspiration on how to use our community as a perpetual blank canvas — with the rules being only to build on the authentic

characteristics of our city and express them outwardly.” Athens City Planner Paul Logue believes that “The plan will go beyond tourism to attract “college students who choose Ohio University as a result of the special qualities of the City of Athens who might have otherwise chosen another school, entrepreneurs in search of a special address, and new residents who are drawn to the city, as well as conventions.”

Since its adoption in October, 2014, the City of Athens and the Athens community is busy implementing the plan — from “Athens-style” crosswalks and municipal swimming pools to cigarette extinguishing boxes

(continued on page 10)

Co-Winner, Donald E. Hunter Award for Excellence in Economic Development Planning



COMMUNITY DESIGN AS ECONOMIC DEVELOPMENT, CONT. FROM P. 9

and landscaping. Over the years, this “building is branding” method will put Athens solidly in its own category of unique.

Your Community Can Do This

The Plan offers a model among communities of all sizes that want to set clear and localized public design expectations and policy to enhance their economies. While it may appear contradictory to suggest copying a plan, this process can be copied because it produces results as different as the histories and aspirations of diverse cities and towns are, hidden underneath a general homogeneity. (In other words, municipalities shouldn't want to copy Athens-based design elements since these ideas would likely be out of context anywhere else.) The plan provides a standard method for any community for discussing, taking part in, and “owning” their own locally-based community design that will set themselves apart by revealing their true spirit. ■

Contact Kyle Ezell for more information at Kyle@designinglocal.com.

The Plan was the co-winner of the Donald E. Hunter Award for Excellence in Economic Development Planning from the Economic Development Division of the APA; the Vernon Deines Award for an Outstanding Small Town Special Project Plan from the Small Town and Rural Division of the APA, 2015; and the American Society of Landscape Architects Ohio Chapter Merit Award, 2014.

You can review the entire plan here: http://issuu.com/cia-athensplanner/docs/essence_of_athens_plan_final

The Essence of Athens: A Strategic Plan for Economic Enhancement and Community Competitiveness was a partnership between The City of Athens, Ohio, Designing Local Ltd. (www.designinglocal.com), and MKSK (www.mkskstudios.com).

The Code for America Summit

Want to be inspired by the use of data and technology to create inclusive economic growth and address the skills gap? Are you interested in learning about land use, transportation and other planning initiatives that are bringing cities into the 21st century? Want to meet other leaders in the civic technology movement? Register for the 2015 Code for America Summit. (www.codeforamerica.org/summit).

The Code for America Summit brings together innovators from hundreds of governments across the U.S. and explores how to transform government services for the 21st century. It features three days full of workshops, keynotes, discussions, app demos, a civic technology fair, and a hackathon with over 1,200 people from around the United States. The Summit will be held September 30-October 2, 2015 at the Oakland Marriott in Oakland, CA.

If you haven't attended a Summit yet, now's the time. Join your peers from local governments across the country, as well as civic-minded technologists, designers, community organizers, and entrepreneurs for three days of collaborating, connecting, and learning. Code for America partners with local governments to build and grow digital economic development services focused on inclusive opportunities, aligning incentives, transforming business and government



interactions, and helping reduce the digital skills gap in city workforces.

With over 100 speakers and an expected audience of over 1,200 public servants, entrepreneurs, and civic technologists, the 2015 Summit is sure to be the biggest one yet! This year, we'll be spotlighting economic development work in:

- Albuquerque, NM
- Boston, MA
- Miami-Dade County, FL
- West Sacramento, CA
- ...and more

APA members working in local governments may use the code “APA-25” to take advantage of a 25% discount on their registration.

Questions? Please contact Debs Schrimmer, Code for America Summit Content Coordinator, at debs@codeforamerica.org. ■

Neighborhood Enhancement: Elk Grove Village — The What, Why and Where

by Pete Pointer, FAICP, ALA, ITE

Public rights-of-way enhancements do not require each homeowner to “do something.” But, it has the effect of making a neighborhood more attractive and enjoyable. Will it change property values? That may occur, but the objective of enhancing the public rights-of-way and infrastructure is to beautify the living environment, and thereby enhance the lives of its residents.

The Village of Elk Grove is unique. They have a five-square-mile commercial and industrial area west of Chicago’s O’Hare airport with 80,000 employees. This area produces enough tax base to support the relatively small residential population of 35,000. The Winter 2015 issue of *News and Views* described the revitalization for this area (available at: www.readingsinurbanplanninganddesign.blogspot.com).

Subsequent to my work as project manager on the revitalization, I received a call from the Village’s Director of Economic Development. He liked my work and asked if I could do something similar for Elk Grove’s residential areas. Absent code enforcement issues, stormwater problems, over-crowding, incompatible infill development, blighting influences or other indices of deterioration, the Village Board, in their January 2001 Newsletter, summarized their concerns as follows:

“Over the years, our wooden pole, Commonwealth Edison-owned street lights have grown old, dim, and are no longer straight. Street name signs are small and do not meet current standards for readability. Sign posts throughout the residential community are rusted and leaning over. Lift stations, pump houses, and other public works sites are surrounded by old, rusted fencing and barbed wire. And, in many other ways, the Village is showing its age.”

The same article noted that the Mayor and Board had accepted the enhancement plan prepared by Planning Resources Inc. of Wheaton, Illinois for the residential area.

This was a dream assignment for urban designers and landscape architects who know, in their hearts, that a pleasant home environment nourishes family and community life.

The implemented plan included the following enhancements:

Primary Street Enhancements

Hardy landscaping introduced at street intersections within residential areas (Figure 1). Special landscaping treatment marked 47 gateways into neighborhoods (Figure 2).

(continued on page 12)



Above: Figure 1 / Below: Figure 2

NEIGHBORHOOD ENHANCEMENT: ELK GROVE, CONT. FROM P. 11

Decorative thematic lighting and larger street signs with a new Village logo were installed throughout all neighborhoods, replacing old wooden telephone poles and street signs. The back sides of all signs were painted matt black (Figure 3). Extensive landscaping was added to boulevards (Figure 4).



School Site Enhancements

Pedestrian patterns were evaluated and primary school routes received special paving treatments for intersections near schools, alerting drivers to reduce speed (Figure 5). Landscaping added to signs and parkways around schools.



Public Works Facility Enhancements

Chain link fencing was replaced around utility sub-stations and additional landscaping was implemented to buffer and soften the utilitarian look of these facilities (Figure 6).



(continued on page 13)

Clockwise from top left: Figure 3, Figure 4, Figure 5, Figure 6



NEIGHBORHOOD ENHANCEMENT: ELK GROVE, CONT. FROM P. 12

Memorial Park

A park was developed with decorative entry way and significant landscaping using native plants. Figure 7.

Clock Tower Plaza

A new clock tower plaza provided a focal point, providing identity for the Village and a place for photo opportunities (Figure 8).

Funding

The Village's strong financial position, along with federal and state grants, enabled them to implement \$10 million in improvements with no increase in taxes, a majority of which went toward implementation of street lighting improvements. ■

"Pete" Pointner FAICP, ALA, ITE is project manager for the 1998 Plan. He can be reached at www.petepointner.com and blogs at blogsbypetepointner.blogspot.com.

Figure 8



Young Professional Highlight: Logan Kipp, Planner, Columbus, GA

You have been practicing in planning for a year in Columbus, GA. You are originally from Florida. How did you wind up in GA?

I first came to Columbus to work for a preservation and advocacy group called Historic Columbus. Columbus has been doing a fantastic job of re-envisioning itself from an old industrial town into a modern mid-sized city focused on outdoor activities with historic character. When you take a walk down Broadway downtown you can feel a sense of change that still respects the old values and way of life that the community was founded on, but that adds an exciting and youthful flair. I decided that was a change I wanted to be a part of and I soon began working for the local planning department.

What made you decide to pursue planning as a profession? Who was your biggest influencer (professionally or personally)?

On a professional level I love the variety of work that planning provides. Just about every week or two, there is a new project to work on that is different from the last whether it be a transportation project, economic development initiative, or developing new ordinances to keep up with the changes that are happening in the city. Personally, I've felt like planning fits my combination of skills and personality. It's somewhere between being a designer and an economist or engineer. I attended my first APA Conference in Seattle and I had this moment while I was surrounded by other planners and talking to them and I just thought to myself: this is the right fit for me.



Logan Kipp at the 2015 APA conference in Seattle.

What is your biggest accomplishment as a planner? What is your passion? What projects or goals are you passionately pursuing?

As my first year as a planner I'd say it's been a fantastic year. I've already learned so

much and got to have my hand in a number of projects. My favorite thing so far has been coordinating the development of an app for crowd sourcing bicycle data. The interest in bicycling and becoming a bicycle friendly community here has exploded and I've been very lucky to be on the receiving end of that interest. I'm currently working with the data from the app to provide insight into where and how investments in bicycle infrastructure should be carried out. I'm working with multivariate statistics to see what are the strongest influencers of a cyclist's decision to choose path A over path B. A lot of really great work has already been done in this area but it's mostly confined to large cities with large bicyclist populations.



What's the best kept secret for young professionals that has been a real success-booster for you?

I think young people have a real advantage when it comes to motivation. That drive to do, or learn how to do, whatever it takes to get you to where you want to go is a very powerful quality that a lot of young people have. I'll use the example I just talked about. Never in a hundred years did I think I'd have to do higher level statistics outside of college but here I am and I need to do it so I'm learning everything I can in order to solve the task at hand.

What's your next step, next big goal, next big dream and why?

I'm currently enrolled in the University of Florida's Masters in Urban and Regional Planning program so I see a lot of studying in my near future. I'm really excited to get into traffic modeling and forecasting next month to do our congestion management process. In the long term I'd like to get more involved in researching strategies to alleviate poverty in environmentally distressed areas. How international development planning affects cultural and political stability at the local level would also be an interesting topic to explore. Also with the recent events and focus on racial issues I'm curious as to what a community planner could do at the local level to help reduce social inequality. 🏠

Welcome to Our New Members

Seema G. Adina	Alameda, CA	Douglas J. Kot	San Diego, CA
Scott B. Alef	St. Clair Shores, MI	Cody J. Lantelme	San Marcos, TX
Abdulkarim K. Alhowaish	Dammam Eastern Province	Questor Lau	Honolulu, HI
Abdulrahman Ali	Dubai	Donald C. Luster	Hazel Crest, IL
Abdelsalam Alnaqbi	Abu Dhabi, AD	Dahvia Lynch	Oceanside, CA
Nathan Bliss	New York, NY	John Manieri	Newark, NJ
Erin A. Bogan	Ivoryton, CT	Chadwick L. Maxey	Fort Lauderdale, FL
Cody Brown	Red River, NM	Andrew McIntyre	Mandaluyong Metro Manila
Eli Caballero	Urbana, IL	Clint McManus	Ithaca, NY
Elizabeth A. Campbell	Seattle, WA	Jeremy McNeil	Huntsville, AL
Armine Chaparyan	Granada Hills, CA	Mark M. Miller	Hattiesburg, MS
Alison Teresa Chilcott, AICP	Estes Park, CO	Kelly Moe	Albuquerque, NM
Megan Clare	San Jose, CA	Rafael Murillo	Seattle, WA
Alonzo A. Coby	Fort Hall, ID	Michelle Nohta	Lakewood, OH
Flavio Coppola	Berkey, CA	Gary B. O'Connor	Hartford, CT
Thomas J. Covert, AICP	Dexter, MI	Russell Pandres	Lowell, MA
John Culcasi	Washington Township, MI	Brandon Reich	Salem, OR
Adam Davenport	Berea, OH	Lance J. Robbins	Santa Monica, CA
Suzanne Dieringer, AICP	Belleair, FL	Joseph O. Rogers	Columbia, SC
Sarah M. Emmel	Minneapolis, MN	Scott R. Saalfeld	Omaha, NE
Dylan Fisher	Clarksville, IN	Seth Sampson	Frisco, TX
Amy E. Friedlander	Arlington, VA	Christian Schock, AICP	Wausau, WI
Marilu Garcia	Yuma, AZ	Gabriel Seidel, AICP	Port Chester, NY
Melanie Golson	Montgomery, AL	Marjorie F. Shansky	New Haven, CT
Lorraine A. Gonzales	Clackamas, OR	Christina Span	Atlanta, GA
Gary Goodfriend, AICP	Chicago, IL	Tina Stelnicki	Murphy, TX
Janet M. Hammer	Portland, OR	Jennifer Stromsten	Greenfield, MA
Andy Harrington	Fremont, MI	James J. Teel	Alpharetta, GA
David A. Hopkins, AICP	New York, NY	Ashlee D. Theodore	Jackson, MS
Janine Jelks-Seale	Pittsburgh, PA	Render Thomas	Indianapolis, IN
Scott Jensen	Scappoose, OR	Ann Marie Townshend, AICP	Dover, DE
Ricca Keepers	Pflugerville, TX	Kessa H. Turnbull	South Euclid, OH
Eileen M. Kelly	St. Cloud, FL	Kurt Waldier	Frankfort, IL
Aaron Kloke	Casper, WY	Heather Yost	San Antonio, TX
Chuck Korn	Traverse City, MI	Jennifer Yun	Atlanta, GA

APA Community Planning Assistance Teams

The Community Planning Assistance Team (CPAT) initiative is an AICP component of a broader APA Community Assistance Program.

By pairing a multidisciplinary team of expert planning professionals from around the country with community members, key stakeholders, and relevant decision makers, the place-based initiative seeks to foster community education, engagement, and empowerment.

Each team is selected for the specific expertise needed on the project to offer pro bono assistance in developing a framework or vision plan that promotes a

sustainable, livable, economically vibrant, and healthy community.

Communities facing a range of challenges including, but not limited to, social equity and affordability, economic development, sustainability, consensus building, and urban design are well-suited for assistance through the program. Projects focus on localities with a demonstrated need for assistance, where planning resources and expertise may not otherwise be available. Learn more at www.planning.org/communityassistance/teams.