

APA OHIO

2017 Statewide Planning Conference
Athens, Ohio • September 27 - 29

WELCOME

On behalf of the Central Ohio Section of APA Ohio, I want to wish you a warm welcome to the 2017 Ohio Planning Conference this September 27-29 in Athens. This year's conference theme is **"Smart Planning - the art and technology of planning smart."** You will find many sessions on how art and technology are drivers for making Ohio cities more vital, interesting, and sustainable. Athens is a perfect location for this conference theme as the city has for many years been a cultural hub in the Appalachian region that celebrates traditional, high, and low arts. As well, this region has historically had a wide technological divide from other areas of the state and we are actively working to narrow that gap.

Our conference sessions will take place at Ohio University's Baker University Center, and we are excited to offer mobile workshops that will give conference goers a chance to tour the grounds and buildings of the historic Ridges campus which was once the Athens Lunatic Asylum, or enjoy a leisurely bikes and brews tour on the Hockhocking Adena Bikeway and the several local breweries that are connected to it.

We are thrilled to announce **Janet Echelman** as our Keynote Speaker on Thursday at the awards luncheon. Janet is an artist who defies categorization and creates billowing sculpture at the scale of buildings, choreographed by wind and light, and it is an honor to have her join us in Athens.

This year's professional development workshop will be a great opportunity for planners from around the state to hone their communication skills with elected officials at the local and state level in order to more effectively convey planning issues and community needs with decision makers. Presenters will discuss the legislative process, effective communication tools, and strategies to better achieve planning goals.

We are looking forward to seeing everyone in Athens this September for what will be a fun, creative, and engaging conference!

Paul Logue, AICP
Chair, 2017 Ohio Planning Conference



Photo Courtesy of Janet Echelman

CONFERENCE REGISTRATION PRICING

| | Early Bird (July 10 – August 7) | | | Regular (August 8 – September 15) | | |
|-------------------|---------------------------------|--------|-------|-----------------------------------|--------|-------|
| | Thursday | Friday | Full | Thursday | Friday | Full |
| APA Ohio Member | \$150 | \$135 | \$285 | \$170 | \$155 | \$325 |
| Non-Member | \$170 | \$155 | \$325 | \$190 | \$175 | \$365 |
| Student Volunteer | \$75 | \$50 | \$125 | \$75 | \$50 | \$125 |

SPECIAL EVENT & GUEST TICKET PRICING

Wednesday Professional Development Workshop

\$75 per person

Thursday Awards Luncheon

\$50 per guest ticket

\$375 per 8 person corporate table

Wednesday & Thursday Night Receptions

\$25 per guest ticket for each reception

Thursday & Friday Mobile Workshops

\$30 per person for each workshop

Register online at ohioplanning.org/conference.

All registration will be online. Multiple registrations can be made in one transaction. Credit cards (VISA, MC, DISC) and checks (made payable to APA Ohio) will be accepted.

Thursday-only and full registrations include both Wednesday and Thursday evening receptions and the awards luncheon. Students must volunteer to work at the conference to register at the reduced rate. Cancellation refunds must be requested in writing to info@ohioplanning.org before September 15; a \$25 fee will apply.

Contact [Christine Dersi Davis](#) at info@ohioplanning.org or (330) 814-6295 if you require assistance with your registration.

LOCATION

Ohio University Baker University Center

1 Park Place | Athens, OH

See ohioplanning.org/conference for hotel information



Learn more online at ohioplanning.org/conference

the art and technology of planning smart
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Ohio University Baker University Center • Athens, OH

WEDNESDAY, SEPTEMBER 27

WEDNESDAY SPECIAL EVENTS

Professional Development Workshop | 8:30 AM – 4:30 PM

This year's professional development workshop will focus on advocacy and policy. The morning session will bring in experienced elected officials and communications professionals to discuss effective means of advocating with legislators and other decision makers. In the afternoon there will be a facilitated discussions on planning policy issues with policy experts to better understand specific planning issues and how to more effectively convey these issues using skills discussed in the morning session.

A continental breakfast and boxed lunch will be provided.

Wednesday Evening Reception | 5:30 PM @ Jackie O's

Celebrate planning with friends and colleagues new and old at the conference reception Wednesday evening.



THURSDAY, SEPTEMBER 28

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| 7:30 AM | Registration & Continental Breakfast | | | |
| 8:15 AM | Embracing an Age-Friendly Ohio Lessons from Columbus and Beyond | SMART Energy | Cleveland's New Plan for Innovative Midway Cycle Tracks | Engaging Community through Public Art |
| 10:00 AM | Food Systems Planning in Central Ohio and Euclid | Comprehensive Planning and Downtown Visioning in Toledo | Ethics for Planners ETHICS CREDIT | Technology in Society and the Impact on Planning |
| 11:30 AM | Awards Lunch and Keynote Speaker – Janet Echelman, Artist, Studio Echelman, Boston, MA | | | |
| 1:30 PM | Tactical Communications Land your Message. Impassion your Audience | Successful Green Infrastructure Making it work and making it measurable | Our Driverless Future How autonomous technology will fundamentally reshape our cities | Repositioning Suburbia for the Next Wave of Economic Development |
| 3:15 PM | Cleves Business District How to remake it with Market Based Planning | Kickstarting Prosperity Through Preservation | Workforce Development as a Planning Tool | Keeping Up with the Joneses Five Lessons from our neighbors in Indiana |



Certification
Maintenance

All conference sessions have been submitted for AICP CM credits. See the final program for a listing of CM approved sessions.

THURSDAY SPECIAL EVENTS

Janet Echelman | Keynote Speaker

Echelman was named an Architectural Digest Innovator for “changing the very essence of urban spaces.” Her TED talk “Taking Imagination Seriously” has been translated into 34 languages and viewed by millions, and her art ranked #1 on Oprah’s “List of 50 Things That Make You Say Wow!”

Mobile Workshop | 1:30 PM – 4:45 PM

The Bikes and Brews mobile workshop will take conference attendees on a guided tour of the Hockhocking Adena Bikeway and the craft breweries located along the bike path. The tour will also include discussions on the many infrastructure projects that have been completed to make the bike path and more connections to it as well as local history.

APA Ohio Board & General Membership Meeting | 1:30 PM – 3:00 PM

AICP Test Prep | 3:15 PM – 4:45 PM

Gain an overview of the AICP exam, its content, and topic areas. Learn about strategies to complete the application, how to address the five types of questions on the exam, and about abundant resources to help you prepare for the exam.

Thursday Evening Reception | 5:30 PM @ Arts West

Celebrate planning with friends and colleagues new and old at the conference reception Thursday evening.



FRIDAY, SEPTEMBER 29

| | | | | |
|----------|--|---|--|---|
| 7:30 AM | Registration & Continental Breakfast | | | |
| 8:15 AM | Plenary Panel – “The Smarts of Planning” | | | |
| 10:00 AM | Strategically Planning for Medical Marijuana In Your Community | Follow the Thought Leader Placemaking in Action | Drivable Urbanism? Walkable Suburbanism? Make Up Your Mind! | Ohio Planners' Municipal Broadband 101 Gabfest |
| 11:30 AM | Lunch on your own | | | |
| 1:30 PM | Wireless Communications Law Credit | Disruptive Technologies in the Transportation Sector | Balancing Needs and Goals within the Public Street Right-of-Way An Engineer's Perspective | Art and Placemaking How to integrate it into communities and how to pay for it |
| 3:15 PM | PlaceMaking and Economics Learn How Collaboration, Innovation and Millennials were key to Athens County's New Strategic Plan for the Future | What Can Pink Do For You? Deconstructing Zoning to Repopulate Ohio's Legacy Cities | Activating Spaces, Developing Places | Urban Forestry Planning |

FRIDAY SPECIAL EVENTS

Mobile Workshop | 10:00 AM - 12:30 PM

The Historic Ridges Walking Tour mobile workshop will take attendees on a guided tour on the grounds and buildings of the historic former Athens State Hospital. The area, now known as The Ridges, comprises about 730 acres of land and 700,000 gross square feet of buildings and is on the National Register of Historic Places. Built following the Kirkbride Model in the 1860s, the asylum was a regional mental health hospital operated by the state of Ohio. Under the Kirkbride plan the hospital was designed to be self-sustaining with farms, orchards, dairy, and livestock all tended to by patients and employees.



THANK YOU SPONSORS

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KEYNOTE LUNCH



WEDNESDAY RECEPTION



BREAKFAST/BREAK



SPONSORSHIPS STILL AVAILABLE

Exhibit spaces and sponsorships at most levels are available. Reach hundreds of professional and citizen planners, elected officials, and allied professionals during this three-day event. Learn more at ohioplanning.org/conference. Final sponsorship deadline is **August 21**.

