

MAYORS
Innovation Project
Realizing the Promise of Cities

Summer 2012 Meeting
Hult Center for the Performing Arts
1 Eugene Center, Eugene, Oregon

Thursday August 2nd

7:00 – 8:30 pm Informal no-host reception at Falling Sky Brewing, 1334 Oak Alley

Friday August 3rd

9:00 – 11:30am Bike tour of West Eugene and visit to Bike Friday, a folding bicycle company, led by City of Eugene transportation planners. *Tour will depart from the Hilton and maintain a leisurely pace on flat, paved terrain. Bikes, helmets and water provided.*

1:00 – 1:30 pm Registration and Welcome at Hult Center for the Performing Arts

1:30 – 3:15 pm **Making Bus Rapid Transit Work in Your City:** More and more US cities are considering or implementing Bus Rapid Transit to provide an efficient and economical transit option. How are cities building these systems, given limited resources and how are they marketing them to transit riders? How do BRT systems affect the growth of a business corridor?

- Annie Weinstock, US BRT Program Director, Institute for Transportation and Development Policy (ITDP)
- Mayor Christine Lundberg, Springfield, OR
- Ron Kilcoyne, Lane Transit District (LTD) General Manager
- David Wohlwill, Pittsburgh, PA, Long Range Planning Program Manager, Port Authority of Allegheny County

3:15 – 3:30 pm Break

3:30 – 5:15 pm **Strategies for Downtown Development and Revitalization:** Downtowns are the economic and cultural heart of a city, and cities can employ various tools to support development, but effective strategies are not always obvious. How can cities encourage downtown development as opposed to development elsewhere? How does zoning affect development and create a walkable, welcoming, vibrant downtown? What role does transit play in driving downtown development?

- Joseph Minicozzi, Asheville, NC, Public Interest Projects
- Mayor Kitty Piercy, Eugene, OR
- Mayor Mark Mallory, Cincinnati, OH
- Rick Bernhardt, Nashville, TN, Director, Metro Planning Department

5:30 – 7:00 pm **Downtown Development and BRT in Action:** Tour of Eugene/Springfield’s EmX system with the Lane Transit District team and a walking tour of recently redeveloped downtown properties, led by the City of Eugene’s Planning and Development team. *Tour will depart from the Hult Center.*

7:00 – 7:30 pm Reception at the Hult Center for the Performing Arts

7:30 – 9:00 pm **Dinner and Keynote, Lynn Peterson, Governor Kitzhaber’s Sustainability and Transportation Policy Advisor**

Saturday August 4th

7:45 – 8:15 am Breakfast at the Hult Center for the Performing Arts

8:15 – 8:30 am Presentation on the **Sustainable City Year Program** by Marc Schlossberg, Co-Director of the University of Oregon’s Sustainable Cities Initiative.

8:30 – 10:30 am **Better Outreach to Engage Stakeholders:** Cities strive to involve a broad array of residents in the planning process, but the standard public meeting doesn’t go far enough anymore. How can cities most effectively reach out to engage stakeholders from different ethnic groups, age ranges, neighborhoods and income levels? What best practices to engage constituents in decisions about a polarizing topic? How is technology, art and crowdsourcing being used to enhance participation and improve the quality of collaboration with citizens?

- Jacob Smith, PlaceMatters, Former Mayor of Golden, CO
- Scott Deederly, Calgary, AB, Policy Analyst
- Terri Harding, Eugene, OR, Senior Planner
- Eric Gordon, Emerson College Engagement Game Lab

10:30 – 10:45 am Break

10:45am – 12:45 pm **Tackling Density in Residential Neighborhoods:** Residents are historically comfortable with downtown density, but not so in single-family home, residential neighborhoods. How can cities increase palatable density in residential neighborhoods to support retail nodes and transit and to slow the growth of sprawl? What steps have cities taken to create the capacity for growth while maintaining local character?

- Roger Millar, Vice President, Smart Growth America
- Patrice Carroll, Seattle, WA, Senior Planner
- Eric Engstrom, Portland, OR, Principal Planner
- Patricia Thomas, Eugene, OR, Urban Design Planner

1:00pm **Lunch at the Eugene Saturday and Farmers’ Markets**