



**NADO's 2018 Annual Training Conference  
*Investing in the Future of Regional Development*  
October 13 – 16, 2018 | Charlotte, NC**

The following sessions have been submitted to the American Institute of Certified Planners (AICP), the American Planning Association's professional institute, for Certification Maintenance (CM) credits.

**Saturday, October 13, 2018**

**10:00 a.m. – 3:00 p.m.**

**Mobile Workshop | Main Street Comes Alive! A Visit to Uptown Shelby | 3 CM**

Travel to Shelby, North Carolina for an afternoon exploring the community's vibrant downtown and meet with staff from the Uptown Shelby Association (USA) to learn about local economic development, arts and culture amenities, and redevelopment projects underway. USA was one of the first five Main Street Associations in North Carolina and one of the first 30 Main Street programs nationally under the pilot program launched by the National Trust for Historic Preservation. This tour coincides with Shelby's Second Saturday celebration and will include visits to the Don Gibson Theatre, City Pavilion, Earl Scruggs Center, and lunch at Newgrass Brewing Co., one of the key anchors in downtown. (Limited to 30 participants; additional fee to participate.)

**Sunday, October 4, 2018**

**8:30 a.m. – 12:30 p.m.**

**Mobile Learning Lab**

**The Brownfields Redevelopment Journey – Partners, Resources, and Funding | CM 3**

Brownfields are opportunities – opportunities to spur economic development, create sustainable and resilient communities, improve environmental quality, and improve quality of life. This workshop and accompanying tour will demonstrate how key partners, various resources, and funding sources are leveraged throughout the brownfields process to realize successful redevelopment. EPA's designated Technical Assistance to Brownfield Communities (TAB) providers will lead the training which will include a panel discussion on the importance of resources and funding/financing for brownfields redevelopment. Because of Charlotte's position as a major financial center, this panel will also include voices that are rarely featured in brownfields redevelopment discussions, specifically; those of the lenders who make decisions about financing redevelopment on environmentally challenged sites. Following the two-hour redevelopment workshop, participants will be taken on a mobile tour to see firsthand some of Charlotte's redeveloped brownfield sites, led by a brownfields project manager from the North Carolina Department of Environmental Quality.

**10:00 a.m. – 12:00 p.m.**

**Finding Catalysts in Your Community: Harnessing the Potential of Libraries and Museums | CM 2**

The Institute of Museum and Library Services has launched a new initiative aimed at assisting libraries and museums in developing a deeper understanding of their role as enablers of community vitality and co-creators of positive community change. Join IMLS

*AICP Credits (In application status)  
As of September 21, 2018*

Director Dr. Kathryn K. Matthew in this interactive session that will explore examples of how museums and libraries are serving and collaborating with their communities in innovative ways. In addition, the session will explore how your organization can engage in outreach to strengthen opportunities for museums and libraries to participate more fully. Whether you are interested in neighborhood revitalization, workforce, digital literacy and inclusion, veterans and military families, tourism, or early learning, come join the conversation.

*Dr. Kathryn Matthew, Director, Institute of Museum and Library Services, Washington, DC*

**1 – 3:30 p.m.**

**Scenario Planning as an Inclusive Decision-making Tool for RDOs | CM 2.25**

Scenario planning is structured decision making. It can be used to understand the interconnectivity or interdependency of various urban and rural systems, anticipate unintended consequences, or educate the public on tradeoffs. This Learning Lab, offered through the Lincoln Institute for Land Policy's Consortium for Scenario Planning, will help attendees learn how scenario planning can apply across RDO program areas (including transportation, economic and community development, and more), as well as how to use scenario planning to improve public outreach.

*Janae Futrell, LEED, AICP, Decision Support Fellow, Consortium for Scenario Planning, Atlanta, GA*

**Unleashing the Economic Power of Small-Scale Manufacturing | CM 2.25**

This workshop will address how a unique kind of small business in your community can be a catalyst to economic stability, hometown pride, and expanding business ownership. Discuss how communities across the country are working with small-scale manufacturing businesses to help increase local employment, attract investment into target neighborhoods, and build inclusive economic opportunity. This workshop will include: hands-on learning and interactive small group discussions; guides, case studies, and reference materials on small-scale manufacturing; and the opportunity to create a detailed 90-day action plan to jumpstart your ideas.

*Ilana Preuss, Founder and CEO, Recast City LLC, Washington, DC*

**Monday, October 15, 2018**

**10:00 a.m. – 12:00 p.m.**

**Mobile Workshop | Hitting the Streets—A Tour with Charlotte Walks | CM 2**

Put on your walking shoes for a tour of Charlotte with staff from the Charlotte Department of Transportation's Active Transportation Group to visit projects around Uptown and South End and learn about Charlotte WALKS, the city's first comprehensive Pedestrian Plan. On the tour, you'll learn about recently installed pedestrian/bicycle/trail infrastructure in the densest urban environment in the Carolinas; the South End transit-oriented development district, an economic development success story grounded in active transportation choices; and challenges associated with retrofitting historically auto-oriented thoroughfares to offer safe and comfortable options for pedestrians, cyclists, and transit users. The walking tour will be about two miles in length and conclude at a Blue Line Light Rail station where you'll ride back to the hotel. Wear comfortable walking shoes and clothing! (Limited to 20 participants; additional cost to attend.)

**10:15 – 11:45 a.m.**

**Strengthening Manufacturers, Connecting Partners, and Scaling to Meet Opportunity: North Carolina's New Textile Industry | CM 1.5**

Over time, North Carolina has seen a decrease in its textile industry. Significant assets, including a capable textile workforce with a variety of skills, remain in the area and offer opportunities for a new economic transition. The Carolina Textile District coordinates partners to build business-to-business relationships and encourage strategies that generate local economic benefit. Textile successes are

being replicated in other sectors in the region. Learn how partners work together to create and retain jobs with lessons that apply across economic sectors and geographic areas.

**1:45 – 4:45 p.m.**

**Applying Wealth Creation Framework to the CEDS | CM 2.75**

Rural wealth creation is an economic development framework focused on building regional assets to create multiple forms of wealth that is rooted locally. This framework, also known as WealthWorks, is growing in use by practitioners around the country and in a variety of sectors, such as agriculture and food systems, arts and tourism, energy, fishing, wood products, and transportation. In this learning lab, attendees will learn how to use this asset-based, systems approach to rethink CEDS committee participation, conduct a SWOT, and develop strategies that build local wealth.

*Carrie Kissel, Associate Director, NADO Research Foundation, Washington, DC*

*Brett Schwartz, Associate Director, NADO Research Foundation, Washington, DC*

*Erica Anderson, Economic and Community Development Director, Asheville, NC*

*Dawn Espe, Senior Regional Development Planner, Region Five Development Commission, Staples, MN*

**1:45 – 4:45 p.m.**

**Mobile Workshop | Connecting to Opportunity: Charlotte's Light Rail Service | CM 2.5**

Ride the Blue Line from Uptown to the University of North Carolina at Charlotte (UNCC) to hear from the Charlotte Area Transit System about the origin of Charlotte's light rail service, partnership with UNCC to improve mobility through a light rail line extension, impact on the city and development, and the transit system's future plans. (Limited to 24 participants; additional fee to participate.)

**3:15 – 4:30 p.m.**

**Broadband Planning to Support Economic Development | CM 1.25**

Fast and reliable broadband service is critical to support economic development efforts and improve overall quality of life in communities large and small. This session will cover how to consider broadband as a marketable asset, strategies to develop broadband partners, and ways to connect local government, businesses, and Internet service providers (ISPs). It will also feature case studies of RDOs that are promoting broadband planning in their own regions by convening key stakeholders and supporting public/private partnerships.

*Sarah Kackar, Principal, Touchpoint Consultants, LLC, Fairfax, VA*

*Lloyd Frasier, Executive Director, Northwest Georgia Regional Planning Commission, Rome, GA*

*Justin Hembree, Executive Director, Land of Sky Regional Council, Asheville, NC*

**Applying Systems Thinking to Multidisciplinary Planning | CM 1.25**

Systems thinking is the act of establishing interconnections and interdependencies across a variety of topics. Though many are familiar with the concept and find it compelling in general, few have practical guidance on how to apply it to rural and urban planning. This session will explain how systems thinking can work at various scales: organizational level, plan level, program level, and project level. In addition, the session will include interactive elements to bolster learning and provide specific examples of how systems thinking can be useful, such as to 1) integrate/align separate planning efforts and 2) mitigate unintended consequences.

*Trainer: Janae Futrell, LEED, AICP, Decision Support Fellow, Consortium for Scenario Planning, Atlanta, GA*

**Tuesday, October 16, 2018**

**8:30 – 9:45 a.m.**

**Incorporating the Creative Sector in Rural Economic Development Strategies | CM 1.25**

Various national studies have shown the creative sector's role in economic development will increase and be a greater part of economic growth in the future. Simultaneously, regional development organizations (RDOs) are assuming leadership roles in leveraging the creative sector to strengthen rural economies. Many RDOs are incorporating the creative sector into their CEDS and other strategic plans. Others are working with businesses and entrepreneurs in the sector through small business loans, technical assistance, providing incubators makers spaces for artists to work and sell their products, create partnerships between artists and markets, and more. This session will offer information about the role of state arts agencies and RDOs to promote the creative sector as an economic development strategy.

*Kelly Barsdate, Chief Program and Planning Officer, National Assembly of State Arts Agencies, Washington, DC*

*Kevin Byrd, Executive Director, New River Valley Regional Commission, Radford, VA*

*Doug Elliott, NADO President and Executive Director, East Central Iowa COG, Cedar Rapids, IA*

**10:00 a.m. – 1:30 p.m.**

**Mobile Workshop | Riverwalk: Rock Hill's Robust Master Planned Community | CM 2**

Less than 30 minutes from Charlotte, nestled on the Catawba River bank, the Riverwalk community is located on a former brownfield site in Rock Hill, SC. Previously home to a chemical plant and a manufacturing facility, the 1,000 acre site was the area's biggest employer and the biggest source of air pollution. Shuttered in 2005, the site has since been remediated and is now home to residences, retail and commercial operations, a business park, parks and recreational trails, and is also home to a world class BMX Supercross Track, the Giordana Velodome, and will soon house a Cyclocross racing track. Riverwalk builds upon Rock Hill's plans for using sports tourism to encourage economic growth. The workshop will bring the group to the center of Riverwalk to learn how the community has grown over the past 10 years and plans for future growth. The group will be able to tour the various sports venues and recreational areas. Before heading back to Charlotte, the group will have lunch at the Pump House—a former river pump house that has been repurposed into a fabulous waterfront eatery. (Limited to 30 participants; additional cost to participate.)

**10:00 – 11:00 a.m.**

**Connected and Autonomous Vehicle Readiness for Rural and Small Metro Areas CM | 1**

Vehicles with advanced features are already traveling today's roads, with more technology change expected in the coming years and decades. Learn about intelligent transportation systems (ITS), connected and autonomous vehicle technologies, and what local governments and regional development organizations can do to look ahead at transportation systems. RDO staff and board members will find benefit in attending this session.

**Regional Resilience Roundtable | CM 1**

Join your peers to discuss how you are planning for resilience in your communities and integrating resilience into the CEDS. Share what has worked (and what hasn't) in making your region better equipped to prepare for, respond to, and recover from natural and economic shocks and disruptions.

*Brett Schwartz, Associate Director, NADO Research Foundation, Washington, DC*

**11:15 a.m. – 12:15 p.m.**

**Better Outreach for Better Planning | CM 1**

This session will explore ways RDOs are improving their outreach and engagement strategies which are leading to more robust planning efforts and better implementation outcomes. Learn how RDOs are getting better buy-in from stakeholders and are also hearing from new voices to improve a variety of planning initiatives, including the CEDS and county strategic plans.

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*Kyle Ingham, Executive Director, Panhandle Regional Planning Commission, Amarillo, TX*  
*Pat Steed, Executive Director, Central Florida Regional Planning Council, Bartow, FL*  
*Sarah Thompson, Executive Director, Southwestern Commission Council of Governments, Sylva, NC*

**Administering and Housing a Transportation Planning Organization in an RDO |CM 1**

RDOs typically serve their regions by conducting several program areas. Transportation planning through MPOs and RTPOs is often a very visible effort, with a high degree of interest from local officials, pathways to planning and project dollars, and much outreach to the general public. How does the visibility of MPOs or RTPOs affect the “parent” RDO, its resources and staffing, and its brand? Come to this discussion-centered session to brainstorm solutions.

*Austin Mount, Executive Director, West Florida Regional Planning Council, Destin, FL*  
*Martha Shickle, Executive Director, Richmond Regional Planning District Commission, Richmond, VA*