

\ pub·lic en·gage·ment \

a two-way process involving
interaction and listening to
generate mutual benefit

Effective Public Engagement for Your Community
October 21, 2016

Houston-Galveston Area Council
Fall Planning Workshop for Local Governments

Agenda

8:30 a.m. **Registration and Breakfast**

9:00 a.m. **Welcome and Introductions**
Amanda Thorin, Houston-Galveston Area Council

9:05 a.m. **Do we really need to do this? Why participation matters beyond checking a box.**
Jeff Taebel, FAICP, H-GAC

9:20 a.m. **Does it have to be so hard? Developing effective public engagement plans step by step.**
*Gary Mitchell, Kendig Keast Collaborative
and Kathy Janhsen, H-GAC*

9:45 a.m. **Is there another way? Rethinking the public meeting.**
Panel Facilitator Meredith Dang, H-GAC

Panelists

*Geoff Carleton, Traffic Engineers
Shad Comeaux, Freese & Nichols*

*Rebecca Leonard, Design Workshop
Zakcq Lockrem, Asakura Robinson*

10:30 a.m. **Did we get everyone? Engaging all of our community.**
Amanda Timm, Local Initiative Support Coalition

10:55 a.m. **Break**

11:05 a.m. **Can I get some help? Getting the community to engage their community.**
Panel Facilitator Amanda Thorin, H-GAC

Panelists

*LeaAnn Dearman, City of Seabrook
Eileen Egan and Wayne L. Norden, Near Northwest Management District*

Fay Watson, Keep Pearland Beautiful

11:30 a.m. **Is there an app for that? A toolkit for engagement.**
*Allie Danziger, Integrate
and Kathy Janhsen, H-GAC*

12:05 p.m. **Wrap Up**
Amanda Thorin, H-GAC

Today's presentations and resources will be available at
www.h-gac.com/go/fall-planning

Speakers

Jeff Taebel



Jeff Taebel, FAICP, is the Director of Community and Environmental Planning at H-GAC where he oversees the agency's community and environmental planning, socioeconomic modeling, economic development, community enhancement, disaster recovery, and sustainable development initiatives. He has 34 years experience in urban and regional planning, including 29 in his current position. He is a past President of the Texas Chapter of the American Planning Association (APA) and served on the Urban Land Institute Houston District Council Executive Committee. His work has received local, state and national awards. In 2008, he was named a Fellow of the American Institute of Certified Planners and in 2013, he received Houston Tomorrow's inaugural Community Catalyst Award for his contributions to quality of life in the Houston region.

Kathy Janhsen



Kathy Janhsen is a Public Outreach and Education Planner at the Houston-Galveston Area Council. Kathy has 11 years of professional experience in public engagement, with specific experience crafting Lifecycle Program Communications Plans and Public Outreach Plans; as well as stakeholder identification, coordination, and meeting facilitation. Before working at H-GAC, she was the National Affinities Practice Lead for The Aedifos Group, a for-profit social enterprise, specializing in health care program management.

Gary Mitchell



Gary Mitchell, AICP, President of Kendig Keast Collaborative, has 27 years of community planning experience at the city, county, and regional levels since 1989. Over his career, he has completed a variety of plans and special studies addressing land use, transportation, growth management and annexation, housing, economic development, infrastructure, community facilities, public services, bicycle/pedestrian circulation, parking, downtowns, neighborhoods, special districts, environmental and cultural resources, park systems and trail networks, historic preservation, urban design, and transit-supportive station area planning. His portfolio includes more than 40 comprehensive plans—in communities ranging from 2,000 to 200,000 people—with consulting engagements completed in 14 states.

Geoff Carlton



Geoff Carleton, AICP, is a principal at Traffic Engineers, Inc. His focus is on developing multimodal transportation networks that give people choices in how they move about and experience their community. He brings a data-driven approach to problem solving and works with people to understand their values, translating that to plans and projects that improve their quality of life. His projects include designing livable, walkable streets, rethinking corridors to integrate land use and transportation, and developing transit and bicycle networks. Geoff earned a Bachelor of Science in Engineering Science from Vanderbilt University, and an MBA with Honors from Columbia University. Geoff previously worked as project manager at McKinsey & Company, where he focused on helping organizations develop growth strategies and change management programs.

Speakers

Shad Comeaux



Shad Comeaux is a Freese and Nichols, Inc. Associate and Project Manager in the firm's Urban Planning + Design Group. His experience with assisting communities through visioning, goal-setting, and priority recommendations allowed him to effectively develop plans that led to implementation. Shad's experience with public involvement initiatives enables him to address clients' specific needs and concerns while building consensus among stakeholders. A former municipal planner, Shad has unique insight into challenges and opportunities that create plans based in reality with achievable implementation strategies. He received his Bachelor of Environmental Design from Texas A&M University and his Master of City and Regional Planning from the University of Texas at Arlington. He is currently pursuing a Master of Divinity from Southwestern Baptist Theological Seminary.

Rebecca Leonard



Rebecca Leonard is Principal, Shareholder and President of the planning and design firm of Design Workshop. She has planned and designed award-winning projects, lectured, written, and served as an advisor to numerous clients, community groups and professional peers. Her leadership role in projects such as the Blue Hole Regional Park, Lafitte Greenway and Corridor, Republic Square, and Houston Arboretum and Nature Center is redefining sustainable development practices in the Southern United States. In 2007, Rebecca opened the Texas office of Design Workshop and mentors numerous emerging leaders within the firm and in the profession at large. In addition to her activities within the industry, she contributes to the community volunteering through her church to feed the homeless and develop stronger connections in the community.

Zakcq Lockrem



As a principal and the director of planning for Asakura Robinson, Zakcq Lockrem has over 15 years of broad project experience in the Gulf Coast, New England, California, southeast and east Asia, Mexico, and West Africa working on issues from transit planning to disaster recovery to affordable housing. Zakcq develops cutting-edge public participation strategies to build the capacity of project stakeholders. He has worked throughout the greater Houston region engaging the public on issues ranging from transit reimagining and ped/bike planning to active living and healthy community design. He is a cofounder of Social Agency Lab, a collaborative of urban planners and designers who engage in public art and creative urban interventions. Zakcq is one of the 2015 Next City Vanguard, a group of 40 urban thought leaders under 40.

Amanda Timm



Amanda Timm is the Executive Director of the Local Initiatives Support Corporation's Houston office. LISC works to connect neighborhoods to the resources it needs to be healthy and strong by providing capital, partnerships and information to community-based nonprofits. After taking the leadership role at Houston LISC in 2007, Amanda orchestrated the program's strategic shift to a comprehensive approach for community development. The implementation of this strategy has included the launch of the Great Opportunities (GO) Neighborhoods Program, Houston LISC's targeted neighborhood approach to comprehensive community development, and the Financial Opportunity Center program, an evidence-based model to help families reach financial stability.

Speakers

LeaAnn Dearman



LeaAnn Dearman is the Director of Communications and Marketing for the City of Seabrook. She manages the City's public information efforts and tourism and economic development marketing. This includes Seabrook's website, additional event and special websites, access channel video production, and their social media networks. In addition, LeaAnn serves as the City's spokesperson, media liaison, and special event manager. Prior to her employment with Seabrook, LeaAnn was the Multimedia Developer for the City of Midland, totalling more than 10 years in local government. LeaAnn is a Certified Public Communicator and holds a Master of Science in Interactive Communication from Quinnipiac University. She volunteers as Marketing Director for NASA Area Little League and the Social Media Specialist for the League City Church of Christ.

Eileen Egan



Eileen Egan has served as Business Development Director of the Near Northwest Management District since 2010. She managed the District's National Night Out—the largest in the Houston area—since 2011. Eileen has worked in nonprofit organizations ranging from public education, economic education, and family services.

Wayne L. Norden



Wayne L. Norden has served as President of the Near Northwest Management District since 2009. He is one of the founders of the District, serving as Board Chair from 2001 to 2009. As a long-time resident of Inwood Forest, he saw the need for an organization to address public safety, economic development, and area perception in order to stem decline and restore the area to its earlier vibrancy. Wayne has a long career in nonprofit management and fund-raising.

Fay Watson



Fay Watson is Director of Programs & Operations for Keep Pearland Beautiful (KPB). She has been with KPB for over 6 years. When she's not participating in committee meetings, picking up litter around the city, or digging around in the KPB Yardwise Garden, Fay works on KPB recycling data and household hazardous waste, graphics, publication layout, informational technology, social media, educational program planning, and volunteer management, along with speaking to groups of varying ages. Since June 2010, she has also taught the Waste in Place Activity Guide to the district's teachers. Fay earned her Master of Science in Biology at the University of Houston-Clear Lake, where she served as an adjunct instructor in Biology for over 15 years.

Speakers

Allie Danziger



Allie Danziger, a thriving entrepreneur, started one of the City's top PR and social media agencies in 2009 and is dedicated to surpassing expectations and developing strong client, media, employee, and community relationships. Allie started Integrate to help brands and individuals differentiate and prevail by embracing change and integrating new and traditional tools in the communication mix. Her experience, network, and management skills cultivate the top PR, marketing, and social media professionals in the industry who, under her leadership, consistently deliver the best results for clients across a wide-range of industries. Integrate is now an award-winning, 20-person agency, working with local and national brands to help communicate with their audiences through traditional media relations, community relations, social media, graphic design, marketing, and grassroots marketing services.

H-GAC Staff Facilitators

Amanda Thorin



Amanda Thorin is the Senior Programs Liaison at the Houston-Galveston Area Council, where she focuses on building relationships with local governments to ensure that their planning, development, and implementation has needed support. She has been the program coordinator for PlanSource, a cooperative purchasing program for planning services, since its inception and is the sole coordinator of the procurement of planning firms and the liaison for local governments to help meet their planning needs. Amanda has more than 20 years of program management, community engagement, and planning experience in both public and private sectors. She holds a Bachelors in Human Communications and Political Science from Abilene Christian University.

Andrew Pompei



Andrew Pompei, AICP, is a Senior Regional Planner at the Houston-Galveston Area Council, where he focuses on pedestrian and bicycle planning, downtown revitalization, and projects related to land use and transportation. Prior to working at H-GAC, Andrew helped communities in Virginia develop land use policies and long-range plans. He holds Bachelors and Masters degrees in Urban and Environmental Planning from the University of Virginia. He is a member of the American Institute of Certified Planners (AICP) and is treasurer of the Houston Chapter of the American Planning Association.

Meredith Dang



Meredith Dang, AICP, serves as the Chief Regional Planner for the Community and Environmental Planning Department at the Houston-Galveston Area Council. Her responsibilities include managing the Sustainable Communities Regional Planning Grant, managing H-GAC's Livable Centers program, and training local governments on land use transportation coordination principles. Meredith received her Bachelors from Rice University and her Masters in Planning from the University of Southern California. She is a member of the American Institute of Certified Planners (AICP) and is a member of the Houston Chapter of the American Planning Association.

Continuing Education Credits



The Houston Chapter of the American Planning Association is generously providing Continuing Education Credits for this workshop.

For more information, visit www.planning.org/cm

For more information about upcoming workshops, visit
www.h-gac.com/community/workshops/



Notes



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