

SCHEDULE: May 5, 2007 Neighborhood Planning Workshops

- 7:30 am—Registration
- 8:30 am—Main Speakers & Opening Session: *The Next Ten Years: Building Capacity*
- 10 am—Break
- 10:15 am—1st Workshop (a)
- 11:15 am—2nd Workshop (b)
- 12:15 pm—Watershed Lunch [Panel with Reps from Neighborhood Councils]
(Watershed Docents: Matt Hollon, Jeff Kessell, Michael Embesi, Elisabeth Welch)
- 1:00 pm—3rd Workshop (c)
- 2:00 pm—4th Workshop (d)
- 3:00 pm—5th Workshop (e)
- 4:00 pm—Closing Session: Interim Community Projects
- 4:30 pm—End of Conference

Some of the speakers listed below have not yet verified their invitation to participate in the listed Workshops; also, Workshops are subject to change and/or cancellation, depending on registration demand and availability of speakers. Early Registration for the Conference is \$25 up until 12:01 am, Friday, April 27, 2007. At that time the Registration Fee becomes \$35. This is to encourage registration early enough so we can properly accommodate the Workshop rooms. In addition, please register early because the Conference may be subject to space limitations. Some tuition waivers will be granted upon request and explanation during the registration process, usually for economic considerations.

Track 1	Community Capacity Building	Room MPH (Lower)
Track 2	Governmental/Structural Capacity Building	Room 8106/08 - 40
Track 3	Neighborhoods Building Relationships with Governments	Room 8109 -20
Track 4	TNT and Susan Hill: Boot Camp	Room 8107/09 - 40
Track 5	Neighborhood Environment	Room 8801-20
Track 6	Neighborhood Transportation and Economic Development	Room 8812-20
Track 7	Neighborhood Communications	Room 8810 - 20
Track 8	Neighborhood Planning Vision	Room 8105 - 60

2007 Neighborhood Planning Conference, Austin Texas

Conference Agenda

7:30 am – 8:30 am	Exhibits Open	Registration							
8:30 am – 10:00 am		Opening Session Main Speakers: Jerry Schultz, Jim Diers, Susan Hill, The Next Ten Years: Building Capacity (Multi-Purpose Hall)							
		Break							
10:15 am – 11:10 am		TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6	TRACK 7	TRACK 8
		Using Data to Determine the Future of Your Neighborhood	What Keeps Neighborhood Planning From Driving City Policies	Texas Neighborhoods Together (TNT) Legislative Wrap-up	The Art of the Meeting	Back Yard Habitats	Cap Metro: Using Neighborhood Sectors to Build Transportation Planning	Beyond the Newsletter: Using Web Technology to Enhance Basic Neighborhood Communications	Neighborhood Planning, Austin Tomorrow, and ECT
11:10 am – 11:15 am	Transition to Workshop								

11:15 am – 12:10 pm	TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6	TRACK 7	TRACK 8
	Using Technology as a Means to Increase Civic Participation in the Planning Process	Sustainable Austin & Central Texas: Sector Areas & Cluster Density	Examples of Planning Teams Perspectives I	Friend-Raising: The Fine Art of Finding & Recruiting Great Volunteers	Neighborhood & Home Eco-Systems	The New Urbanism - Is It Neighborhood Friendly?	The Association of Neighborhood Webmasters; Creating Ongoing Cooperative Opportunities (The Yahoo Group)	Neighborhood Planning: The Vision Thing
12:10 pm – 12:15 pm	Transition to Lunch							
12:15 pm – 12:55 pm	Watershed Lunch: Panel, Representatives from Central Texas Neighborhood Coalitions, Moderated by Jackie Goodman Watershed Docents: Matt Hollon, Jeff Kessel, Michael Embesi, Elisabeth Welch, and Others (Multi-Purpose Hall)							

AFTERNOON SESSION, May 5, 2007

12:55 pm - 1:00 pm	Transition to Workshop							
1:00 pm - 1:55 pm	TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6	TRACK 7	TRACK 8
	Using Internet-Based Tools to Build Capacity for Community Building & Other Efforts to Promote Community Health & Development	School Districts: Can the School Districts be Responsive to Neighborhood?	Capital Improvement Processes from Different Cities	The Big Picture: Creating Visionary Grassroots Leaders	The Urban Forest & Why It is Important to Your Neighborhood	Using Development to Enhance the Neighborhood (or at least not make it so bad)	Using the 5/5/07 Conference Website Platform to Build Community Capacity in Your Neighborhood & Sector	TODs and the Sustainable City: Capital Metro & the City Have Been Planning Together; Can the Rest of the Region Be Far Behind?
1:55 pm - 2:00 pm	Transition to Workshop							
2:00 pm - 2:55 pm	TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6	TRACK 7	TRACK 8
	Assessing Community capacity Building Needs; Analyzing Problems & Goals	Mueller Master Planning: Who Will Run It?	Code Enforcement: Bridging the Gap between the Law & Neighborhood Standards	Best Practices: Creating a High Quality Neighborhood	Save Town Lake & Town Lake Trail: What Price Progress?	What Is A Community Housing and/or Economic Development Corporation & Can My Neighborhood Have One Too?	Community Media: Public Access Community Television (PACT) & KOOP Radio (A Neighborly Conversation): How Your Neighborhood Can Be a Part of the Show	A Visit with Jackie Goodman & Other Dreamers of Neighborhood Planning
2:55 pm - 3:00 pm	Transition to Workshop							
3:00 pm - 3:55 pm	TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6	TRACK 7	TRACK 8
	Developing Conditions that Support Community Building in Austin	Building Neighborhoods Brick by Brick: Looking at Making Neighborhoods Crime-resistant & Enhancing Community	It Didn't Start yesterday: Do Our Election Districts Represent Our Communities? If Not, How We Can Change That?	Show Me the Money! Fundraising for Programs & Projects	Watersheds: Are They Everywhere?	It's Not Just Single Family or Apartments! Co-op Housing Types	Neighborhood Newsletters: Best Practices	Vertical Mixed-Use Community Deadline for Neighborhoods in City of Austin: June 2007. The Current Status
3:55 pm - 4:00 pm	Transition to Closing Session							
4:00 pm - 4:30 pm	Closing Session Interim Community Projects (Multi-Purpose Hall)							

I. Main Speakers

Jerry Schultz, Community Building – Dr. Schultz will explore community development and leadership training to bring it all together, including getting a sense of what an interim technical assistance program might look like. In the morning general session, he will utilize the University of Kansas’s Community Tool Box (<http://www.communityhealth.ku.edu/>; <http://ctb.ku.edu/>) as a way to build capacity and evaluate efforts to build our local communities. In subsequent workshops, Dr. Schultz will demonstrate how to: 1) Assess community capacity building needs; 2) Analyze neighborhood problems and goals; and 3) Develop conditions that support community building in your own and adjacent neighborhoods. Dr. Schultz will also be working on issues related to Interim Technical Assistance

Jim Diers, Neighborhood Government – Neighborhood/Sector Planning Units and issues related to Community Capacity Building. Community empowerment is a big issue for Jim Diers, and he loves talking about how to get people engaged in communities. Neighborhood planning and implementation, based on his own experience as a Director of Planning for the City of Seattle, is fundamentally based on the ability of coordinated programs to inspire people about what is possible. Implementation of such municipal and citizen empowerment includes community-based policy changes and projects, bond and levy measures, and budget and workplan coordination through interdisciplinary sector teams. Jim Diers, who is known to many of from his book *Neighbor Power*, and his visits to Central Texas over the past year or so, was a catalyst for the 2006 Neighborhood Planning Conference. See <http://home.comcast.net/~jimdiers/bio.html>.

Susan Hill, Neighborhood Leadership Training, Process and Structure – Neighborhood Boot Camp. Susan, along with other Texas Neighborhood Together (TNT) leaders, will focus on TNT’s Neighborhood Boot Camp, which has been road-tested statewide, most recently in Houston. The Neighborhood Boot Camp celebrates the nuts and bolts of what it takes to get people to attend a neighborhood meeting, then run that meeting efficiently and with grace, so that people will return to the next.

II. Eight Tracks

Track 1. Jerry Schultz: Community Capacity Building.

a. Using Data to Determine the Future of Your Neighborhood

A representative from the City of Austin’s (COA) Demographer’s Office; Cid Galindo, COA Planning Commission; Jeff Jack, Zilker NA; Jim Walker, Sustainability Indicators Project, Austin Community College. From under-zoning, over-population, transit-oriented planning, future projections, all must proceed with valid DATA. Indeed, some believe that a better future is simply the constant search for better DATA. Exciting recent developments point to a more valid future. Indeed, such competence requires a constituency. Become a DATA groupie.

b. Using Technology as a Means to Increase Civic Participation in the Planning Process, including Using the GIS System.

Margaret Valenti, COA Neighborhood Planning; Dolph Scott, COA, GIS System Supervisor, and Gary Stegeman, COA Planning Commission Member. The objective of the workshop is to briefly introduce

technological applications that could enhance and increase community participation in the neighborhood planning process and to inspire the City of Austin to incorporate and embrace interactive technology use by citizens and city staff with the goal of increasing community capacity in all present and future planning areas.

c. **Using Internet-Based Tools to Build Capacity for Community Building and Other Efforts to Promote Community Health and Development**

Jerry Schultz; Susan Hill; Barry Silverberg, Director, [Center for Community-Based & Nonprofit Organizations at Austin Community College](#); Bob Corona, COA Health Department. Building capacity for this shared work requires that we: a) understanding context and conduct collaborative planning, b) take community action and intervention, c) bring about community and systems change, d) produce widespread change in our behavior and improve outcomes, and e) sustain the effort. The focus is on 16 core competencies related to this work (e.g., assessing community needs and resources, evaluating the initiative), and how a variety of Internet-based resources can make these activities easier and more rewarding. We illustrate with a variety of different Internet-based tools, featuring a case example of integrated supports through the Community Tool Box (<http://ctb.ku.edu>).

d. **Assessing Community Capacity Building Needs; Analyzing Problems and Goals**

Jerry Schultz; Dr. Patty Stephens, Strategic Leadership Development, Group Psychotherapist, and the Founder of Austin Community Schools; A member of the COA Planning Commission. Identifying personal and environmental factors related to risk and protection are key to understanding how to address community health and development issues. It's a matter of taking a step back from the problem, looking at the behaviors and environmental conditions that cause it, and then figuring out how to change those conditions. You will learn more about personal and environmental factors and their role in helping you identify the changes in your community that your organization wants to make.

e. **Developing Conditions that Support Community Building in Austin**

Jerry Schultz; Tim Mahoney, SRCC NA; A member of the COA Planning Commission. There are seven factors (e.g., clear vision and mission, leadership, community organizers) that lead to success in reaching neighborhood outcomes. Learn more about each of these factors and participate in the development of a preliminary plan for enhancing them for Austin neighborhoods.

Track 2. Jim Diers: Governmental/Structural Capacity Building

a. **What Keeps Neighborhood Planning from Driving City Policies**

Jim Diers; Colleen Waring, former Deputy City of Austin Auditor; Tim Mahoney, SRCC NA; and Danette Chimenti, COA Parks Boardmember. Broad-based participation and simultaneous planning throughout the city made it possible for neighborhoods to have a strong voice on policy and budget matters in places like Seattle. Could it happen here in Texas?

b. **Sustainable Austin and Central Texas: Sector Areas and Cluster Density**

Jim Diers; Susan Hill; Cid Galindo, COA Planning Commission member; Mark Yznaga, Livable Cities; Tim Mahoney, SRCC NA. What the relevant factors are in creating interactive Neighborhood Sector Areas, in terms of the size of the sector, the composition

of the governing boards, and the responsibilities and the opportunities of the communities within each area.

- c. **School Districts: Can the School Districts Be Responsive to Neighborhoods?**
Zenobia Joseph, AISD Teacher of the Year; Nan Clayton, Barton Hills NA, and former AISD Board Member; Susie Dudley, former School Board Member, Dripping Springs ISD; and Martha Ward, Ridgetop NA How we can reconnect schools with their neighborhoods using community school programs, site councils, and public school partnership projects.
- d. **Mueller Master Planning: Who Will Run It?**
Jim Walker, Austin Community College; and a person from the Mueller master developer Catellus. When the contract for Mueller was signed a few years ago, the work to create it was not in any way complete. . Creating the Mueller world requires a continuing interaction within the growing Mueller community and with the communities that surround it.
- e. **Building Neighborhoods Brick by Brick: Looking at Making Neighborhoods Crime-resistant and Enhancing Community.** Travis County Sheriff Greg Hamilton; Mike Manor; Jeanie Miller; Martha Ward, Ridgetop NA; Amy Mok, A discussion of the new effort to develop pro-active anti-crime strategies by building community.

Track 3. Neighborhoods Building Relationships with Governments

- a. **Texas Neighborhoods Together (TNT) Legislative Wrap-up**
David Smith, former City of Plano City Councilmember, current TNT Legislative Coordinator; to be announced, other Citizen Lobbyist, TNT; to be announced, a professional Municipal Legislative Lobbyist; COA Legislative Lobbyist; Shanna Igo, Texas Municipal League. TNT Legislative Lobby Efforts: The Art, Science and Process.
- b. **Examples of Planning Teams Perspectives I**
Daniel Llanes, Red Bluff NA; Linda Guerrero, Hancock NA; Linda Moore, North Austin Civic Association; David Richardson, Oak Hill Association of Neighborhoods
Neighborhood Planning Team Members tell their stories of what neighborhood planning is like, and how it might be better in the future.
- c. **Capital Improvement Processes from Different Cities**
Amy Kirwin, San Marcos Neighborhoods; Jim Walker, Austin Community College; Dave Sullivan, COA Planning Commission Chair; Trey Fletcher, Pflugerville City Planning Director; To be announced, Round Rock person. Different communities take different approaches to developing their Capital Improvement Programs. What would work best for your area?
- d. **Code Enforcement: Bridging the Gap between the Law and Neighborhood Standards.** Linda Moore, North Austin Civic Association; Lori Renteria, East Cesar Chavez Planning Team; Kit Campbell R. S., Central East District Manager, SWS Code Enforcement, COA. Developing and Marketing Local Neighborhood Standards/Culture,

e.g. Noise Abatements from Businesses; Code enforcement with, and without, the written law.

- e. **It Didn't Start Yesterday: Do Our Election Districts Represent Our Communities? If Not, How We Can Change That.** Roscoe Overton, Eastside Historian; Loraine Atherton, Zilker NA; another person to be determined. Tailor an election model to your Austin community: Workshop participants identify their own neighborhoods on a precinct map and consider how various election models would affect their representation on the City Council.

Track 4. TNT and Susan Hill: Boot Camp

- a. **The Art of the Meeting**
Jeri Arbuckle, Dallas Homeowners League. Running a meeting is a fine art, meshing the ability to timely finish the meeting, and allowing sufficient time to develop consensus. This workshop is designed for those who preside at any kind of meeting, ranging from large public gatherings to small working sessions. It will cover the basics of how to present information, how to facilitate discussion and decision-making, how to deal with difficult personalities and parliamentary procedures.
- b. **Friend-Raising: The Fine Art of Finding and Recruiting Great Volunteers**
Jude Wiggins, Cypress Creek United Civic Associations, Harris County. Volunteer recruitment is more than just filling vacancies with warm bodies. To be successful requires good volunteer assignments and an organization prepared to use the volunteers' time and talents effectively. The purpose of this workshop is to help recruiters develop the tools they need to reach out for new volunteers.
- c. **The Big Picture: Creating Visionary Grassroots Leaders**
Susan Hill, Cypress Creek United Civic Associations, Harris County
For any organization to work toward its vision, it must be able to answer these questions: How do we get people to feel that ownership for this group? How do we get people to raise money for it? How can we get people to join it and work for it? How can we keep it going? This workshop will identify different behavior styles of leadership and how to identify these behaviors in others to produce more satisfying, productive relationships to develop passionate, visionary leadership.
- d. **Best Practices: Creating a High Quality Neighborhood**
Douglas Athas, Garland Neighborhood Coalition, Garland City Council member. This workshop will offer ideas and information about improving the physical aspects of a community.
- e. **Show Me the Money! Fundraising for Programs and Projects**
Susan Hill; Barry Silverberg, Director, Center for Community-Based & Nonprofit Organizations at Austin Community College; To Be Announced, Director, local Community Foundation.
This workshop will explore the basic fundraising tools for nonprofits: special events, memberships, fees for services, product sales, co-marketing, advertising, and grants,

among others. Also, having an understanding of Non-profit structures and leadership training (including that which might be available through Austin Community College).

Track 5. Neighborhood Environment

a. Back Yard Habitats

Brian Block, Keep Austin Beautiful; Jane Tillman, National Wildlife Federation, and Charlie McCabe, Austin Parks Foundation. It's a new City initiative to make our backyards a part of our natural habitats, but everyone in this Workshop has been working on it for years, from backyards to your local creeks and greenspaces and these are the people that can get you anchored.

b. Neighborhood & Home Eco-Systems: Dick Pierce and Permaculture Friends will discuss sustainability at the local, home, and personal levels - ranging from food and gardening, to efficient energy based on renewables and Green Building, and landscaping for water and energy. They will cover as much as 50 minutes will allow, answer some of your questions, and leave you begging for more.

c. The Urban Forest and Why It is Important to Your Neighborhood

Michael Embesi, COA Arborist, Watershed Department; Laura Patlove, COA Neighborhood Planning Department; Eric Copeland, Regional Urban Forester, Texas Forest Service. Having a healthy urban forest is no accident. Find out the current state of the efforts to regain our forestry habitat.

d. Save Town Lake and Town Lake Trail: What Price Progress?

Dave Sullivan, COA Planning Commission Chair; Wendy Todd, Architect, Save Town Lake; Griffin Davis, Town Lake Trail Foundation; Mary Arnold, Community Historian.

e. Watersheds – Are They Everywhere?

Matt Hollon, COA Watershed Department; Elisabeth Welch. Austin Youth River Watch). The short answer is yes, and find out where yours is, and where it goes.

Track 6. Neighborhood Transportation and Economic Development

a. Cap Metro: Using Neighborhood Sectors to Build Transportation Planning

To be determined, Policy Analyst, Cap Metro; Katrina Daniel, Highland NA, Alliance for Public Transportation; To be determined, Transportation Planner, COA and/or Cap Metro

b. The New Urbanism—Is It Neighborhood Friendly?

Kevin Lewis, South Lamar NA; To be determined, Cap Metro; David Richardson, Oak Hill Association of Neighborhoods

c. Using Development to Enhance the Neighborhood (or at least not make it so bad). Nikelle Meade, Attorney, Brown McCarroll; Kathie Tovo, Bouldin Creek NA; Linda Guererro, Hancock NA;

- d. **What Is a Community Housing and/or Economic Development Corporation and Can My Neighborhood Have One Too?** Mark Rogers, Guadalupe Community Development Corporation; Heather Way, Professor, Director, Community Development Law Clinic
- e. **It's Not Just Single Family or Apartments! Co-op Housing Types** Laine Jastram, Cat Mountain HOA; Selwyn Polit/Dave Sanford /Josh Sharp, Kaleidoscope Village, Co-Housing project; Brian Donovan, ICC CO-OPs

Track 7. Neighborhood Communications

- a. **Beyond the Newsletter: Using Web Technology to Enhance Basic Neighborhood Communications.** Tom Linehan, Allandale NA; Mark Boyden, Windsor Park NA; To Be Announced, Emergency Management, Austin Energy, COA. The presentation will focus on using the web, e-mail and related interactive technologies to build capacity of community-based organizations. We will highlight the various technologies, the issues involved in developing the capabilities, as well as the organizational resources needed to engage the audience. The workshop will consist of a short overview presentation with an interactive Q&A session. Audience members will be asked how they currently use their web and e-mail, how they would hope to use their web and e-mail in the future, and in what ways they are currently struggling to engage and involve their respective communities. As a group we'll explore how those communities can better utilize these technologies to meet organizational business objectives.
- b. **The Association of Neighborhood Webmasters; Creating Ongoing Cooperative Opportunities (The Yahoo Group)**
- c. **Using the 5/5/07 Conference Website Platform to Build Community Capacity in Your Neighborhood and Sector**
Silona Bonewald, Independent Non-profit Consultant; Jody Zemel, Bouldin Creek NA; Mark Boyden, Windsor Park NA
- d. **Community Media: Public Access Community Television (PACT) and KOOP Radio (A Neighborly Conversation) and ANC: How Your Neighborhood Can Be a Part of the Show**
Linda Litowsky, Executive Director and Stefan Wray, Communications Director, PACT; Mark Boyden, Producer, ANC, KOOP Radio
This workshop will explore the new PACT Neighborhood Public Affairs program (including a demonstration for some of the participants to produce a 30-second Public Service Announcement about their neighborhood) and the year-old award-winning KOOP neighborhood radio show.
- e. **Neighborhood Newsletters: Best Practices**
Fontaine Maverick, Zilker NA; Barbara "Ba" Cossie, YWCA Austin. What are the Best Practices for doing that neighborhood communication icon, the newsletter. There are far more models out there than the uninitiated might think. But when you're on deadline, you just get it out, even though it's like herding volunteer cats.

Track 8. Neighborhood Planning Vision

- a. **Neighborhood Planning, Austin Tomorrow, and ECT**
Carol Haygood, Manager, Neighborhood Planning and Zoning, COA; Carol Barratt, Planning Director, City of San Marcos; Trey Fletcher, Principal Planner, City of Pflugerville; Todd Hemingson, Principal Planner, Cap Metro. Are we beginning to develop the neighborhood component of regional community integration?
- b. **Neighborhood Planning: The Vision Thing**
Professor Patricia Wilson, School of Architecture, University of Texas; Jeff Jack, Zilker NA; Greg Guernsey, Director, Neighborhood Planning and Zoning, COA; Kevin Lewis, South Lamar NA; Mark Yznaga, Livable City; Carol Barratt, Planning Director, City of San Marcos. Creating a vision for neighborhood planning may not be as easy as it might seem, but these are the people who can do it. The living trick is having one of your own that lives in a neighborhood.
- c. **Transit-Oriented Development (TODs) and the Sustainable City: Capital Metro and Some Cities Have Been Planning Together.... Can the Rest of the Region Be Far Behind?** Katrina Daniels, Highland NA; Sonya Lopez, City of Austin; Christine Viña and/or Lucy Galbraith, Capital Metro; Person to be Identified, City of Leander.
- d. **A Visit with Jackie Goodman and Other Dreamers of Neighborhood Planning**. Jackie Goodman, former COA Councilmember; Cynthia Medlin, former COA Planning Commission Member; George Adams, COA planner. This workshop is a discussion among those who were there at the beginning in the City of Austin with neighborhood planning a mere 10 years ago. And they don't look a day older!
- e. **Vertical Mixed-Use Community Deadline for Neighborhoods in City of Austin: June 2007. The Current Status**. George Adams, COA planner, Laura Morrison, President, ANC; Rachel Proctor-May, Aide, COA Councilmember Brewster McCracken.