Climate impacts, demographic shifts, impeding infrastructure and transportation changes, racial disparities, housing demands, reckless driving, redevelopment needs, and municipal finance sustainability are among the many wicked problems facing planners today. This year’s conference will feature sessions focused on strategies for public, private, and non-profit partners to address these problems from the ground up—in search of long-term, future focused solutions—through holistic and collaborative reasoning, by utilizing new technology, leveraging diversity and inclusion, and adapting to new ways to engage our communities.

Details and Registration
PRE-CONFERENCE WORKSHOPS  
Wednesday, September 20, 2023

2:00 - 4:00 PM  3 Workshops (Add-ons)
Pre-register  $25

CONFERENCE - Day 1  
Thursday, September 21, 2023

8:30 - 9:50 AM  Welcome & Keynote
10:00 - 10:50 AM  Breakout Sessions & Tour
11:00 - 11:50 AM  Breakout sessions
Noon - 1:30 PM  Lunch & Keynote
1:45 - 2:35 PM  Breakout Sessions
3:00 - 3:50 PM  Breakout Sessions & Tour
4:10 - 5:00 PM  Breakout Sessions & Ethics
5:30 - 7:30 PM  Awards Reception

CONFERENCE - Day 2  
Friday, September 22, 2023

7:30 - 8:15 AM  APA-Wisconsin Annual Meeting
8:30 - 9:45 AM  Keynote Panel
10:00 - 10:50 AM  Breakout Sessions & Tour
11:10 - NOON  Breakout sessions & Planning Law
Keynote Speakers

Raynetta “Ray” Hill
*Executive Director Historic King Drive BID (8)*
“Ray” Hill is a catalytic leader who has a passion for advancing economic growth. Ray’s career is marked by her collaborative leadership style and ability to advocate for economic and social impact. Ray has held numerous leadership roles in both the private and nonprofit real estate sector. She served as Associate Director for the Historic Business Improvement District No. 8 from 2016–2018 where she focused on revitalization efforts within the commercial corridor while building high level engagement with resident groups, businesses and stakeholders.

Lafayette L. Crump, JD.
*Commissioner of City Development for the City of Milwaukee*
As Commissioner, Lafayette leads a department charged with business attraction and retention, job and population growth, real estate disposition, commercial corridor development, ensuring sufficient affordable housing and more. Under Lafayette’s leadership, Milwaukee attracted the largest single infusion of new workforce into the City in decades, administered nearly $20 million in resources to small and diverse businesses through federal CARES funding – retaining or creating hundreds of jobs in the midst of the pandemic - and is completing the most comprehensive and wide-ranging affordable housing plan in local history.

Carolyn Esswein, FAICP
Carolyn utilizes her 25 years of community development consulting to integrate urban design and engagement skills to transform a variety of project scales. Carolyn brings her experience to UWM with practice-based teaching, coordinates the Masters of Architecture/Masters of Urban Planning joint degree program and new Master of Urban Design Program. As Director of Community Design Solutions (CDS), Carolyn has facilitated 13 Community Charettes in Milwaukee and more than 300 individual projects throughout southeastern Wisconsin. Carolyn continues to practice community redevelopment as the owner of Ce Planning Studio.
PRE-COFFERCE WORKSHOPS
Wednesday, September 20, 2023
2:00 - 4:00 PM
3 Workshops (Add-ons)
Pre-register $25

Workshop 1
**Messaging, Visuals, and Digital Communication Tools for Planners**
We live in a digital world where people of all ages and backgrounds spend a significant amount of time engaging with one another through various online platforms. If planners want to "meet people where they are," we must learn how to show up and connect in these digital spaces. This workshop will provide tangible skills for planners to use platforms to share information, collect feedback, and build stronger relationships with stakeholders and the public.

Workshop 2
**Transformative Development:**
**Brownfield, Historic Preservation, and Adaptive Reuse**
This workshop will provide tips for partnership, funding, and engagement to facilitate transformative projects on all scales. Manufacturing, churches, schools, and big-box stores are closing or underutilized while housing and infill is in demand. Redevelopment is also an opportunity to use innovative materials, sustainable design, and green infrastructure.

Workshop 3
**Equitable Engagement Workshop:**
**Making Public Involvement Work Better for More People**
ECWRPC worked with Toole Design to help create an Equitable Engagement Toolkit and Guidebook. This resource assists in creating consistent outreach approaches for their projects, serves as a resource to partner agencies, and ensures that their outreach strategies engage People of Color, older adults, and low-income residents, among other historically underserved residents. The workshop will provide a toolkit overview and dive into engagement strategies. Using real life planning projects, participants will work in small groups to develop creative and innovative outreach methods.
Tours

Free but registration required due to space limitations

Thursday, September 21st

10:00 - Noon
CONNECT 1 - Wisconsin's First Bus Rapid Transit (BRT) line
Join MCTS for a hands-on tour of CONNECT 1 - Wisconsin's First BRT service, which launched in June of this year. Participants will begin the tour with an overview of the service at the conference hotel from David Locher, Manager of Enhanced Transit at MCTS. Participants will then board one of the routes battery electric buses at a nearby station for a private tour.

3:00 - 5:00 PM
Downtown Milwaukee Walking & Transit Tour
Get an up close tour of exciting public and private Downtown & Third Ward projects that are underway, upcoming, recently completed, and widely celebrated led by Downtown Milwaukee, Inc. and city of Milwaukee Dept. of City Development Planning staff. Highlights will include partnerships to increase activation and investments throughout Downtown.

Friday, September 22nd

10:00 AM - NOON
King Drive & North Ave: At the Intersection of Community Engagement, Arts, Culture, and Economic and Housing Development
This walking tour will showcase Milwaukee's Historic Dr. Martin Luther King, Jr. Drive and Bronzeville Cultural and Entertainment District. Years of planning, community engagement, land acquisition, strategic investments, and public/private partnerships have laid the groundwork for current and planned developments. The tour will include visits to catalytic development sites, small businesses that are part of the ongoing rebirth of the Bronzeville district, and discussions with partners who have been involved for the past decade.
Registration

General Registration (2 days)  
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Students & Planning Commissioners  
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Wednesday Workshops (Choose 1).  
1. Messaging, Visuals, and Digital Communication Tools for Planners
2. Transformative Development: Brownfield, Historic Preservation, and Adaptive Reuse
3. Equitable Engagement Workshop: Making Public Involvement Work Better for More People

Tours are free but you must register due to limited space.
Thursday  
10:00 AM - Noon  
CONNECT 1 - Wisconsin's First Bus Rapid Transit (BRT) line
Thursday  
3:00 - 5:00 PM  
Downtown Milwaukee Walking & Transit Tour
Friday  
10:00 AM - Noon  
King Drive & North Ave: At the Intersection of Community Engagement, Arts, Culture, and Economic and Housing Development

Click Here to Register Online
Special Events

Wednesday

**Bike Ride**  2:00 - 4:00 PM
*Rent a Bublr or bring your own!*

- Bublr Bike $40
- Bublr E-Bike $60 includes Drop off, Pick Up, and ride fees

Join a bike ride around downtown and the Lower East Side of Milwaukee to learn about nearby multimodal planning efforts. Bring your own bike or sign up to rent a Bublr bike. The 5-mile ride will start and end at Discovery World and will include periodic stops for project information sharing.

**Informal Meet-UP**  5:00-7:00 PM
3rd Street Market Hall
(details to follow)

Thursday

**Reception & Awards Presentation**  5:30-7:30 PM
The Westin Milwaukee
550 N. Van Buren Street

**Best Practice**
- Greening Milwaukee Public Schoolyards
- Complete Green Streets - City of Madison
- Zoning Ordinance Update – Village of Mount Pleasant

**Innovation**
- Equitable Engagement - ECWRPC

**Economic Development**
- Industrial Land Analysis – City of Milwaukee

**Student Award**
- People in Planning – Wiedenfeld
- Connecting El Paseo Trail – UW DPLA

**Retirees**
- Mike Slavney and Brian Ohm