@APA_Planning  
@APAadvocates  
#APAlive  
#RebuildRenew
Infrastructure Week - #RebuildRenew

- Infrastructure Week Happy Hour with APA and GGW
  - Thursday, May 14
  - 6–7:30 p.m.
  - RFD, 810 7th St. NW

- For more events:
  - [www.infrastructureweek.org](http://www.infrastructureweek.org)
Linking Communities Together Through Innovative Regional Transportation Planning

Mariia Zimmerman is a transportation expert providing planning and policy consulting services to local communities, governments, foundations, and national advocacy organizations. She brings almost 20 years of policy experience including senior leadership positions with the federal government, the national Center for Transit-Oriented Development, and on Capitol Hill.

Erich Zimmermann is responsible for the National Association of Regional Council's (NARC) transportation portfolio, which includes managing priorities for member metropolitan planning organizations and regional transportation planning organizations. He works with members to refine policy priorities and recommendations for the federal surface transportation authorization and amplifies these messages to Congress and the administration.

@MZStrat

@erichzimm
LINKING COMMUNITIES TOGETHER THROUGH INNOVATIVE REGIONAL PLANNING

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Tuesdays at APA
May 12, 2015

Source: tristanford.org
A FEW THOUGHTS FOR TONIGHT

- Are We in the Age of Regionalism?
- Regionalism Only as Good as its Local Application
- Equity is Fundamentally About Regionalism
- Since We’re in DC
AGE OF REGIONALISM
Regional power must be **delegated** or **ceded** from federal, state or local units,

Regionalism confronts intergovernmental balance of power and requires political negotiation.

**STOP**

Unelected and Unaccountable Government

RepealRegionalism.com
Regionalism can take many forms. It can be a loose collaboration, a contractual arrangement, or a legal entity.
GETTING LOCAL

Carrots more than Sticks
SUPPORTING LOCAL PLANNING & IMPLEMENTATION

- Livable Communities Programs
- Technical Assistance
- Bundling and Set-Asides
- Going Beyond Transportation

Released by Transportation for America – December 2014: Webinars and Resources available at www.t4america.org
THE STORY BEHIND THE INNOVATIVE MPO

- T4 contracted with MZ Strategies, LLC
- Advisory Group included MPO directors, board members, and national experts
- Nearly 100 real-world examples drawn from literature review, Advisory Group recommendations, and research team experience
- 7 chapters covering key areas of MPO responsibility
- 30 innovative strategies; 20 case studies
- Real-world examples for each strategy, drawn from over 50 MPOs

First and Foremost, Set a Visionary & Effective Plan
Innovative MPOs support local efforts that are consistent with regional goals

- **Planning Support** – “Livable Communities Programs”
  - MPOs in NW Indiana, Albany, Seattle, Salt Lake City, etc. provide planning grants to jump-start important community-based projects

- **Technical Support**
  - Portland METRO and MWCOG fund TA providers to work with local communities to develop plans
  - SEMCOG offers workshops for local officials on topics such as placemaking and road safety audits

- **Implementation Support**
  - ARC’s Livable Centers Initiative helps plan activity centers, which are prioritized for capital funds in the long-range plan
  - MTC TLC morphed many times: TOAH, Safe Routes, OBAG
  - Met Council’s Livable Communities Program funds TOD
ADDRESSING EQUITY AT A REGIONAL SCALE

AKA
integrating mobility, access, & opportunity
REMEMBER THOSE HUD SUSTAINABILITY GRANTS?

- Piloted “Access to Impediments through a Regional Fair Housing Equity Assessment
- For most MPOs this was the FIRST time they really looked at equity in terms of Racially Concentrated Areas of Poverty
- Housing – Transportation – Jobs and other “Opportunities”

- Sustainable Communities Initiative (SCI) resource library
LINKING EQUITY FROM LOCAL TO REGIONAL SCALES

- Public Participation to Engagement & Decision Making
  - Standing Policy and Technical Committees focused on equity

- Data and Performance Measures

- Funding Criteria and Planning Goals

- Procurement and Hiring Policies

- Leadership Development: Boards & Committees
SO WHAT’S THE FEDERAL ANGLE?
Transportation Reauthorization: Administration’s GROW AMERICA proposal for MPOs

$ to plan, not just build

Federal Predevelopment Resource Guide
“A Region, someone has wryly observed, is an area safely larger than the last one to whose problems we found no solution.”
– Jane Jacobs
Linking Communities Together Through Innovative Regional Transportation Planning

American Planning Association
May 12, 2015

Presented by:
Erich W. Zimmermann
Director of Transportation Programs

National Association of Regional Councils
Overview

• About NARC
• What is Innovation?
• Very Powerful Questions
• Why Innovate?
About NARC

• National non-profit trade organization
• NARC represents multi-jurisdictional regional planning organizations – large and small, urban and rural
• Formed by NACo and NLC
• Governed by local elected officials
  • President Judge Gary Moore, Judge Executive, Boone County, KY
• Advised by Executive Directors
• Core areas of concentration
  – Transportation
  – Economic & Community Development
  – Homeland Security/Public Safety
  – Environment
What is innovation?

• The thing (innovation) itself; AND

• The act of innovating
What is innovation?
Very Powerful Questions
Very Powerful Questions

WHAT DO YOU DO?
Very Powerful Questions

WHAT DO YOU DO?

HOW DO YOU DO WHAT YOU DO?
Very Powerful Questions

WHAT DO YOU DO?

HOW DO YOU DO WHAT YOU DO?

WHO?
Very Powerful Questions

WHAT DO YOU DO?

WHO?

HOW DO YOU DO WHAT YOU DO?

WHERE?
Very Powerful Questions
Very Powerful Questions

It's time to stop selling what you do and start selling why you do it.
What does innovation look like in the end?
Thank you!

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