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Submissions: We welcome articles, letters to the editor, photos, calendar items, project profiles, planners on the move items, and other news.

Send all submissions via e-mail to: apamnnewsletter@gmail.com.

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Here Comes the Conference

What a better way to kick off National Planning Month in October than with our 42nd annual Minnesota state planning conference in Duluth! I sincerely hope you are able to attend the conference this year on October 1st through the 3rd, as the programs, mobile workshops, and social events are shaping up to be the best yet.

This year’s theme, *Port of Call: Charting the Course to Resiliency* aptly highlights a program full of trending planning topics as well as mainstays in planning thought.

Some highlights include:

- Our welcome keynote, Tom Fisher, speaking on building resiliency to disasters.
- The 5K Fun Run! (a later start this year—Thursday at 6:45 a.m.)
- The Young Planners Group (YPG) Social at Dubh Linn’s Irish Pub on Wednesday evening
- Our Thursday Dinner keynote, Gordon Price, speaking on Planning for the Challenges We Face
- A Morgan Park Mobile Tour on Friday morning
- A variety of sessions on building resilient communities through building multi-modal transportation systems
- Sessions highlighting the using of new technologies in planning

Check out the great program lineup at [www.plannersconference.com](http://www.plannersconference.com)!

*Breanne Rothstein, AICP*

*APA-MN Chapter President*
Hamline Announces New Certificates

To already rich offerings in Economic Development, Public Works and Public Safety, Hamline University has added new certificates pertinent to planners. These certificates start in September, but there are still openings. Visit hamline.edu/cpal for more information and to register.

Infusing Sustainability in the Workplace

This is a cross sector certificate for professionals in the public, private and nonprofit sectors that work in sustainability, planning, management, operations, environmental services, public works, energy planning and economic development or corporate sustainability. Participants will be able to assess where their organizations are now and how to make a difference in the area of sustainability. They will learn to be change agents and to build capacity within themselves and their organizations.

The instructor is Richard Strong, Senior Research Fellow at the Center for Sustainable Building Research at the University of Minnesota. Rich was one of the initiators of the Minnesota Sustainable Design Guide while a project manager at Hennepin County during the 90’s. He has taught sustainable design at Carleton College the last three years. Currently he is involved in monitoring the Minnesota Sustainable Building Guidelines and developing standards for the Sustainable Building 2030 initiative at the University of Minnesota, where he teaches in the Masters of Science – Sustainable Design in the College of Design, and he also teaches Sustainability at Drake University in Des Moines, Iowa.

Leadership Communication Skills

Communication is the basis for everything that leaders do in their role. This program is designed to help you or your management team hone leadership and communication skills through hands-on professional development. This certificate teaches a process for professional development to improve skills and builds communication abilities in areas like influencing, conflict management and relationship building. Students practice these skills and receive coaching from peers and instructors.

The instructor, Tom Kern, is currently a Senior Talent Development Consultant for Prime Therapeutics. Tom previously worked at Target Corporation where he was involved in the initial BCEM Emerging Leaders programs. He holds a Ph.D. in Clinical Psychology from the University of Georgia with a specialization in Behavioral Medicine.

Performance Evaluation & Measurement

This certificate helps to improve existing skills for staff for whom performance measurement and evaluation is a newly acquired duty, or for public agency leaders who are responsible for new evidence-based practice initiatives, evaluation, and measurement, and need an understanding of the processes and resources needed to make these efforts succeed. This includes internal data use to improve practice. The curriculum is intended to complement organizational strategic planning, emphasizing the use of information to enhance decision-making. Participants gain knowledge and tools for performing basic internal and collaborative performance measurement and evaluation activities in the context of planning and research in public organizations. Regardless of where organizations are along a continuum of evidence-based practice or evaluation maturity, students will leave equipped with tools and resources that will help them be catalysts in practical ways.

Instructor Anita Larson currently works as a Data Policy Manager at the Minnesota Department of Education. She leads the construction of the state’s first early childhood longitudinal data system for tracking short- and long-term outcomes and supporting research on public investments in children. She earned her doctorate in Public Administration from Hamline University in 2013. Anita has spent most of her time in planning and evaluation and conducting research using quantitative, qualitative, and mixed methods.
Upcoming Planning Webcasts

There are a number of upcoming webcasts this month. All are on Fridays, unless indicated otherwise:

September 5 - North Carolina Chapter - Planning and Health: Guidance for Comprehensive Plans - Speakers: Jerry Weitz and Lori Rhew - CM Approved

North Carolina has recently created two new resources to support the incorporation of health in planning. This webinar will provide an overview of these resources. Dr. Jerry Weitz, from East Carolina University will provide an overview of the Guidebook on Local Planning for Healthy Communities and Lori Rhew from the North Carolina Division of Public Health will provide an overview of the North Carolina Guide to Incorporating Health Considerations into Comprehensive Plans

September 12 - Urban Design and Preservation Division - Defensible Historic Preservation Regulations - Speaker: Eric Damien Kelly, FAICP – CM Pending - LAW CREDIT

This program will address Constitutional Issues in the regulation of historic structures and districts. The webinar will address issues involved in the “denial of all economically viable use” from Lucas v. South Carolina Coastal Council, 112 S. Ct. 2886, 120 L. Ed. 2d 798 (1992), and the “reasonable investment-backed expectations” test from Penn Central Transportation Co. v. City of New York, 438 U.S. 104, 98 S. Ct. 2646 57 L. Ed. 2d 631, reh’g denied, 439 U.S. 883 (1978), as applied in contemporary cases. The Supreme Court has essentially revitalized Penn Central with its discussion of the case in Lingle v. Chevron U.S.A. Inc., 544 U.S. 528, 125 S. Ct. 2074, 161 L. Ed. 2d 876 (2005) (not a land-use case but one with significance for the land-use field) and its adherence to the Penn Central doctrine in Palazzolo v. Rhode Island, 533 U.S. 606, 121 S. Ct. 2448, 150 L. Ed. 2d 592 (2001) and Tahoe-Sierra Pres. Council, Inc. v. Tahoe Reg’l Planning Agency, 535 U.S. 302, 122 S. Ct. 1465, 152 L. Ed. 2d 517 (2002) (both important land-use cases). The webinar will draw from contemporary cases applying these rules, such as Roman Catholic Bishop v. City of Springfield, 724 F.3d 78 (1st Cir. Mass. 2013) and actual local ordinances to illustrate the implications of these rules in historic preservation regulations and related regulations of urban design. The webinar will identify “red flags” likely to trigger successful challenges to ordinances and will suggest safer, alternative approaches to regulation and techniques for administrative relief. Because many of the leading cases involving challenges to historic preservation regulations involve religious institutions, the webinar will deal with the related implications of the Religious Land Use and Institutionalized Persons Act (RLUIPA), discussing cases such as World Outreach Conf. Ctr. v. City of Chicago, 591 F.3d 531 (7th Cir. Ill. 2009).

September 17 (Wednesday) - Planning and the Black Community/EPA - Getting Equitable Development into the Plan - Speakers: Carlton Eley, Eric Shaw, Harold Mitchell and Carolina Martinez - CM Pending

As sustainability initiatives gain traction, it is increasingly apparent that the pathway to a sustainable future will require strategies for ‘equitable development’. Equitable development encourages fairness in planning and development practice to ensure everyone has a safe and healthy environment in which to live, work, and play. Communities across the country are learning how to align quality of life goals while being socially responsible and supporting community parity. For this webinar, presenters will share how to alter policies that hinder the needs of underserved populations as well as how to rise above institutional inertia. The webinar will introduce new tools and strategies, and participants will learn how to calibrate existing tools in order to realize desired outcomes. Examples will showcase creative ways to integrate equitable development into the planning process to make communities better.

September 19 - Northern New England Chapter - Ethics, Equity and Social Justice: Roles and Implications of Planners - Speakers: Victor Rubin and Anita Hairston, AICP - CM Pending - ETHICS CREDIT

The AICP Code of Ethics features a statement about a planner’s responsibility to the public regarding economic and social equity: “We shall seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged...” Explore this often-overlooked portion of the code via case examples from Minnesota and California, where planners and local leaders grappled with equity principles, policy issues and methods in planning for transportation, infrastructure and community health.
Webcasts (cont.)

September 24 (Wednesday) - County Planning Division - Regulating Electronic Message Centers - Speakers: James Carpentier, AICP, Wendy Moeller, AICP and Mike Freeborg - CM Pending

On-premise digital signs have demonstrated a proven ability to increase results for those that utilize them for commercial and community-oriented purposes. However, many communities are relatively unfamiliar with this rapidly evolving technology, and have concerns that these kinds of signs will create aesthetic, safety and enforcement problems for their communities. Nearly all stakeholders struggling with digital signs and their regulation often have the same questions, such as:

- What really are these digital signs and how do they work? • How is electronic technology evolving?
- Is there any way for the community-at-large to actually benefit from them?
- How can we strike a balance between allowing businesses to use digital signs without creating aesthetic concerns?
- How do we allow them without looking like Las Vegas, or negatively impacting community safety?
- How do we regulate them in ways that are understandable and enforceable, without having to hire additional staff? Hosted by James Carpentier, AICP, and presented by Wendy Moeller, and Mike Freeborg, Director of Government Relations for YESCO, the presentation of answers these questions, and provides practical, solution-focused guidance that can set the foundation for regulations that allow for the opportunity to leverage this technology while protecting community aesthetic values and safety concerns.

Click on the title links to register. You can see the current listing of all webcasts at www.utah-apa.org/webcasts.

Where We Move

Frigid winters apparently don’t push Minnesotans out of the state as much as you might think.

According to the New York Times, 72 percent of people born in Minnesota stayed in the state as of the most recent Census, proving that residents aren’t as quick to escape as you might think.

The information comes from an impressive, interactive tool on the New York Times website that allows you to see where people are moving to in each state.

You can find the interactive tool here. Not surprisingly, when Minnesotans move to ... Wisconsin.

When they don’t move to Wisconsin, they’re most likely to move to California, apparently seeking the warmth of the west coast. That state is followed by, you guessed it, Washington, and then North Dakota.

In recent years, however, the state has seen a rapid increase in the number of people moving to the South. So while most people born here are sticking around, a few are, indeed, escaping for warmer destinations.
Equity Mapping and the Geography of Opportunity

Editor’s note: This story comes courtesy of the US Department of Housing and Urban Development through the HUD USER program.

Decisionmakers at the regional, state, and local levels increasingly rely on geographic information systems (GIS) mapping and analysis to turn raw data into compelling portrayals of their communities. For those with only a passing familiarity with GIS, the technology is used for visual depictions of data to illustrate any number of variables — community attributes such as concentrations of poverty, areas of high employment opportunity, housing affordability, and access to healthcare and education — overlaid on scalable maps of physical locations. Equity mapping uses GIS technology to make the connection between so-called areas of opportunity — places where jobs are relatively plentiful and access to education, healthcare, and other amenities is close at hand — and communities with high concentrations of low-income and minority residents. The geographic disconnect that often exists between the two has long been recognized as a major impediment to social and economic advancement.

Equity or opportunity mapping helps users “see the numbers” in fairly unambiguous visual terms and thus helps municipalities, foundations, housing advocates, and others make the case for targeting investment in ways that improve access to opportunity. The tool can be used by communities to guide key policymaking decisions, such as transit expansion and creation or preservation of affordable housing near quality schools and job centers. It can also aid in fair housing advocacy and assessment and building sustainable communities. In 2010 and 2011, the Kirwan Institute, an interdisciplinary research group at Ohio State University, provided technical assistance on opportunity mapping to a number of communities participating in HUD’s Sustainable Communities Initiative. Researchers at Kirwan note that the mapping tool can facilitate coordination of “regional planning for housing and transportation while supporting more sustainable and equitable decisions on land use, infrastructure, and zoning.” The benefits of having an accurate “big picture” view — one that reveals multiple data-driven dimensions and spurs informed discussion among diverse stakeholders — can be an effective agent for change.

Early Adopters and Data Indicators

Identification and selection of indicators is the key foundation for equity mapping. Indicators are the categories of information (and the underlying data) required to create viable, multi-layered maps. Their selection reflects the informational needs and interests of decisionmakers, end users, other stakeholders, and...
In equity mapping, indicator data is often derived from the U.S. Census and its American Community Survey, HUD’s American Housing Survey and CHAS data sets, and other sources, including detailed local data.

Several municipalities and regions have taken the lead in equity mapping, and have been applying what they’ve learned in the form of local and regional policymaking. Denver, Portland-Vancouver, Atlanta, Los Angeles, and New York City, have been at the forefront of this effort.

In Denver, low-income households are four times more likely to use transit as compared to higher-income households. Image courtesy of Brett VA, used under Creative Commons.

*Image cropped and retouched from original*In the Portland-Vancouver region, the Coalition for a Livable Future (CLF) website is home to the Pacific Northwestern Regional Equity Atlas. CLF, a coalition of over 100 nonprofit and community organizations, initiated the project in 2003 — the first such effort in the nation — and released the Regional Equity Atlas in 2007. According to CLF, its Equity Atlas “is a powerful tool for promoting greater regional equity. It can be used to inform a wide range of planning, policy, and investment decisions, such as where to locate new housing, transit, parks, services, infrastructure, and other amenities, and where to most effectively target public and private investments.” The 2007 Atlas was updated using 2010 Census data and released in 2013 as Regional Equity Atlas 2.0. This version includes over 130 indicators related to a broad array of issue areas: demographics, housing, health care, health outcomes, transportation, food, parks, and so on.

CLF’s Atlas includes an interactive mapping tool that also allows users to easily convert selected indicators into a variety of charts and graphs. For those seeking a quick narrative overview, a Key Findings page describes conditions identified by the maps relative to housing, transit access to jobs, air quality, and access to parks and nature. For example, housing data show regional disparities in homeownership — “areas with the greatest gaps in home ownership between communities of color and whites tend to be areas with high rates of poverty and high percentages of populations of color.”

Portland’s Equity Atlas has also identified a number of success stories, such as improved access to transit and opportunity for low-income and minority populations, and what’s described on the CLF website as “striking
examples of schools with high percentages of students in poverty and/or students of color which have high achievement levels and high graduation rates. Understanding what’s working in examples like these can help us to identify potential regional strategies to address disparities.”

CLF takes the visual impact of GIS mapping one step further by complementing GIS maps with the real world of people whose lives have been changed as a result of equity mapping efforts. On the Equity Stories page, CLF looks at the people behind the numbers, reminding us of why all the time and effort invested in equity mapping is ultimately worthwhile. The coalition also points to governmental and nonprofit organizations planning to use the Atlas to raise awareness and promote regional planning goals. According to CLF, the HEAL Cities Campaign will use the Atlas “to promote local policies that create options for healthy eating and active living” and Portland’s regional government, Metro plans to use the mapping tool “to incorporate equity considerations into its planning and decisionmaking.”

Inspired by Portland’s Equity Atlas, Mile High Connects, a collaborative of nonprofit and philanthropic organizations in the Denver metro region, launched the Denver Regional Equity Atlas project in 2011. The Denver metro area initiated a multi-billion dollar transit expansion project, FasTracks, in 2004 that involves building 140 miles of new rail and bus rapid transit lines. In many communities, low-income and minority individuals account for a significant share of total transit ridership. According to a 2007 Center for Transit-Oriented Development report, low-income households in Denver are four times as likely as higher-income households to use transit. The Denver Atlas’ goal is to “ensure that the region’s significant investment in new rail and bus service will provide greater access to opportunity and a higher quality of life for all of the region’s residents, but especially for economically disadvantaged populations who would benefit the most from safe, convenient transit service.”

Released in 2012, the Denver Regional Equity Atlas “visually documents the Metro Denver region’s demographic, educational, employment, health, and housing characteristics in relation to transit, with the goal of identifying areas of opportunity as well as challenges to creating and preserving quality communities near transit.” While this static document provides a snapshot of the seven-county Denver metro region based on 2011 data, an interactive web tool launched in February 2014, “can be used by practitioners and community members alike to explore the relationship between these different issue areas and to guide investment decisions, grant making and community outreach.” Denver’s list of indicators can be found here.

Equity mapping tools are helping HUD’s stakeholders and partners better evaluate how land use and zoning within a given jurisdiction or region may be contributing to disparities in access to opportunity, segregation, and racially concentrated areas of poverty. More importantly, these tools are being used to better target resource allocations and identify viable solutions. Although GIS-based mapping is not new, the advent of open source data and more intuitive, user-friendly software resources are bringing powerful tools into the hands of those seeking to promote equity and opportunity in local communities and at the state and regional levels.
Upcoming Events and Announcements

**Upper Midwest APA Planning Conference**
APA Iowa is excited to announce that registrations are now being accepted for the Upper Midwest APA Planning Conference hosted by APA Iowa in Mason City from October 22nd – 24th, 2014. As you’ll see by the incredible conference agenda available on the APA Iowa website, this is a conference you won’t want to miss! Some of the conference highlights include:

- **Keynote Speakers:** We are pleased to headline the conference with three phenomenal keynote speakers, Scott Siepker, the Iowa Nice Guy on Wednesday afternoon, Ron Sims, former Deputy Director of HUD at Thursday Lunch and Paul Trombino, Iowa DOT Director at Friday’s lunch. You won’t want to miss any of these inspirational speakers!
- **Progressive Dinner:** On Wednesday evening you can enjoy a taste of Mason City featuring a progressive dinner with stops at three local restaurants – purchase of ticket required for this event.
- **Reception:** On Thursday evening, you can take in the breathtaking renovation of the Historic Park Inn, the last remaining hotel designed by Frank Lloyd Wright, at the conference reception.
- **New Professionals:** A number of sessions geared toward students and new professionals will be available, including the opportunity to be matched with a conference mentor!
- **Mobile Tours:** Including a Downtown Mason City walking tour, Clear Lake Surf District Tour and a Charles City tour – purchase of ticket required for these events.
- **Session Tracks:** Three session tracks are planned covering Planning in Practice, Health in Planning, and Transportation. See the Conference Registration Packet for the full conference agenda and a listing of all of the incredible speakers.

Online registration, with payment by credit card is available here. Paper registrations, with payment by check, are also accepted by mailing in the registration form included in the Conference Registration Packet. We look forward to seeing you October 22nd – 24th in Mason City!

**Port of Call: Charting the Course to Resiliency**
Join us for the APA MN state conference in Duluth on October 1st-3rd! For those who wish to complete their CM credits, there will be more than 60 opportunities to earn credits. Conference tracks include sessions in Transportation, Environment, Resiliency, Partnerships, Active and Healthy Living and Economic Realities, just to name a few. As always, there will be multiple opportunities for students and young professionals to network and for long-time members to reconnect with colleagues from around the state. This year’s conference by the numbers:

- 50 regular sessions
- 15 speed sessions
- Workshops and extended sessions
- 2 Keynote speakers
- 8 mobile tours
- Don’t miss the awards reception or the other...
Upcoming Events (Cont.)

social events!
Please visit the website at www.plannersconference.com to obtain registration and lodging information and view the brochure. Check the Holiday Inn, the Hampton Inn, or the Inn on Lake Superior for lodging. Early registration for the conference closes September 10th. We hope to see you all there!

Call for Papers: Making Cities Livable Conference

The Bristol, UK, City Council, the Academy of Urbanism and the University of the West of England are holding the 52nd International Making Cities Livable Conference on Achieving Green Healthy Cities June 29-July 3, 2015. The deadline for the papers is October 31, 2014.

At this conference, we will examine creative strategies, tools and design solutions for Achieving Green Healthy Cities. We will review how the built and natural environment can be designed and managed to increase social and physical health and well-being, and to foster ecological, social and economic sustainability.

These goals cannot be achieved by professionals in one field alone. They require collaborative efforts and insights from many disciplines. We will hear from world-renowned experts working at the interface between planning, public health, urban design, architecture, landscape architecture, transportation planning, and social sciences, and review outstanding projects from the UK, Europe, North America and around the world.

Paper proposals are invited from elected officials, scholars and practitioners concerned with the following issues:

Topics for Achieving Green Healthy Cities:

- Physical Planning for Healthy Cities
- Ten-Minute Neighborhoods and Town Centers
- Healthy Buildings, Healthy Architecture
- Healthy Transportation Planning
- How Public Health and Planning Collaborate
- Counteracting Environmental Health Inequalities
- Urban Design for a Hospitable Public Realm
- Street Design in the Healthy City
- Sociable Squares and Special Places
- Green and Blue in the Livable City
- Regeneration Projects
- Lifetime Communities
- A Green Healthy City for Children
- Pedestrian Paths
- Wayfinding
- Festivals
- Community Participation in Planning and Reshaping the City
- Learning from Bristol

For more details, please see http://www.livablecities.org/conferences/52nd-conference-bristol

Those wishing to present papers should submit a 250 word abstract for consideration before October 31, 2014. Please submit online, following the Call for Papers Guidelines on the web at http://
www.livablecities.org/conferences/52nd-conference-bristol/call-papers

Please prepare proposals for blind peer review. Notification will be sent within 4 weeks of submission. Final accepted papers are due March 2014. Papers must be presented in person at the conference and will be published in the digital conference proceedings. Selected papers will also be published in eReports on focused topics.

APA Membership Sale

Think about all you get from APA and the MN APA: Planning, high-quality professional education, social and networking events, discounts on national and chapter conferences, and more.

Don’t your nonmember friends, coworkers, and colleagues in related fields deserve those benefits, too? APA has a deal for them! APA is recruiting new members and offering a sweet 25 percent discount on national and chapter dues to individuals who join by September 30. (Sorry, students and officials do not qualify for this offer.)

Tell your friends that joining APA online — and saving 25 percent — is fast and convenient. Send prospective members a link to planning.org/joinapa. Tell them not to wait — this great deal ends on September 30!

Clean Water Summit

The 2014 Clean Water Summit is scheduled for Thursday, September 11 from 8 a.m. to 5 p.m. at the Minnesota Landscape Arboretum’s MacMillan Auditorium, 3675 Arboretum Drive, Chaska, MN.

The summit, called “Green Infrastructure for Clean Water: Costs and Benefits to our Communities,” will focus on the costs and benefits of green infrastructure in development projects. That includes the economic, social and ecological factors.

Learn why, and how to promote and implement green infrastructure in your work

For more information, visit the website & Registration!

Midwest Regional Convening on Climate Resilience

When: September 21-23

Where: Saint Paul Hotel, 350 Market Street, ST. Paul, MN

Cost: Each city team will receive a $300 travel stipend. There is no fee to register.

The Sustainable Cities Institute at the National League of Cities, in partnership with the Institute for Sustainable Communities (ISC), is holding a Regional Convening on Climate Resilience in Saint Paul, Minnesota. This training event will bring together City Teams of local government officials from communities all across the upper Midwest. Unlike other events where individuals attend in isolation, the convening is intended to be a team learning opportunity, which will resonate long after participants return home.

During this interactive, peer learning event, local leaders from the upper Midwest will:

- Elevate the voice of Cities in the national dis-
Events and Announcements (cont.)

- Discussion around climate adaptation and resilience.
- Learn what is being done to mitigate the impact of a changing climate and prepare for the long term effects.
- Hear about the business case for building resilient communities.
- Acquire specific, relevant tools to activate citizens and engage private sector stakeholders.
- Build a regional network to reinforce and coordinate the strategies that are developed.

Each participating city team will receive a scholarship of $300 to support travel. All attendees will be provided with breakfast and lunch during the dates of the convening. Special hotel rates are also available for attendees. Space is limited so register today!

Questions: Please contact Cooper Martin at cmartin@nlc.org

The direct link to the registration page is: http://www.nlc.org/build-skills-and-networks/education-and-training/event-calendar/midwest-regional-convening-on-climate-resilience

Family Housing Reports

Working Doesn’t Always Pay for a Home

The Fund has published an updated version of a fact sheet that compares worker’s wages to housing affordability (housing plus transportation costs) in the MSP metro area.

Affordable Rental Housing Does Not Reduce Property Values: Evidence from the Twin Cities

The Fund has revised a fact sheet using evidence from a new report by Maxfield Research concluding that affordable housing poses no threat to surrounding area property values. In the areas studied, home sales displayed similar or stronger performance in the period after affordable rental housing was built compared to a control group.

For additional Family Housing Fund reports and fact sheets click here.

Strong Towns Workshop

Strong Towns, a Minnesota-based non-profit focusing on the financial health of cities, towns and neighborhoods, will be presenting a workshop in Minneapolis on September 12 just prior to their National Gathering. Continuing education credits are available.

The workshop has two sessions.

The Finance of our Places: A look at the financial mechanisms behind our growth policies, participants will learn how local governments can make high return investments and update methods for evaluating the financial viability of a project.

Understanding Transportation and Mobility: Participants will learn strategic approaches to transportation investments that emphasize getting more out of existing investments in a time when expensive expansion projects are difficult to justify.

Registration is $65 and includes an invitation to attend the first day of the Strong Towns National Gathering, which begins just after the workshop. For more information and to register, go to http://www.strongtowns.us/ng_workshop.

Midwest Creative College Town Conference

College towns are changing. We all know the type—the classic college town—places that abound in the Midwest, often at large state universities like the University of Iowa but also at private colleges. College downtowns are becoming centers for coworking space in which business entrepreneurs develop their ideas and network with other small business startups. The result is new businesses that can make college towns centers of economic innovation. Similarly, in college towns non-profit and for-profit cultural startups foster cultural placemaking in which college towns become centers for the creation and enjoyment of the arts.

To learn more about the transformation of college towns in the Midwest, the University of Iowa School of Urban and Regional Planning invites you to attend the Midwest Creative College Town Conference on Saturday, September 20, 8:00 AM to 4:30 PM, in the Lehman Ballroom of the hotelVetro in downtown Iowa City.
Iowa City. For more information and to register, go to http://urban.uiowa.edu/midwest-creative-collegetown-conference#.

The conference is free and open to the public, but attendees must register.

The Conference will feature 18 university, business, and cultural leaders from the Midwest who will discuss ideas to advance economic and cultural transformation for college towns and universities. The benefits of economic growth resulting from new businesses, technology startups, art galleries, musical venues, and design centers will also be examined. Come join us to find out how this is now happening in Midwestern college towns and how it could happen in your community.

Certification Maintenance (CM ) credits for those with AICP status are available for this conference. There will be four 90 minute sessions for a total of 6 hours of CM credits.

Southwest Light Rail Update and Social Event
What: Extending Tracks: Southwest Light Rail Transit Project Update
When: Wednesday, September 17, 2014, 2 p.m.
Where: Brookview Golf Course, 200 Brookview Pkwy, Golden Valley, MN
Cost: Free, but RSVP required
Summary: APA MN will hold a chapter program and social event on Wednesday, September 17. The program begins at 2 p.m., with an update on the Southwest Light Rail Transit plan. Afterwards, at 3:30 p.m., there will be lawn bowling. Eight players per lane, and bar service will be available. Lawn bowling concludes from 4:30 to 5 p.m.

For more information, contact Sam O’Connell, AICP, with the Metropolitan Council’s Southwest LRT Office. Sam.oconnell@metrotransit.org.

Job Openings and RFPs

Job Title: Planning Director Transportation

Hiring Agency: MN Department of Transportation
Web Link: http://mn.gov/careers
Deadline: September 3, 2014
Salary Range: $30.44 - $43.75

Job Description
MnDOT District 8, headquartered in Willmar, invites qualified candidates to apply for the position of Planning Director. Enjoy the relaxing smaller town life of Willmar, a community of 20,000 people located two hours west of Minneapolis-St. Paul. The Willmar Lakes Area contains 360 lakes for boating and fishing, state recreational trails for bicycling and 200 miles of trails for snowmobiling and cross country skiing. The position is responsible for directing and managing the coordination and integration of District 8’s transportation plans, studies, and investment programs. Qualified applicants should have:

- Experience and leadership skills supervising or directing professional staff in transportation planning and program management.
- Experience working with transportation investment plans and integration of multiple modes.
- Experience leading public outreach elements with multi-functional work groups, preferably in the development of district and state short and long range plans. This would include demonstrated ability to effectively engage the public in the planning process.
- Strong written and oral communication skills to successfully interact and create strong relations with management, external stakeholders, and MnDOT staff.
- Fiscal management experience with large complex budgets.
- Knowledge of transportation engineering principles, the construction industry and standards, policies and programs of a DOT.

Minimum qualifications include:
- Bachelor’s degree in Planning or a related field
- Two years professional supervisory experience OR three years of experience in transportation planning methods and practices at or involving the statewide level.

Application Instructions
Apply on-line at http://mm.gov/careers
Job Openings and RFPs (cont.)

Step 1) Create user ID and password
Step 2) Input and submit resume
Step 3) Apply to posting #14DOT000352. "Apply to" check box is listed at the bottom of the posting. Please provide a summary of your experience and education along with your written expression of interest and resume by September 3, 2014.

Job Title: Administrative and Field Assistant

Hiring Agency: City of St. Cloud
Web Link: http://ci.stcloud.mn.us/jobs.aspx
Deadline: September 10, 2014
Salary Range: $21.5077/hour

Job Description
The City of St. Cloud is accepting applications for the position Administrative and Field Assistant in the Health & Inspections Department. This position is expected to consist of approximately 50% of administrative departmental support work and 50% nuisance complaint inspections and follow-up activities.

Work includes:
- Performing nuisance inspections and follow-up enforcement actions;
- Compiling data for administrative and fiscal reports, budgets, and other purposes
- Coordinating enforcement efforts with other city departments and outside agencies
- Assisting with the preparation of reports including monthly tracking of department inspections and enforcement actions
- Coordinating departmental public communication including mailings, press releases, email notifications and other public media;
- Maintaining accurate and thorough records and processing license applications

Application Instructions
To be considered, a city application and resume must be returned by Wednesday, September 10th. Application materials may be returned to:
City of St. Cloud
Human Resources Department
400 2nd St S
St. Cloud, MN 56301

Fax: (320) 255-7261
Email: hr@ci.stcloud.mn.us

Job Title: Zoning Administrator

Hiring Agency: City of Forest Lake
Web Link: http://www.ci.forest-lake.mn.us/
Deadline: September 19, 2014
Salary Range: $53,943.07 - $67,428.83

Job Description
The City of Forest Lake is recruiting for a Zoning Administrator who will facilitate development through the administration of the zoning ordinance, subdivision regulations, shoreland ordinance and related development regulations. The Zoning Administrator will also actively implement the City’s comprehensive plan, review development plans, and conduct code enforcement activities. The salary range for the position is $53,943.07 to $67,428.83.

Application Instructions
A position description and city employment application can be found at www.ci.forest-lake.mn.us. Applicants are asked to electronically submit a letter of interest, resume, city employment application, and related materials to Deputy Clerk Dan Undem at dan.undem@ci.forest-lake.mn.us. Applications are due September 19, 2014 at 4:30 p.m.

Job Title: Community Development Director

Hiring Agency: Brimeyer Fursman
Web Link: http://www.brimgroup.com
Deadline: September 22, 2014
Salary Range: $75,832 - $98,415

Job Description
Community Development Director, Victoria, MN (pop. ~8,000). Salary Range: $75,832 - $98,415
The City of Victoria is seeking a customer service oriented professional with the capacity to be visionary, personable, and creative. The CDD sought will be a team player who can work effectively across departments. The ideal candidate will have a Bachelor’s degree (Master’s degree is desired) in urban studies, planning, geography, public administration, or similar
field and at least five years’ experience in performing duties comparable to this position. A combination of formal preparation and experience to perform all aspects of this position that is deemed acceptable by the Council is considered qualified as well. Position profile is available at [www.brimgroup.com](http://www.brimgroup.com).

**Application Instructions**
Send letter of interest and electronic resume to [VictoriaCDD@brimgroup.com](mailto:VictoriaCDD@brimgroup.com) by September 22, 2014. Finalists selected by the City on October 6. Please direct questions to Richard Fursman at richardfursman@gmail.com or (651) 338-2533.

**Job Title: Land Resources Director**

**Hiring Agency:** Pope County  
**Web Link:** [http://www.co.pope.mn.us/employment.php?id=23](http://www.co.pope.mn.us/employment.php?id=23)  
**Deadline:** Open Until Filled  
**Salary Range:** $55,785 - $76,003 annual

**Job Description**

**GENERAL DEFINITION OF WORK**
Performs complex professional and administrative work overseeing all aspects of the Land and Resource Management office including administration of the zoning, subdivision and solid waste ordinances; development and implementation of the comprehensive land use plan and water plan; and administration of grant and loan programs; acting as the primary staff person for the planning advisory commission and board of adjustment and interacts directly with the county board of commissioners, and related work as apparent or assigned. Work involves setting policies and goals under the direction of the County Administration. Departmental supervision is exercised over all personnel within the department.

**QUALIFICATION REQUIREMENTS**
To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**ESSENTIAL FUNCTIONS**
- Administers and oversees all operations within the Land and Resource Management Department including supervision of employees and contractors, budgeting, and approving expenses.
- Administers, interprets, enforces, and maintains zoning, subdivision, solid waste, and water surface ordinances. Reviews and approves administrative permits for land use, shore land alteration, and septic disposal.
- Acts as the primary staff person for the Planning Advisory Commission and Board of Adjustment setting agendas, drafting reports and making recommendations on applications.
- Develops and implements the Comprehensive Land Use and Water Plan.
- Implements and administers various efforts related to the Solid Waste Management Program.
- Administers all grants and contracts held by the County through the department including managing budgets, drafting applications and contracts, and reporting on activities and expenditures.
- Maintains significant interactions with homeowners, contractors, developers, real estate agents, title companies, mortgage underwriters, attorneys, subdivision associations, lake associations, state agencies, and the media on a variety of topics related to land use, natural resources, and planning.
- Performs related tasks as required.

**KNOWLEDGE, SKILLS AND ABILITIES**
Working knowledge of planning practices, environmental issues and legal principals as these relate to land use and development; ability to interpret and analyze technical and statistical information and to prepare and present technical oral and written reports; basic understanding of financial principles including budgeting and evaluating expenses and revenues; excellent skill communicating orally and in writing; ability to maintain effective working relationships with associates, government officials, other agencies and the general public; general knowledge of public processes including a basic understanding of standard rules of order and experiences with public or board meetings.

**EDUCATION AND EXPERIENCE**
Bachelor’s degree with coursework in natural resource, planning, architecture, engineering, or related field and considerable experience in a leadership position within a county or municipal planning and zoning
Job Opportunities and RFPs (cont.)

office or public administration government agency or quasi-governmental entity, or equivalent combination of education and experience. Master’s degree preferred.

PHYSICAL REQUIREMENTS
This work requires the frequent exertion of up to 10 pounds of force and occasional exertion of up to 25 pounds of force; work regularly requires sitting, speaking or hearing, using hands to finger, handle or feel and repetitive motions and occasionally requires standing, walking, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work requires depth perception, color perception and peripheral vision; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, using of measuring devices, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

SPECIAL REQUIREMENTS
Valid driver’s license in the State of Minnesota.

Application Instructions
Submit a job application form, resume, cover letter, and three professional references, directly to: Pope County Human Resources, 130 Minnesota Ave E., Suite 210, Glenwood, MN 56334 or email to hr@co.pope.mn.us (list job title in the subject line of your email). All applicants are subject to a background check. Open until filled. Go to www.co.pope.mn.us for job application form.

Job Title: Urban Planner/Project Planner
Hiring Agency: MSA Professional Services
Web Link: http://ch.tbe.taleo.net/
Deadline: NA
Salary Range: Depends of Experience Level

MSA Professional Services, Inc. is an employee owned multi-disciplined consulting firm with over 300 employees in four states focused on developing better ideas to implement better solutions for our clients. We work with municipalities and government agencies to improve and maintain an exceptional quality of life for people across the Upper Midwest.

Position:
We are currently seeking a full-time employee to work with our municipal clients to provide planning and funding assistance for a variety of clients. This person will collaborate with engineering staff in our Minnesota offices and leaders of our multi-state community planning practice to help grow our planning services in Minnesota. MSA provides planning and design services to public and private clients in a variety of settings and addresses issues ranging from transportation and land use to economic development and park planning.

Location: St Paul, MN
Responsibilities:
• Identify and evaluate potential community planning clients and projects
• Develop and maintain relationships with staff and elected officials in target communities
• Write and edit community planning project scopes and proposals
• Serve as project manager and principal planner for Minnesota planning projects

The Minnesota Chapter of APA would like to recognize the following member municipalities for their support:

City of Browns Valley
City of Fergus Falls
City of Hawley
City of Parkers Prairie
City of Vergas
City of Moorhead
City of Perham
City of Wheaton
City of Prior Lake
• Attend and facilitate public meetings and project committee meetings
• Write and produce plan documents with assistance as needed from planners in other offices
• Participate as a member of APA-MN
• Participate in MSA’s Planning “Community of Practice”

Identify project funding opportunities (for planning, engineering, or construction) and assist with grant applications as needed.

Qualifications:
• Master’s degree in Urban and Regional Planning, Public Administration, or related degree is required
• 5 or more years of planning experience including comprehensive plans, amendments, and neighborhood/downtown planning required
• Exceptional writing, editing, and communication skills required
• A track record of successful project management, public meeting facilitation, and marketing experience is preferred

Minnesota municipal funding or grant knowledge would be a plus

Application Instructions
Apply with your resume and cover letter at www.msa-ps.com. MSA is an equal opportunity employer and values diversity in its workforce. All qualified candidates are encouraged to apply including minorities, women, veterans and individuals with disabilities.

Job Title: Transportation Planning and Traffic Engineering Manager

Hiring Agency: Stonebrooke Engineering
Deadline: NA
Salary Range: Varies based on experience

Job Description
Stonebrooke Engineering is seeking a qualified Civil Engineering or Planning candidate with 10+ years of experience working on, leading, and/or acting as project principal on municipal and transportation projects, with an emphasis in several or all of the following:
• Traffic operations, roundabout safety and operations, and signal timing
• Traffic safety analysis, road safety audits, and safety planning
• Permanent signing, striping, lighting, and traffic signal design
• Temporary traffic control design
• ITS design
• Corridor studies, alternative analysis, and traffic impact studies
• Multi-modal planning studies and implementation

Applied research and implementation

Candidates should currently be licensed Professional Engineers (PE) or an AICP Certified Planners in the State of Minnesota, or have the ability to obtain such licensure within 12 months. Professional Traffic Operations Engineer (PTOE) or Professional Transportation Planner (PTP) certification is a plus.

This is the lead position for all transportation planning and traffic engineering activities at Stonebrooke. Initially this position will primarily involve leading and assisting on various civil engineering projects in a production role, following design standards and agency technical requirements, creating traffic operations and safety plans and reports, communicating with clients, presenting at project related meetings and conferences, and performing a variety of other assignments related to municipal, transportation, research, and planning projects. The person in this position will also lead and assist on developing responses to requests for proposals, letters of interest, requests for qualifications, etc.

Concurrent with production role activities, the successful candidate will assist Stonebrooke’s leadership team on developing and implementing a vision for the growth of the Transportation Planning and Traffic Engineering section. It is expected that as Stonebrooke grows, and particularly as the Transportation Planning and Traffic Engineering section grows, a greater share of the person’s time in this position will be spent on leadership and personnel issues, mentoring, marketing, and business development. Project related work will continue to be a priority, but proportionally will represent a smaller share of job duties.
Job Requirements
The successful candidate will possess a combination of some or all of the following attributes:

- A work hard, play hard attitude and a desire to help guide the growth of Stonebrooke.
- A commitment to engineering and advocating for reasonable and responsible solutions.
- Demonstrated success as a group or section leader.
- Demonstrated success developing responses to requests for proposals, letters of interest, and requests for qualifications.
- Traffic signal, lighting, signing, striping, temporary traffic control, and/or ITS design experience.
- Familiarity with traffic and roundabout operations, and traffic safety evaluation reports.
- Experience with planning activities, which may include corridor studies, alternatives analyses, multi-modal studies, development driven traffic impact studies, Minnesota county and city comprehensive or transportation plans, and road safety audits.
- Knowledge of macroscopic and microscopic traffic operations modeling software (i.e. Synchro/Sim Traffic, RODEL, Highway Capacity Software, VISSIM, etc.).
- Knowledge of travel demand modeling software such as Tranplan, TRIPS, TP+, and CUBE VOYAGER.
- Knowledge of CADD software, including MicroStation and/or AutoCAD.
- Knowledge of and experience working on federal aid and state aid projects, including familiarity with federal, state, and local processes, policies, standards, and regulations.
- Experience working with regulatory agencies. Excellent written and verbal communication skills.

Stonebrooke Engineering is a growing civil engineering firm seeking motivated individuals looking for career advancement opportunities.

Application Instructions
To express interest in this position, contact Brenda Arvidson at barvidson@stonebrookeengineering.com or 952-402-9202.

Job Title: Planner/Landscape Architect

Hiring Agency: Hoisington Koegler Group inc.
Web Link: http://www.hkgi.com
Deadline: Open until filled
Salary Range: Commensurate with Experience

Job Description
HKGi is seeking a creative, energetic planner/landscape architect with 3 to 5 years of experience to join our team. Candidate should possess strong graphic, written, and verbal communication skills including experience preparing design related reports and exhibits with InDesign and Photoshop. HTML and GIS experience a plus. The candidate will contribute to a large variety of project types including urban design, community planning, parks, recreation and open space planning, and supporting ongoing marketing efforts related to the preparation of proposals. Support of Project Managers and Principals with key planning and landscape architecture projects. Limited project management for smaller scale projects with the opportunity to grow into a larger project management position over time.

Candidate should be a self-motivated well rounded professional with a combination of personal, professional, and technical skills sharing a similar motivation for advancing our practice and profession. HKG offers a great, bike friendly office environment and close proximity to transit.

Desired Qualifications: Accredited program degree required plus 3 to 5 years of experience

Application Instructions
Submit in pdf format: cover letter, resume, references, work samples, and writing/graphic design samples via email to Paul Paige at paul@hkgi.com. No phone calls please.
Leadership Directory

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