

Capital District Regional Planning Commission

Spring 2021 Webinar Series

This form will help us ensure we have your session description, bio and contact information correct for our website, Eventbrite program and Zoom promotional materials. It will help identify audiences for your presentation and enable better promotion of the event and your session. This information is required to obtain course accreditation for AICP members.

Session Title (for panel discussions we will develop a title from presenter's suggestions):

Engaging Residents in the COVID-19 Era - Lessons Learned from the "New Normal"

Session topics(s) (select all that apply): Citizen Participation Climate Comprehensive Planning
 Demographics Density Economic Development Environment Energy Sustainability Hazards
 History Housing Infrastructure Law Mixed-Use Neighborhoods Urbanism Parking
 Parks and Open Space Revitalization Signs Site Plans Small Towns Smart Growth
 Social Equity Technology Transportation Urban Design Zoning

Session Description (please limit description to no more than 5 sentences):

MRB Group's SmarterLocalGov team is involved in many forms of public outreach and engagement, including community-wide planning, and supporting Zoning Board and Planning Board Meetings, as well as public education efforts. Local government exists for its citizens! In the new "COVID era," there is an even greater need to encourage residents to stay engaged. This workshop will discuss ways to encourage enhanced participation, despite the current challenges. We will also share some mishaps we've witnessed along the way -- and how creative ways to engage the public requires equally creative measures to protect public engagement.

Presenters (must include name, email, title and affiliation):

Presenter 1: Jane Nicholson, AICP, CFM

Presenter 2: Matt Horn, ICMA-CM

Presenter 3:

Presenter Bios (no more than 4 sentences, please):

Presenter 1:

Jane Nicholson, AICP, CFM, is a Senior Planning Associate at MRB Group. With a strong background in urban design and resident-engagement, she guides many community planning efforts, from Comprehensive Plans and LWRPs to Brownfield Opportunity Area initiatives. She has direct, hands-on experience as a former municipal planner, bringing a unique and beneficial perspective to planning processes.

Presenter 2:

Matt Horn, ICMA-CM, is Director of Municipal Services at MRB Group. He oversees the firm's SmarterLocalGov initiative. Matt is a former City Manager with a wealth of experience in public engagement and plan implementation. His operational expertise helps communities foresee and consider impacts and benefits of long-term, strategic planning on services, staff, and residents.

Presenter 3:

Target Audiences (select all that apply): Planning Board Zoning Board Planners
 Stormwater Managers Engineers Landscape Architects Highway staff Water and Sewer Staff
 Housing Economic Developers Code Enforcement Officers Corporation Counsel Boards, Clerks,
Mayors and Supervisors Other (fill in)

Phone number for contact on the day of the presentation:

315-447-6002

Please return completed form to:

Martin Daley, Director of Water Quality Programs

Email: mdaley@cdrpc.org / Fax: 518-453-0856

Please email this form and a logo for each participating organization to use in our promotional materials and program.