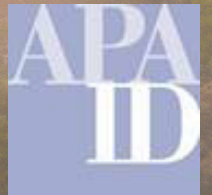




APA Idaho  
12th Annual Planning Conference  
Twin Falls, ID  
October 2nd, 3rd, & 4th  
Canyon Crest Event Center



Blue   
Cross of Idaho

Foundation  
for Health, Inc.

# About APA Idaho

**MISSION STATEMENT:** Advocate for effective planning programs, practices and legislation statewide. To this end, we shall provide resources, training, monitoring, mentoring, communications, lobbying, and other services to, and for all Idaho professional, student, and citizen planners. These activities shall help to assure that Idaho's planners are professionally knowledgeable and empowered to create and implement balanced, informed and visionary plans for their communities.

**MISSION:** The chapter's mission shall be to carry out the objectives of the American Planning Association (APA) and to:

- A. Promote the art and science of planning in Idaho.
- B. Help planning professionals in their profession.
- C. Advance the practice of planning and opportunities for planners.
- D. Emphasize the importance of achieving the final vision/goal over mere procedure.
- E. Protect the legacy of our state's natural resources.
- F. Nurture the improvement of our built environment.
- G. Foster social and environmental equity.
- H. Advocate for every citizen's opportunity to participate.
- I. Support planning and zoning commission members and citizen planners.

## 2019 APA Idaho Board

**President:** Leon Letson

**Vice President:** Aaron Qualls, AICP

**Secretary:** Nicolette Womack

**Treasurer:** Jeff Lowe, AICP

**Region 1 Rep:** Hilary Anderson, M.S.

**Region 2 Rep:** Mike Ray, AICP

**Region 3 Rep:** Jason Boal

**Region 4 Rep:** Brock Cherry, M.S.

**Region 5 Rep:** Sherwin Racehorse

**Region 6 Rep:** Cindy Donovan

**General Representatives**

**Education & Outreach:** Kristy Inselman

**Professional Dev. Officer:** Diane Kushlan, AICP

**Tribal Planning Rep:** Mary Beth Frank-Clark

**Urban Planning Faculty Rep:** Jaap Voss

**Student Representative:** Elizabeth Allen

**Student Representative:** Kayla Kinkad



American Planning Association  
Idaho Chapter

*Creating Great Communities for All*

Thank you to our sponsors...



J-U-B ENGINEERS, INC.

OTHER J-U-B COMPANIES

# Planning Magic

## APA Idaho's 12th Annual Planning Conference

The American Planning Association **Idaho Chapter** is pleased to welcome you to "Planning Magic" Idaho's Premire Planning Conference. A play on words for the conference location in the Magic Valley, and also seeks to identify: What is the "magic" of planning? Is the magic in partnerships and collaboration? Is the magic in finding new best practices and innovative strategies? Or is the magic something else...? The chapter invites you to take advantage of this opportunity to share your experiences and expertise to further what you feel is the "magic" of the planning profession. To celebrate and commemorate this year's conference, use **#planningmagic2019** or **#apaid2019** in all of your social media feeds.

## Keynote Session: Mark Fenton



Mark is a nationally recognized public health, planning, and transportation consultant, an adjunct associate professor at Tufts University's Friedman School of Nutrition Science and Policy, and former host of the "America's Walking" series on PBS television. He has consulted with the University of North Carolina's National Center for Safe Routes to School and Pedestrian & Bicycle Information Center, and has led training and planning processes for pedestrian, bicycle, and transit-friendly designs in communities across the US, Canada, and Australia. An important conduit for this

work is providing technical assistance to communities funded through the Centers for Disease Control and other obesity prevention and community health programs. He studied engineering and biomechanics at the Massachusetts Institute Technology (BS & MS) and US Olympic Training Center, was manager of the Human Performance Laboratory at Reebok, and has published numerous articles and books related to exercise science, physical activity promotion, and the need for community, environmental, and public policy interventions to increase active transportation. Mark tries to practice what he preaches, having served on and chairing his community's planning board, and walking and cycling for as many routine trips as possible.

### Building Population Health Through Community Design

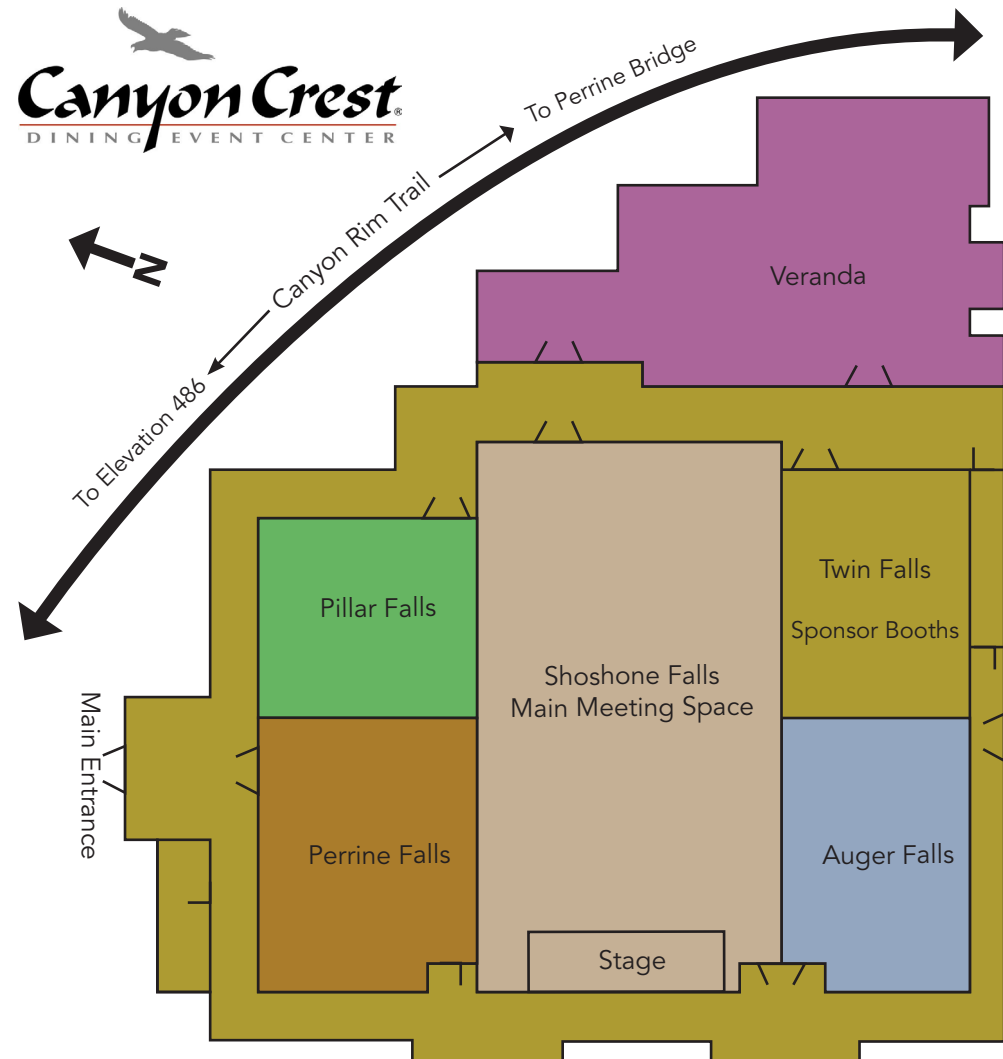
The Centers for Disease Control and other health organizations recognize life expectancy in the US decreased for the first time in the modern era based not on infectious disease, as with the 1918 flu epidemic, but due to the chronic diseases associated with unhealthy lifestyles. In particular, research clearly establishes a sedentary lifestyle as a strong contributor to chronic disease risk, and American adults know they should be more physically active and eat healthier. However, research shows simply educating and encouraging people to adopt healthy lifestyles is ineffectual at eliciting population-level improvements in these behaviors. However, socio-ecological (SE) approaches to altering population health behaviors have proven effective, such as in reducing tobacco use. Operating at the individual, interpersonal, institutional, community design, and policy levels, such SE interventions also show promise in increasing physical activity through routine active transportation.

Research identifies four characteristics of community design that support routine active transportation when applied comprehensively in a community: mix of land uses; a comprehensive network of ped, bike, and transit facilities; functional and inviting site designs; and safety and access for users of all ages, abilities, and disabilities. Planning professionals are increasingly recognizing and utilizing several best practices: development of a compact and strongly interdisciplinary working group; active and place-based community engagement; use of pop-up and demonstration projects; and lighter, quicker, cheaper infrastructure treatments and installations. Many planning agencies and private firms focus on a handful key policies to increase the likelihood of successful implementation: Complete Streets; healthy land use and zoning requirements; transportation (not just recreation) trails; multi-modal transportation analysis; and equitable housing policies.

# Conference Schedule

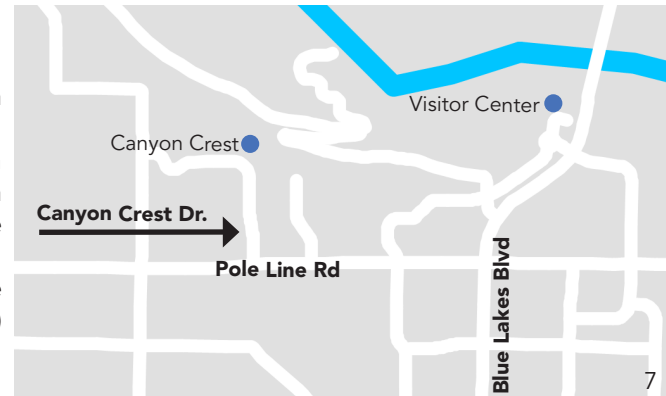
WEDNESDAY	THURSDAY	FRIDAY
	<b>Early Bird Activities*</b>	<b>Early Bird Activities*</b>
8:00	<b>Breakfast</b> @ Canyon Crest 8 - 8:45 AM	<b>Breakfast &amp; Closing Remarks</b> @ Canyon Crest 8 - 9 AM
9:00	<b>Th1A CLIF BAR</b> 9 - 11:45 AM Mobile Session 3438 Eldridge Ave, Twin Falls, ID 83301	F1A 9:30 - 10:30 AM
10:00		F1B 9:30 - 11 AM
11:00		F1C 9:30 - 11 AM
10:00		
11:00		
12:00		
1:00	<b>Lunch &amp; Keynote</b> @ Canyon Crest 12 - 2:30 PM	
2:00		
3:00	Th2A 2:45 - 3:45 PM	Th2B 2:45 - 3:45 PM
4:00	Th2C 2:45 - 4:15 PM	Th2D: Mobile 3:00 - 5:15 PM
5:00	Th3A 4 - 5:30 PM	Th3B 4 - 5:30 PM
6:00	Th3C 4:30 - 5:30 PM	
7:00	<b>Dinner &amp; Awards</b> @ Canyon Crest 5:45 - 6:45 PM	
	<b>Night Owl Activities*</b> 7 PM to whenever; You don't have to go home but you can't stay here...	

■ Auger Falls  
■ Perrine Falls  
■ Pillar Falls  
■ Shoshone Falls  
 \* See page 14 and additional inserts for more information.



Canyon Crest Event Center  
330 Canyon Crest Dr.  
Twin Falls, ID 83301

From I-84:  
Take Exit 173 and turn South towards Twin Falls. At the second light South of the bridge (intersection of Blue Lakes Blvd & Pole Line Rd.) turn right (West). A little over 1/2 a mile West turn right (North) onto Canyon Crest Dr.



## Conference Sessions

### **W1A: Zoning For Wireless Communications CM | 1**

This session will present a brief background of the industry's technology; what is the Spectrum Act and why it is important to drafting an ordinance as well as the FCC's latest ruling and how it affects the regulation of wireless facilities. This framework will be presented through the lens of how the City of Pocatello addressed WCF's and help in presenting a model WCF Ordinance.

Speaker: Matthew Lewis, Planning Manager; **City of Pocatello**

---

### **W1B: AICP Exam Prep**

This session will provide an overview of the AICP exam, how to apply, deadlines, resources, and what to study. It is directed at planners considering applying or those who have been accepted to take the AICP exam.

Speaker: Diane Kushlan, AICP, Principle; **Kushlan Associates**

---

### **W1C: Healing the Scars CM | 1**

This presentation highlights a transportation improvement project which reconnected communities torn apart by an interstate the '60s. We will discuss the outreach process that identified corrective measures, then discuss detail on those measures. Finally, we will discuss the public reaction both during and after the project to show their acceptance to the overall project improvement.

Speaker: Brian Toombs, P.E.; **Burgess & Niple**

---

### **W1D: Urban Renewal in Idaho: Magic vs. Reality CM | 1**

Planners will become familiar with Urban Renewal Agencies, however significant legislative changes made in Idaho Law in 2016 and 2019 have impacted how agencies function with cities and allowed projects are funded within Urban Renewal Districts. This session will review Idaho URA laws, highlight how Twin Falls has utilized this tool, and how other municipalities can affectively plan with URAs. - **OFFSITE**

Speaker: Nathan Murray, Economic Development Director; **City of Twin Falls**

---

### **W2A: Complete Streets CM | 1**

Governmental agencies are challenged by changing modes of transportation, shrinking budgets, and meeting the needs of an increasingly multimodal public. To help planners and engineers must have a practical mindset and focus on options that meet the community's most basic goals and needs. During the planning phase of a project, a wide range of innovative yet practical solutions can be evaluated and discussed with local stakeholders and the public.

Speakers: Molly Loucks, PE & Kendra Schenk, PE, PTOE, RSP; **Burgess & Niple**

---

### **W2B: Cars, Now You See Them, Now You Don't CM | 1**

The award-winning Park City Transportation Demand Management Plan is an example of an innovative approach to analyzing and resolving transportation issues. Rather than focusing on adding roadway capacity, the plan is focused on reducing vehicle miles traveled of Single Occupant Vehicles at peak hours. The plan reviewed existing conditions to understand travel patterns and behaviors and a comprehensive list of transportation demand management strategies.

Speaker: Preston Stinger, Senior Associate; **Fehr & Peers**

---

### **W3A: The Rural Housing Gap and Homelessness Puzzle CM | 1.25**

We'll pull back the curtain hiding housing shortages—and the resulting homelessness—in rural communities. After years of working in rural Idaho, common dilemmas among communities are the desire for decent, stable housing at an affordable price, resistance to building it, and the difficulty in recovering those disappearing through the housing cost gap.

Speakers: Erik Kingston, PCED, Housing Resource Coordinator; **Idaho Housing and Finance Association** & Patricia Nilsson, AICP, Director, Development Services; **Canyon County**

---

### **W3B: Traffic Studies: How We Let the Boogie Man Ruin Our Cities CM | 1**

Traffic studies and the results of traffic models are often taken as gospel and used to justify millions in roadway spending. They are often fatally flawed, and the results are not as sacred as many are led to believe. The overreliance on this tool is hindering Idaho cities from making decisions that can positively affect the lives of residents now, at the expense of traffic predictions 20 or more years in the future.

Speakers: Chris Danley, Principle, & Donald Kostelec, AICP, Principle; **Vitruvian Planning**

---

### **W3C: Using the Whole Bag of Tricks CM | 1**

Many economic development tools can be utilized to develop the planning process, resulting in implementable recommendations. This session will highlight success stories throughout the region, discuss how cities and planning agencies can collaborate with developers, and demonstrate principles which every entity can utilize to maximize development tools. This will result in a better understanding of what has the greatest return on investment.

Speakers: Benjamin Becker, Vice President & Aaron Montgomery, Financial Analyst; **Zions Bank**

---

### **Th1A: Clif Bar "The Big Project"**

Planning for "The Big Project" is difficult and demands a lot of resources be allocated to doing it right. Attendees will have the opportunity to discuss with project managers the planning and processes that took place between Clif Bar and the City of Twin Falls. Highlighting how critical it is to work alongside each other rather than against the tide and how communities can prepare and partner effectively to bring large projects to town. Along with the panel discussion there will be an opportunity to tour Clif Bar's brand-new solar farm which is the largest in Idaho Power's southern Idaho and eastern Oregon Service Area. - **OFFSITE**

---

### **Th2A: Planning it Safe CM | 1**

Every state, including Idaho, has a Strategic Highway Safety Plan with a goal to reduce crashes at the broader state level. However, according to the Federal Highway Administration, nearly 80 percent of all public roads are operated by local or rural governments. Local Road Safety Plans are tailored to local issues and needs, and developing an LRSP is a collaborative community process.

Speakers: Kendra Schenk, P.E., PTOE, RSP; **Burgess & Niple**

---

## Conference Sessions cont...

### Th2B: Idealism in Planning

Planning invites the young and idealistic to shape local communities and governance. All too often, pressures, deadlines, and fear causes a shift from idealism to disillusionment. This session brings together, entry-, mid-, and senior-level planners for a frank discussion about the role of ideals, how to maintain and bring them into the real professional planning environment.

Speakers/Moderators: Hilary Anderson, Planning Director, City of Coeur d'Alene, Arron Mondad, Associate, **Agnew::Beck**, Katie Justice, Program Director, **Downtown Mobility Collaborative**, Leon Letson, Senior Planner & Nicolette Womak, Associate Planner; **City of Boise**

### Th2C: County Roundtable **CM | 1.5**

This session will help planners learn about new or upcoming issues by receiving updates from both the IAC and County Planning Directors/Planners. Part of the discussion will focus on issues that are upcoming for counties in the next legislative session and a review on what happened during the previous session. Time permitting we will also discuss any new case law pertaining to counties.

Speakers/Moderators: Michell Fuson, Director of Planning, Building, & GIS; **Latah County** & Kelli Brassfield, Government Affairs Associate & Policy Analyst; **Idaho Association of Counties**

### Th2D: Opening Eyes with a Walk: Using a Facilitated Walk Audit for Community Education, Engagement, and Planning (\$25)

A walk audit is a facilitated group walk of an area to observe both challenges to and opportunities for healthy eating and physical activity. This session will demonstrate how walk audits can serve to inspire community leaders and stakeholders, educate participants on healthy design principles and best practices, and provide practical planning for specific interventions, policy, and environmental improvements. Wear your walking shoes, as we'll be walking as we explore best practices in planning and implementing such walks and utilizing the findings for community benefit. - **OFFSITE**  
Speaker: Mark Fenton, Adjunct Assoc. Professor; **Tufts University**, Friedman School of Nutrition Science & Policy

### Th3A: Twilight Zoning: Slow Fade to Housing Diversity **CM | 1.5**

As communities respond to their housing goals, many consider up-zoning to expand housing types and price points. We'll explore the roots of narrow zoning ordinances and current case studies from Minneapolis, Seattle, and Austin. Then review how communities throughout the state are expanding housing diversity for neighborhoods and incentivizing workforce and affordable housing.

Speakers/Moderators: Erik Kingston, PCED, Housing Resource Coordinator; **Idaho Housing and Finance Association**, Diane Kushlan, AICP, Principle; **Kushlan Associates**, Patricia Nilsson, AICP, Director, Development Services; **Canyon County**, Alexandra Monjar, Manager, Idaho District Council; **Urban Land Institute**, Jenah Thornborrow, AICP, Development Services Department Director; **City of Garden City**, Michelle Groenevelt, AICP, Community & Economic Development Director; **City of McCall**, Brittany Skelton, Senior Planner; **City of Ketchum**, & Shawn Hill, Executive Director; **Valley Advocates for Responsible Development**

### Th3B: How Public Health and Urban Planning Collide: Twin Falls Healthy Conditions Assessment **CM | 1.5**

This session is an overview of the recently completed Twin Falls Healthy Conditions Assessment. The yearlong project included data analysis, field assessments, and local community interviews in determining the real happenings of Twin Falls. This powerful approach has unveiled truths, captured attention, and sparked a movement to improve the lives of area residents.

Speakers: Chris Danley, Principle, **Vitruvian Planning**

### Th3C: Balancing Needs & Goals within the Public Rights-of-Way **CM | 1**

When planning for public streets, often expressed needs for the corridor exceed what the right-of-way can accommodate. There are many elements to consider when planning these transportation corridors. The challenge for street planners is to sort through the needs of internal and external stakeholders and prioritize them based on the goals of the corridor.

Speakers: Steve Thieken, P.E., PTOE, AICP & Amy Rosepiler, P.E.; **Burgess & Niple**

### F1A: They didn't teach you about signs in school... **CM | 1**

In a post Reed v. Gilbert world, what you learned, if anything, in school about signs, has changed. Many municipalities have revised their sign regulation to be compliant with the Reed Decision. But have they really? The City of Twin Falls is completely rewriting their sign regulations by looking at signs differently, and to be in compliance with Reed's majority and concurring decisions. How? By iterations of process and public engagement.

Speakers: Jonathan Spendlove, AICP, Director, Planning & Zoning & Steve O'Connor, City Planner; **City of Twin Falls**

### F1B: Ebbs & Flows **CM | 1.5**

Ada County adopted a Master Facilities in June 2018. Since then, the project has gone through ebbs and flows of implementation. The lessons that we learned in the process of implementation of the Master Facilities Plan are applicable to all planning projects and all local jurisdictions.

Speakers: Mitra Mehta-Cooper, Strategic Planning Manager; **Ada County** & Russ Phillips, AIA, Principle, **INSIGHT Architects**

### F1C: Ethics Cases of the Year **CM | 1.5**

This session will review the AICP Code of Ethics, including the principles, rulings, and procedures that guide the conduct and behavior of all practicing planners. Eight scenarios, representing real cases that have been brought to the AICP Ethics officer in the past year, will be reviewed. These scenarios represent some of the most commonly confronted ethical dilemmas for planners.

Speaker: Diane Kushlan, AICP, Principle, **Kushlan Associates**



AICP members can earn Certification Maintenance (CM) credits for this activity [or many of the activities at this event]. When CM credits are available, they are noted at the end of any activity description. More information about AICP's CM program can be found at [www.planning.org/cm](http://www.planning.org/cm).

## For Mobile Sessions and Offsite Activities

For all off site sessions, you must provide your own transportation. Carpooling is highly encouraged! This applies to sessions;

W1D: Urban Renewal in Idaho: Magic vs. Reality  
**Downtown Commons 149 Main Ave. East, Twin Falls**

Th1A Clif Bar "The Big Project"  
**Clif Bar Baking Company 3438 Eldridge Ave., Twin Falls**

Th2D: Opening Eyes with a Walk: Using a Facilitated Walk Audit for Community Education, Engagement, and Planning.  
**City Hall 203 Main Ave. East, Twin Falls**

**Session Th2D, the mobile session with Mark Fenton, is limited to 25 spaces. Pre-registration is required to participate. \$25**

The Clif Bar Session is open to all registrants and will be the only session for Thursday Morning. This session will include a tour of the largest private solar array in Idaho, and the recently established pollinator garden.

The Early Bird Activities will be organized by individuals who wish to gather before the day's sessions. Possible activities include a run and or bike along the Cayon Rim Trail. See additional inserts or ask a volunteer for more information.

Night Owl Activities include Mini Golf at Putter's just a short walk from Canyon Crest, and a Pub Crawl lead by Mayor Shawn Barigar. Space is limited for the Pub Crawl and you must pre-register for this event during the Conference Registration.

### On another note...

There have been many great items donated from local businesses so don't miss out on the opportunity to win some prizes. We will be using your APA member number for the drawings and you must be present to win.



**[BEARDED AXE]**



# Celebrate Planning

October is #PlanningMonth

**National Community Planning Month is a time to highlight the important role of planning in our communities.** Planning can be summed up as comprehensive, community-focused choices that enhance the spaces where people live, work, and play. While many people may not realize it, planning has a significant impact on their day-to-day life. From where they live, to how they commute, to the type of home they live in, planning plays a vital role in a person's life and well-being.

**Planners are skilled at balancing the varied interests and viewpoints that emerge as a community plans its future.** Planners consider what is best for the entire community – senior citizens, workers, children, people living with disabilities, business owners, and elected officials. How do they arrive at these community-wide decisions? Through conversations with residents and thoughtful, inclusive outreach to community stakeholders.

**Planners work for the greater good. Planners work with professionals from different fields such as public health, recreation, and engineering to make communities safer, stronger, healthier, and more just.** Planning does not stop at a geographic border. Communities are served best when planners take a broader viewpoint, encompassing regional and statewide perspectives. This is especially critical for infrastructure projects, which are most successful when planned at a regional scale. Taking a regional focus ensures the infrastructure system will benefit those well beyond the immediate location of the project.

**Planners have the unique expertise to comprehensively address the impacts of today's actions on tomorrow's communities.** With a comprehensive big-picture perspective, planners are uniquely positioned to evaluate how decisions about the built environment, including transportation networks, building location and scale, and parks and green space, impact communities. When guided and informed by good planning, these decisions make communities safer, more resilient, healthier, more prosperous, and more equitable.

### Why Celebrate Planning?

National Community Planning Month is your chance to raise the visibility of planning, the planning profession, and to highlight the positive impact it has on your community. It is also an opportunity to share your stories with your appointed and elected officials to reinforce the importance of planning in your community.



# Go Explore Twin Falls

A few things to know, and where to go...

**TWIN FALLS VISITOR CENTER**, your one stop location for all things Twin Falls and Southern Idaho. Here you can take in the views of the stunning Snake River Canyon, learn about the geological history of the region, or find information on your next Southern Idaho adventure.

**DOWNTOWN TWIN FALLS**, along Main Avenue in Downtown Twin Falls you will find unique shopping, dining, and recreation experiences. The area boasts two breweries, several local restaurants, as well as the region's only indoor climbing center. Want to do a bit of shopping? There is more than your fair share of shops to find something you didn't know you needed.

**SNAKE RIVER CANYON**, the recreational opportunities within the geological gem are endless. From any water sport on the Snake River to hiking or mountain biking at Auger Falls Trail Head, you can enjoy the splendor of this canyon in any manner you wish.

**SHOSHONE FALLS PARK**, showcasing Shoshone Falls, the Niagara of the West, at 212 feet high and 900 feet wide it is one of the largest natural waterfalls in the United States. The park is also the end, or beginning, of the Canyon Rim Trail System. Enjoy the scenery, or check out Dierke's Lake for fishing, kayaking, or a brisk early fall swim.

**CANYON RIM TRAIL SYSTEM**, enjoy more than 10 miles of continuous developed trails throughout Twin Falls and along the scenic Snake River Canyon. Walking, hiking, and biking are all welcome on the trail system. Watch BASE jumpers leap from the Perrine Bridge as wildlife soars in the canyon or wave to the kayakers enjoying the Snake River below. There's no shortage of scenery on these trails.

**FAULKNER PLANETARIUM**, located on the College of Southern Idaho's campus, the Faulkner Planetarium is the largest planetarium theater in Idaho, seating 144 under a 50' dome. It features a state-of-the-art Digistar 5 full-dome projection system, 10,200 Watt Dolby 5.1 surround audio, and programmable LED dome lighting.

For more information on other attractions or recreational opportunities visit:

<https://visitsouthidaho.com>

