CULTIVATING STRONG Towns WORKSHOP

PUTTING STRONG TOWNS & INCREMENTAL DEVELOPMENT PRINCIPLES INTO PRACTICE.
Practical first steps to overcoming the status quo & growing community capital.

November 4, 2017 // Frisco, TX
7:45AM – 5:30PM

Featured Speakers:
Kevin Shepherd • Matt Lewis • Amanda Popken

Special Guests:
Chuck Marohn (Strong Towns) & Monte Anderson (Incremental Development Alliance)

Learn more & register at:
cultivatecollaborative.org/events

Early-bird (thru 9/8): $120
Regular (thru 10/20): $150
## Workshop Agenda

### 7:45–8:15

**Intro/Workshop Kickoff – Matt Lewis**

### 8:15–9:45

**Thoughts on Building Strong Towns – Chuck Marohn**
Overview of Strong Towns principles and ideas, including the ‘Suburban Experiment’, the future of transportation in America, incremental development and putting our existing neighborhoods (and their citizens) first.

### 9:45–10:15

**Q&A WITH CHUCK / BREAK**

### 10:15–11

**Cultivate Community Program – Kevin Shepherd**
Alternative approach to city planning and economic development that combines Strong Towns-principled planning and design with incremental development and tactical activation to increase citizen engagement, grow a self-sustaining local economy and workforce, and get more accomplished with existing resources.

### 11:00–12:00

**Incremental Development – Monte Anderson**
Overview of the Incremental Development Alliance and Monte’s personal experience as a small developer in south Dallas, including examples of innovative ways to fund projects, repurpose existing underutilized spaces and buildings, and address affordable housing.

### 12:00–1:00

**LUNCH / BREAK**

### 1:00–1:45

**Local Workforce Development & Apprenticeship Programs – Kevin Shepherd**
Emerging strategies and programs for education, workforce development, and economic gardening that sync things up between school districts, local businesses and small developers to grow local businesses, fill hiring needs and provide a variety of hands-on apprenticeships for student and residents.

### 1:45–2:45

**Tactical Activation & Citizen Engagement – Amanda Popken**
Strategizing public-private partnerships, a tailored approach to incremental urbanism, when the community involvement is a catalyst for major infrastructure investments and when major infrastructure changes become a catalyst for community investment. Insights from Corsicana, Crowdus Park, and Dallas City Hall Living Plaza.

### 2:45–3 BREAK

### 3:00–4:00

**The New Government Model – Matt Lewis**
Syncing plans, codes, internal development processes and policies to make it easier for citizens and developers to do the good stuff. Examples from Austin (PlanIt Austin), San Marcos (Transforming Downtown), and Hutto (Planning for the Future market).

### 4:00–4:30

**Wrap-up Exercise – Matt Lewis**
15 min. for each table to talk about big takeaways and next steps they want to take to implement what they’ve learned

15 min. for a representative from each table to present one takeaway and one next step from their table.

### 4:30–5:30

**Post-workshop Networking**
Additional discussion and networking time for those able to stick around.

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**Presented by:**

**Cultivate Collaborative**

cultivatecollaborative.org

Workshops & development strategies that:

- Empower citizens to contribute.
- Get more done with existing resources.
- Grow a unique and self-sustaining local economy.