

**IDA East Coast Urban District Forum**  
**Pittsburgh, PA**  
May 9-10, 2018

Join Pittsburgh Downtown Partnership and IDA for the 2018 East Coast Urban District Forum **May 9-10, 2018** in Downtown Pittsburgh, PA. Hear Master Talks from experts at the forefront of autonomous vehicle development, mobility advocacy, and public transit discuss the evolving role of technology and equity in the economic development of urban centers. Breakout Sessions will explore emerging innovation districts, panhandling and outreach services, best practices for dealing with infrastructure barriers, and creating vibrant experiences in commercial markets through pop up and permanent interventions.

In Downtown Pittsburgh, you'll experience the impact of two decades of targeted investment, from new residential and commercial developments to a vibrant cultural district, nestled in the beauty of the convergence of three rivers. Downtown is home to 16,000 residents and 120,000 workers, and features an array of outdoor activities, emerging local retail, and James Beard and Zagat recognized restaurants. Join us to experience everything the City of Bridges has to offer!

**Wednesday, May 9, 2018**

**12:00 p.m. – 5:00 p.m. | Registration Welcome Desk sponsored by IKE Smart City**  
Location: Renaissance Pittsburgh Hotel, Lobby, 107 6<sup>th</sup> Street, Pittsburgh, PA

**1:00 p.m. – 4:00 p.m. | Pre-Conference Tour sponsored by ARUP**  
***Golden Triangle Walking Tour (\$25)***

Meeting Location: Renaissance Pittsburgh Hotel, Lobby, 107 6<sup>th</sup> Street, Pittsburgh, PA  
Walk through Downtown Pittsburgh, a city evolving over the last 250 years, to experience beautiful historical architecture and learn about modern-day developments that are creating a sustainable city for the future. You'll hear from representatives of the Pittsburgh History and Landmarks Foundation, Pittsburgh Downtown Partnership, developers, and other downtown stakeholders about the transformation of Downtown Pittsburgh since the early 1900's. This tour will be approximately three hours on foot with various stopping points.

**1:00 p.m. – 4:00 p.m. | Pre-Conference Tour sponsored by ARUP**  
***Multi-Modal Tour of Greater Downtown Pittsburgh (\$50)***

Meeting Location: Renaissance Pittsburgh Hotel, Lobby, 107 6<sup>th</sup> Street, Pittsburgh, PA  
Bring your walking, biking, and boating shoes for this mobile tour of Greater Downtown. Obtain insights into decades of riverfront park development, the transformation of parking lots into sports and entertainment destinations, and an evolving skyline due to commercial development from the experts delivering these changes. This tour will be approximately three hours on foot, bike, and boat with various stopping points. Bikes (and a boat) will be provided.

**5:30 p.m. – 7:00 p.m. | Opening Reception sponsored by VisitPittsburgh**  
Location: Union Trust Building, 501 Grant Street, Pittsburgh, PA

**Thursday, May 10, 2018**

**7:30 a.m. – 10:30 a.m. | Registration Welcome Desk sponsored by IKE Smart City**  
Location: Renaissance Pittsburgh Hotel, Pre-function space near elevators on third level, 107 6<sup>th</sup> Street, Pittsburgh, PA

**7:45 a.m. – 8:30 a.m. | Continental Breakfast**  
Location: Renaissance Pittsburgh Hotel, Mary Cassat Board Room (third level), 107 6<sup>th</sup> Street, Pittsburgh, PA

**8:30 a.m. – 10:00 a.m. | Opening Remarks and Master Talks**  
Location: Renaissance Pittsburgh Hotel, Rhapsody Meeting Room (third level), 107 6<sup>th</sup> Street, Pittsburgh, PA

- Welcome by Jeremy Waldrup, President & CEO, Pittsburgh Downtown Partnership
  
- *Downtown Mobility: How Technology is Changing the Way our Streets and Cities Function*  
Emerging transportation technology, new mobility concepts, and smarter infrastructure is helping cities tackle congestion and pollution challenges in new ways. From autonomous vehicles to artificial intelligence,

connected service will create opportunities for new mobility options and force our streets to work differently than they ever have before. It is important that cities prepare for these changes to encourage seamless integration with existing public transportation networks and infrastructure, resulting in benefits for all users, reducing the environmental impact and creating new business opportunities. Hear from experts in the field talk about the opportunities that await.

- o Katharine Eagan Kelleman, Chief Executive Officer, Port Authority of Allegheny County
- o Karina Ricks, Director of Mobility and Infrastructure, City of Pittsburgh
- o Jason Schrieber, AICP, Senior Principal, Stantec's Urban Places

#### **10:00 a.m. – 10:30 a.m. | Break and walk to your next session**

#### **10:30 a.m. – 11:45 p.m. | Breakout Sessions**

- *Emerging Innovation Districts and the Role BIDs Can Play*  
This session will explore the emerging model innovation districts and the clustering of anchor institutions and companies in urban, transit-accessible districts. What opportunities exist for BIDs to play an integral role in the development and work of these districts?  
Domain: Economic Development; Policy & Advocacy  
Location: Strada Architecture Auditorium, 611 William Penn Place, 7<sup>th</sup> Floor, Pittsburgh, PA, sponsored by Springboard  
Speakers:  
Sean Luther, Executive Director, InnovatePGH  
Georgia Petropoulos, Executive Director, Oakland Business Improvement District  
Karl Sanchack, President and CEO, Erie Innovation District
- *Taming the Beast: Rethinking Transportation Infrastructure in our Downtowns*  
While transportation infrastructure provides the life blood of most downtowns, it can also create barrier and blighting effects. Today, many cities are reevaluating the presence of transportation infrastructure and weighing the benefits of keeping, removing or modifying this infrastructure to enhance the livability, walkability and quality of life found in downtown communities. Urban District Management Organizations are front and center in these discussions and play an important role in the decision-making around infrastructure. Join our panelists in a discussion about how to hold a meaningful dialog about legacy infrastructure, design interventions to soften the presence of infrastructure to make it a better neighbor, and how to keep people coming downtown when infrastructure is being revitalized, redesigned or removed. Our panel will offer lessons learned from Buffalo, Hartford, and St. Louis followed by a discussion about how they might be deployed in your unique situation.  
Domain: Planning, Design & Infrastructure  
Location: Union Trust Building 11<sup>th</sup> Floor Seminar Room, 501 Grant Street, Pittsburgh, PA, sponsored by Eco-Counter  
Speakers:  
Missy Kelley, President and CEO, Downtown St. Louis, Inc.  
Trent Lethco, Leader Americas Transport Consulting, ARUP  
Brandye Merriweather, VP of Downtown Development, Buffalo Urban Development Corporation  
Jordan Polon, Executive Director, Hartford Business Improvement District

#### **12:00 p.m. – 1:00 p.m. | Lunch in the PPG Wintergarden sponsored by Block by Block**

Location: One PPG Place, Pittsburgh, PA 15222

Peruse the opening day of the Market Square Farmers Market and enjoy lunch and entertainment with your fellow attendees in the PPG Wintergarden. A box lunch will be provided to attendees.

#### **1:00 p.m. – 2:15 p.m. | Open Space Discussion Groups**

Location: One PPG Place, Pittsburgh, PA 15222

Open Space provides a series of conversations curated by IDA members where ideation, problem solving, best practices, and burning questions can be identified and discussed. A series of topics have been pre-established based on a post-registration survey, or you can start your own discussion. Preliminary topics include:

- Retail Incubators & Accelerators
- Organizational Structures and Models
- Transportation, Mobility & Walkability
- Changing Misperceptions of Downtown
- Security and Terrorism Planning for Public Events
- Urban Place Management Collaboration with Colleges and Universities

**2:15 p.m. – 2:30 p.m. | Break and walk to your next session**

**2:30 p.m. – 3:45 p.m. | Breakout Sessions**

- *Outreach and Services for Vulnerable Populations*

This session will explore different approaches to outreach, service delivery, education and communication being utilized in Cincinnati, Nashville and Pittsburgh as well as strategic relationships with other service providers. You'll also hear from nationally renowned physician Dr. Jim Withers about Operation Safety Net and the medical services provided to the homeless population as featured on CNN and CBS News.

Domain: Space Management & Maintenance; Policy & Advocacy

Location: Strada Architecture Auditorium, 611 William Penn Place, 7<sup>th</sup> Floor, Pittsburgh, PA, sponsored by Springboard

Speakers:

Chico Lockhart, Social Services Outreach Coordinator, Block By Block

Dr. Jim Withers, Founder, Operation Safety Net

Chris Roach, Outreach, Operation Safety Net

- *Innovative Approaches to Commercial Tenant Attraction & Engagement*

Over the years there has been a natural and gradual expansion of BID's roles to influence the commercial vitality of their communities. BIDs can ill afford to sit on the sidelines and watch market forces shape its area of management and must be active change agents to ensure that the desired business mix is achieved, that occupancy levels are optimal and that the district is a reliable investment opportunity. Hear from three BIDs engaging different techniques and partnerships to actively recruit and attract new commercial businesses to their districts.

Domain: Economic Development; Marketing & Communications

Location: Union Trust Building 11<sup>th</sup> Floor Seminar Room, 501 Grant Street, Pittsburgh, PA, Sponsored by Eco-Counter

Speakers:

Neil Albert, President and Executive Director, Downtown DC BID

Davon Barbour, VP Economic Development & Planning, Downtown Partnership of Baltimore

Mary-Claire Burick, President, Rosslyn BID

Regina Myer, President, Downtown Brooklyn Partnership

**3:45pm – 4:15 p.m. | Break and walk to your next session**

**4:15 p.m. – 5:15 p.m. | Closing Plenary and Closing Remarks**

Location: The Tower at PNC Plaza, 300 Fifth Ave, Pittsburgh, PA 15222

Talent attraction and retention are critical components of continued economic growth and relevance. What are today's best and brightest candidates looking for in cities and how do urban district management organizations create destinations that help attract and retain talented workers? Hear from industry leaders about how place plays a role in their recruitment strategy, how recruiters talk up their locations to prospects, and where opportunities exist for downtowns to play a role.

- Melanie Harrington, President and CEO, Vibrant Pittsburgh
- Caitlin R. McLaughlin, EVP & Director of Talent and Total Rewards, PNC Financial Services Group, Inc.
- Shana Zollar, Chief Human Resources Officer, Dwellworks

**5:15 p.m. – 6:30 p.m. | Closing Reception sponsored by PNC Financial Services**

Location: The Tower at PNC Plaza, 300 Fifth Ave, Pittsburgh, PA 15222

**6:30 p.m. | Dinner on your own**

9:00 a.m. – 12:00 p.m. | Post-Conference Tour sponsored by ARUP  
**Oakland Transit and Walking Tour (\$50)**

Meeting Location: Renaissance Pittsburgh Hotel, Lobby, 107 6<sup>th</sup> Street, Pittsburgh, PA  
Hop on a bus with IDA and ECUDF attendees for a three-mile trip to Oakland, the third largest employment center in the Commonwealth of Pennsylvania after Center City Philadelphia and Downtown Pittsburgh. In Oakland, you will experience the heart of the region's eds, meds, and tech economy bookended by the campuses of University of Pittsburgh and Carnegie Mellon University. Hear from the Oakland Business Improvement District, InnovatePGH, and other stakeholders involved with the creation of new public spaces like Schenley Plaza, Forbes Digital Plaza, and major new private investments on this part-bus, part-walking tour.

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