MM4 Keynote Address and Plenary Sessions

Keynote Address: The Coming Reinvention of America
Peter Leyden | Wednesday, May 9. 9:50 a.m.
America is entering a period of fundamental reinvention on a scale seen only a handful of times in its history. Leyden makes the case that we’re about to enter 20 to 30 years of explosive innovation across many fields. He lays out the changes to look for as we abandon many of the systems of the 20th century and rebuild systems that will work in the 21st. He explains the ramifications on the economy, society and civic life, as well as on all businesses and organizations. His positive story of how Americans will once again transform our way of life and lead the rest of the world leaves people with all political persuasions inspired.

Plenary Sessions:
Making the Planning Process More Inclusive
Roger Lewis and Dan Reed | Thursday, May 10. 8:45 a.m.
Inclusivity in planning is more important than ever. With both the planning process and the plans that result need to be inclusive. Radio programs, such as those conducted Roger Lewis on planning and design topics (on the Kojo Nichols Show), Roger Lewis’ columns and drawings in the Washington Post, and Dan Reed’s blog posts on Just Up The Pike and Greater Greater Washington are all ways to engage people in thinking about planning and encourage involvement in planning processes. What more can and should be done to reach all?

Park Rx America: A Scalable Model for Prescribing Parks in the Clinical Setting
Dr. Robert Zarr | Friday, May 11. 12:15 p.m.
Dr. Robert Zarr will discuss his work as a national champion for getting people outdoors, including seven years as the spokesperson for the National Park Service on park prescriptions. As a pediatrician, he developed a method of linking data on parks and natural areas to electronic health records so a doctor can issue a prescription in the clinical setting. It is challenging to motivate people to spend time outdoors despite studies showing the benefits. Dr. Zarr will discuss how planners and developers can help make his job easier through sensible planning and good design.

Makeover Montgomery 4 is a great opportunity to learn about ways of making our communities more livable, inclusive and economically competitive, as well as healthier and smarter. This year’s forum covers a vast range of innovative strategies for improving the suburbs.

Gwen Wright, Director
Montgomery County Department of Planning

Every two years, Makeover Montgomery delivers on its promise to spark lively discussions about creative ways to transform the suburbs. This conference has grown into an important exchange of ideas among experts, academics and residents in the region.

Gerrit Knaap, Executive Director
National Center for Smart Growth Research & Education

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Conference Agenda

May 9 | University Of Maryland, College Park, MD
7:00 - 8:00 a.m.  Keynote by Innovative and Entrepreneur, Peter Leyden  
8:00 - 9:00 a.m.  Keynote Reception

May 10 | Silver Spring Civic Building, Silver Spring, MD
8:00 - 8:30 a.m.  Light Breakfast and Registration  
8:30 - 9:45 a.m.  Welcome  
9:45 - 10:00 a.m.  Keynote: Mapping the Planning Process into Inclusive Break

Session 1  
10:00 - 11:30 a.m.  Brick-and-Mortar Retail in the Internet Age  
Improving the Health of Underserved Communities  
Public Engagement  
Real-Time Data  
Affordable Housing

Session 2  
12:45 - 2:15 p.m.  The Changing Suburban Economic Landscape  
Health and Infrastructure  
Affordable Housing  
Real-Time Data  

Session 3  
2:30 - 4:00 p.m.  The Missing Middle  
Shaping, Healthier and Happier Communities – Access to Experience, Not Access  
Affordability Through Public Spaces  
Automated Transport: Today and Tomorrow

Session 4  
4:00 - 6:00 p.m.  Happy Hour at McGinty’s Public House

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Session Info:

Session 1 | May 10
Brick and Mortar Retail in the Internet Age (Competitive)
9:00 a.m.  Spring
Inclusivity Through Public Spaces (Inclusive)
9:30 a.m.  Ellsworth
Public Engagement (Inclusive)
10:00 a.m.  Great Hall
Data- and Technology-Based Planning (Smart)
10:30 a.m.  Fenton

Session 2
The Changing Suburban Economic Landscape (Competitive)
12:45 p.m.  Great Hall
Health and Infrastructure (Healthy)
12:45 p.m.  Ellsworth
Affordable Housing (Inclusive)
12:45 p.m.  Fenton
Real-Time Data (Smart)
12:45 p.m.  Elsworth

Session 3
The Missing Middle (Competitive)
2:30 p.m.  Fenton
Inclusivity Through Public Spaces (Inclusive)
2:30 p.m.  Ellsworth
Automated Transport: Today and Tomorrow (Smart)
2:30 p.m.  Spring

Session 4
The Purple Line and Economic Growth (Competitive)
9:00 a.m.  Great Hall
Health Policy (Healthy)
9:00 a.m.  Fenton
Inclusivity Through Public Spaces (Inclusive)
9:30 a.m.  Elsworth
Parking Data and Policy (Smart)
9:00 a.m.  Spring

Session 5
Planning and Public Art (Competitive)
10:45 a.m.  Great Hall
Inclusivity Through Public Spaces (Inclusive)
10:45 a.m.  Ellsworth
Automated Transport: Today and Tomorrow (Smart)
10:45 a.m.  Spring

For more information and a detailed conference agenda, go to makeovermontgomery4.com

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