

Julie Katherine Wagner

Brookings Institution

Co-Director, Bass Initiative on Innovation and Placemaking
Nonresident Senior Fellow

PROFESSIONAL EXPERIENCE

THE BROOKINGS INSTITUTION, OFFICE OF THE CENTENNIAL SCHOLAR

WASHINGTON, DC

Co-Director, Bass Initiative on Innovation and Placemaking
Nonresident Senior Fellow
Trans Atlantic Fellow
Urban Planning Consultant

2016-2017
2011-2017
2007-2011
2004-2005

- Designed the 18-month detailed workplan for Bass Initiative, outlining highly choreographed and integrated research, strategic engagements and paradigmatic work. Facilitated projects and overall project management with partner Project for Public Spaces including the development of a new paradigm: the nexus between innovation and place. Orchestrated a global network and e-newsletter, *Smart Places*, for over 3,000 individuals and organizations. Evaluated and subsequently designed innovation, placemaking and social network strategies for innovation districts globally including Buenos Aires, Sydney, Torino, Vancouver, Rotterdam, and communities across the State of Connecticut. Delivered keynote addresses at highly visible events in the United States, Europe, Australia. Currently completing a new research brief on how the spatial configuration of innovation spaces are changing to reflect economic and demographic trends.
- Co-authored the Brookings research paper, "*The Rise of Innovation Districts: A New Geography of Innovation in America*," which describes how the geography of innovation is shifting to urban and urbanizing areas driven by the growing advantages of density, proximity, and open innovation. Work subsequently published dozens of media including *Fortune Magazine*, the *Wall Street Journal*, *Quartz* and the *Harvard Business Review*. Currently in the early stages of implementing, a national campaign to unleash the development of dozens of innovation districts across the U.S.
- Served as strategic advisor to burgeoning innovation districts in both the U.S and Europe. Work included advising the Detroit Innovation District initiative and the Sheffield advanced manufacturing park, which are particularly challenged in strengthening their physical and economic assets.
- Project leader for the Global Cities Initiative, a \$10 million effort aimed to increase the global reach of U.S. cities. Designed and led the implementation of a project framework, which included: data-driven research reports; forums held in U.S. cities to identify their internationalization strengths and weaknesses; and global forums held cities, such as Sao Paulo and Mexico City. Led the first Global Cities engagement in Sao Paolo, designing an economic agenda for this Brazil metro and several U.S. metros with similar economic niches.
- Conducted on-the-ground research in Europe on innovative policies pertaining to transportation, metropolitan governance, urban development, innovation, and social development. Orchestrated a range of European trips for U.S. national, state and local leaders to learn, and subsequently apply, specific innovative approaches. U.S. policies adapted from European innovations include a national freight plan, shrinking cities, and innovation districts.
- Provided strategic guidance on a range of Metro Program economic, demographic and specific on-the-ground initiatives. Reviewed and revised workplans, messaging, presentations, and summary documents to strengthen impact. Worked with Metro Program Director to develop political and economic framework for the top 100 metros in the United States.
- Drafted framing paper and co-authored speech arguing how 'transformative investments' (highly catalytic physical projects) can reignite outmoded or underused urban areas. To support paper,

conducted research on the physical barriers that limit the potential of cities and identified five successful transformative investment typologies across the United States. Edited version published in *ETHOS* magazine.

INDEPENDENT URBAN PLANNING AND DEVELOPMENT CONSULTANT (SAMPLES)

Instituto per la Ricerca Sociale, Milan, Italy

June 2007-2015

- Provided strategic direction for Italian cities and metros on their economic, physical and community engagement efforts. Delivered high level presentations to mayors, business leaders, and metropolitan officials. Specific Italian cities and metros include Torino, Milano, Roma, the Emilia Romagna Region, Lombardy Region, and Piedmont Region. Served on teams advising the European Commission on topics such as women in the workforce, the migrant Roma population, and European Commission evaluation efforts.

The London School of Economics

January 2007-2008

- Conducted research and policy evaluation of national and urban policies for seven global cities. Research and analysis dissected which specific policies are effectively facilitating integrated planning and plan implementation among diverse sectors such as transportation, housing, economic development, and the environment. Co-wrote a report of policy findings for four cities in India.

Washington DC Public Libraries

October 2005- 2006

- Designed and implemented a detailed strategy to secure Federal and District funds for modernizing 24 neighborhood libraries and a new central library. Successfully secured an additional \$120 million dollars to transform the library system.
- Orchestrated a city-wide initiative to build a new central library. Organized numerous government agencies, the downtown business community, downtown developers, architects, and citizens to strategically argue the case, using socio-economic trends, economic and fiscal analysis, national library case studies, and detailed site planning.

Association for Italian Municipalities (ANCI)

March 2004- 2006

- Authored a detailed 50-page communications handbook detailing how to design public information, public education and public involvement programs for large-scale urban regeneration projects. Handbook was translated into Polish, Greek, Italian, Estonian, Spanish, and German for use in seven countries.
- Provided strategic guidance on eight pilot projects throughout Europe, including a waterfront redevelopment project in Cyprus, the rehabilitation of a city public transportation system in Florence, and the siting of a controversial waste water treatment facility in Warsaw. Gave keynote speeches in numerous European cities to argue for specific regeneration efforts.

DC OFFICE OF PLANNING

Deputy Director, Long Range Planning
Associate Director, Comprehensive Planning
Interim Associate Director, Neighborhood Planning
Chief of Staff, Development Review
Special Assistant the Director

WASHINGTON, DC

February 2003-2004
June 2002-2003
September 2001-2002
October 2000-2001
October 1999-2000

Received American Planning Association, National Capital Area Award, *Outstanding Work in a Special Community Initiative*, November 2005

Received *Certificate of Appreciation for Outstanding Service to the District of Columbia*, Office of Planning and the Citizens of Washington DC, October 2002.

- Established the Long-Range Planning Division and dedicated new resources from the Executive Office of the Mayor. Responsibilities included the development and oversight of a \$1.1 million annual budget for long-range land use planning activities. Overall program design of the Comprehensive Plan Unit, the GIS Unit, the State Data Center Unit, and managed 12 technical planners.
- Led a highly visible effort to develop the District's 20-year *Vision and Policy Framework Plan* for Washington DC. Plan provides clear direction for land use and economic development, infrastructure investment, open space protection, and the preservation of historic resources. Managed eight consultant teams to craft this physical, spatial, social and economic plan. Designed a highly visual presentation of the draft plan for Mayor Williams, who presented to over 3,000 citizens at a citywide forum and where over 80 percent of citizens supported the plan.
- Led an eight-month negotiation effort to resolve multiple lawsuits against the City on a highly-visible downtown project in a historic district. Reached a negotiated agreement between parties and all lawsuits were dropped. Final project includes over 170,000 square feet of commercial space, over 7,000 square feet of artist work space below market value, and the rehabilitation of four historic buildings.
- Led the planning review for three controversial university master plans. Established public planning processes with adjacent neighborhoods and wrote the technical report outlining changes to address noise, traffic, and impacts to neighborhood character.
- Initiated the Mayor's Neighborhood Planning Initiative, hiring and managing nine planners and developing the overarching participatory planning and budgeting framework for over 121 neighborhoods. Led effort to collect, organize and implement over 3,000 neighborhood recommendations into 1,500 District and Federal agency projects. Awarded \$3.5 million dollars to implement additional community recommendations. Managed the development of 39 Strategic Neighborhood Action Plans, which describe commitments to neighborhoods.

JEANNE LAWSON ASSOCIATES

Citizen Participation Coordinator
Citizen Participation Assistant

PORTLAND, OREGON

December 1995-1997
July 1993-December 1995

For this citizen participation consulting firm, managed and coordinated public involvement activities for various government agencies on controversial land use, open space, transportation and water resource planning projects. Specific experiences include:

- Developing citizen participation strategies
- Forming and facilitating advisory committees
- Developing radio PSAs and print ads
- Serving as public/media liaison
- Conducting detailed stakeholder analysis
- Writing newsletters and press releases
- Writing articles for local newspapers
- Designing and facilitating public meetings

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA

September 1997-1999

Masters in City Planning, two-year professional program with a specialization in city design/development and transportation planning, June 1999. 4.6 out of 5 GPA.

Awards:

- 1998 Carroll Wilson Award to conduct a Public Involvement Assessment of local municipal efforts to redevelop Black African townships, Cape Town, South Africa. Completed Summer 1998.

- Recipient of Departmental Award, 1998.
- Full-tuition scholarship, 1997-1999.

NORTHEASTERN UNIVERSITY, Boston, MA
Bachelor of Arts in Communications, Summa Cum Laude.

September 1986-1991

SELECTED PROFESSIONAL ACTIVITIES

- Advisory Member, German Marshall Fund Trans-Atlantic Advisory Committee, 2007-2010
- Chair, Council of Government's Regional Planning Directors Technical Advisory Committee, January 2003-2004; DC representative on Technical Advisory Committee, January 2000-2002.
- Member, National and National Capital Area Chapter, American Planning Association.
- Volunteer Mediator for the City of Portland, Neighborhood & Police Mediation, 1995-1997.
- City of Portland, Mediator Training, 120 hours, 1995-1997. Received Certificate of Completion.

SELECTED PAPERS AND PUBLICATIONS

Katz, Bruce and Julie Wagner (2014), "The Rise of Innovation Districts: A New Geography of Innovation in America," Brookings Institution, Metropolitan Policy Program Brief and official website.

Katz, Bruce and Julie Wagner (2012), speech and presentation, "Strengthening Linkages Between U.S. and Brazilian Cities."

Katz, Bruce and Julie Wagner (2012), "Transformative Investments," *ETHOS Magazine*.

Rode, Philipp and Julie Wagner (2008), "Integrative Planning in Global Cities: Advice to Cities in India," London School of Economics, The Urban Age.

Wagner, Julie (2008), "Neighborhood 10: Strategic Efforts to Re-build DC's Neighborhoods," ICMA Greenbook.

Altman, Andy, Bruce Katz and Julie Wagner (2007), "An Urban Agenda for an Urban Age," article in the Urban Age Book produced by the Deutsche Bank and London School of Economic.

Altman, Andy, Bruce Katz and Julie Wagner (2006), speech and presentation, "An Urban Agenda for an Urban Age," delivered at the Deutsche Bank/London School of Economic Urban Age Conference.

Katz, Bruce and Julie Wagner (2006), speech and presentation (drawing from framing paper), "Transformative Investments" delivered at the Federal Reserve Bank in Philadelphia.

Wagner, Julie (2005), "A Communication and Outreach Handbook for Grands Travaux Projects," ANCI-IDEALI, Brussels, Belgium. Subsequently translated into Spanish, German, Italian, Polish, Estonian and Greek.

Wagner, Julie (2004), City document, presentation and speech, "A Vision for Growing an Inclusive DC", DC Office of Planning, Washington DC.

Wagner, Julie and Canepa, Claudia (2003), "DC's Neighborhood Planning and the Neighborhood Cluster Database: Participation and Accountability of Local Governance at the Neighborhood Level" paper prepared for MIT's Urban Studies and Planning Conference, Boston, MA.

Wagner, Julie (ed., 2003), "Strategic Neighborhood Action Plans" (39 separate plans), DC Office of Planning, Washington DC.

Wagner, Julie (2003), "Assessment of the DC Comprehensive Plan", *National Capital APA Newsletter*, 3/03, Washington DC.

Wagner, Julie and Gakenheimer, Ralph (1999), "Portland, Oregon: Land Use as a Mobility Tool." Discussion Paper 98-5-1, MIT Cooperative Mobility Project, Highest ranked paper by members of Cooperative Mobility Project.

Wagner, Julie (1999b), "Township Redevelopment in Cape Town, South Africa: Shifting from Unilateral Decision-Making to Shared Power," MIT Thesis, Boston, MA.

Wagner, Julie (1998), "Increasing Community Dialogue: Public Participation Practices in the Metro South East," Cape Town, South Africa.