



# AMANDA KANNARD, LPM, AICP

## Vice President

Project Management | Downtown and Strategic Planning | Data Analysis and Visualization | Design

## EXPERTISE

Amanda Kannard is an urban planner, designer, and senior project manager with over eight years of experience in the planning and place management fields. As a vice president at P.U.M.A., Amanda has managed a diversity of projects, from neighborhood, downtown, and corridor plans, to comprehensive community engagement efforts, to strategic visioning and organizational plans. Her specialties include project management, quantitative and qualitative analysis and visualization, market research, community outreach, mapping/GIS, and graphic design. Prior to joining P.U.M.A., Amanda gained urban design, public engagement, and research experience at urban planning consulting firms in the Chicago and Los Angeles regions. She also gained experience at two place management organizations in Chicago during her time as a graduate student at the University of Illinois at Chicago. Amanda is a Certified Leader in Place Management (LPM), as designated by the International Downtown Association and is a certified planner by the American Planning Association's American Institute of Certified Planners (AICP).

### Representative P.U.M.A. projects include:

- Downtown Norfolk (VA) Strategic Plan Update | Project Manager
- Downtown Spokane (WA) Partnership Strategic Plan and BID Evaluation | Project Manager
- Cedar Rapids (IA) Downtown Vision Plan | Project Manager
- Norfolk (NE) BID Feasibility and Downtown Management Plan | Project Manager
- Greeley (CO) Downtown Plan Update | Project Manager
- Traverse City (MI) Downtown Transition Plan | Project Manager
- Downtown Cleveland (OH) Alliance Strategic Plan | Project Manager
- Denver (CO) Near Northwest Neighborhood Planning Initiative | Deputy Project Manager
- Englewood (CO) Downtown Matters Plan | Assistant Project Manager
- Denver (CO) Colfax Area Plans (10 Urban Neighborhoods) | Project Planner & Graphic Design Lead

## PAST EXPERIENCE

### Senior Associate, PlaceWorks, Los Angeles, CA, 2020-2021

Contributed to research, report writing, graphic design, analysis, and public outreach efforts leading to key project deliverables for several general plans in Southern California. Specialized in online community engagement during the Covid-19 pandemic, leading integration of online mapping tools into outreach processes for various planning projects.

### Associate, Metro Strategies, Chicago, IL, 2016-2017

Supported a variety of research, technical writing, stakeholder engagement and public outreach projects. Prepared marketing documents, conducted demographic analysis and produced external communications materials, maps and graphics.

### Urban Planning Intern, Teska Associates, Evanston, IL, 2016

Assisted on a variety of planning initiatives by preparing project proposals, creating graphics, maps, promotional materials and book layouts for final documents and presentations, and analyzing and visualizing data. Helped to facilitate stakeholder, working group, and community meetings, and prepared interactive exhibits and exercises for public engagement events.

### Urban Planning Intern, West Central Association, Chicago, IL, 2015-2016

Provided support on a variety of community-level planning initiatives, including balancing the Special Service Area #16 budget, conducting market research and data analysis, creating professional quality maps and graphics, and coordinating with local business owners to assess current and future community needs. Concurrently created a shared street placemaking feasibility analysis and design proposal for a thoroughfare within the Association's area.

## AFFILIATIONS

American Planning Association (APA) Colorado Chapter Board Member  
American Institute of Certified Planners (AICP)  
International Downtown Association | Certified Leader in Place Management (LPM)  
Downtown Colorado, Inc.

## EDUCATION

Master of Urban Planning and Policy, University of Illinois at Chicago  
Bachelor of Geography and Community and Environmental Sociology, University of Wisconsin-Madison

PROGRESSIVE URBAN  
MANAGEMENT ASSOCIATES



P.U.M.A.