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## LVPC's Bradley Wins National Leadership Award

The year 2020 was a time of crisis in which the Lehigh Valley Planning Commission expanded its central mission of managing the region's growth while planning for its future to include helping the community through the COVID-19 Pandemic.

For her leadership in bringing about that evolution, LVPC Executive Director Becky Bradley Thursday was given the Walter Scheiber Leadership Award, by the National Association of Regional Councils during its annual conference Thursday.

Bradley was one of two executive directors nationwide given NARC's leadership award during the virtual conference attended by elected, government and planning professionals from across country.

Brian O. Martin, Executive Director of the Miami Valley Regional Planning Commission, also received the award.

"I am so pleased and so proud as President of NARC to be able to celebrate these achievements in regional cooperation, excellence, and leadership," said NARC President Bob Cannon, Supervisor of Clinton Township, Michigan and former chair of Southeast Michigan Council of Governments. "What greater honor is there than to be able to recognize the valuable contributions of my colleagues."

NARC provides a national voice advocating for regional cooperation, serving 180 members representing regional councils, governments and planning organizations across the nation.

During the ceremony, Bradley thanked LVPC Commissioners, Northampton County and Lehigh County. She also thanked Lehigh County Executive Phillips Armstrong and Department of General Services Director Rick Molchany, who secretly nominated her for the award.

"It's an honor to be recognized by my peers, who are dealing with many of the same challenges we've been facing here in the Lehigh Valley over the past year-plus," Bradley said. "I'm also certain they understand more than most that this is a team award, based on the amazing work of the entire staff here at the LVPC. When the community needed them most, they stepped up. I'm proud not only of the work we did this past year, but the way this community responded to crisis."

With more than two decades experience in local and regional community and transportation planning, Bradley's in 2013 joined the LVPC, where she manages a \$2.5 billion Long-Range Transportation Plan, and directs planning operations for Lehigh and Northampton counties. In addition to creating *FutureLV: The Regional Plan*, one of the nation's first plan to link land use and transportation planning and *WalkRollLV*, the region's first-ever bicycle and pedestrian

masterplan, Bradley expanded the LVPC's reach to address community needs through the Pandemic.

The LVPC helped Allentown School District to determine that more than 8,000 of its students didn't have computers or connectivity and used the LVPC's Geographic Information Systems mapping experts to analyze the data so computers and hot spots could be directors to student in need for remote learning. Bradley also quickly pivoted the Community Planning and Data Management teams to develop an Eviction and Foreclosure Risk tool that mapped where families struggling to pay their rent and mortgage lived, thus establishing which neighborhoods were most populated with families put at risk by Pandemic conditions. That project led to a partnership with the Federal Reserve Bank of Philadelphia to add at-risk jobs to the tool's capabilities, providing governments, non-profit and community leaders the tools they need to direct limited resources to where they can have the greatest impact. The tool is at [lvpc.org/data-lv-housing](http://lvpc.org/data-lv-housing).

"This is recognizing something that we've known in the Lehigh Valley for a long time. Becky is an outstanding community leader and planner," said LVPC Board Chairman Greg Zebrowski. She was instrumental in creating *FutureLV: The Regional Plan*, a plan that itself has been recognized recently by the governor for its innovative approach toward land use and transportation planning. Her vision for the future bodes well for our children and grandchildren."

NARC's annual conference was held June 13-17.

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