



# JASON ESPIE, AICP

## PRINCIPAL AND CO-FOUNDER

### REVIVESTRATEGIES

#### WORK EXPERIENCE

Revive Strategies LLC,  
Principal and Co-founder  
2022

EPR PC, Principal Planner  
2018-2022

Renaissance Planning, Project  
Manager 2006-2018

Institute for Environmental  
Negotiation, Graduate  
Associate 2004-2006

The Mountain Institute,  
Program Officer 1994-2004

#### EDUCATION

University of Virginia  
Master of Urban and  
Environmental Planning,  
School of Architecture, 2006

University of New York,  
College at Purchase  
Bachelor of Arts in World  
History, Cum Laude, State,  
1990

American Embassy School,  
New Delhi, India. 1986

[WWW.REVIVESTRATEGIES.COM](http://WWW.REVIVESTRATEGIES.COM)

#### SERVICES AND COMPETENCIES

People centered and placed-based planning ♦ Sustainability, livability, and smart growth knowledge ♦ Program and Project Management expertise ♦ Asset-based community development ♦ Visioning, strategic planning, and organizational development ♦ Capacity building for people, organizations, non-profits, and local governments ♦ Revitalization and economic transitioning ♦ Inclusionary facilitation, process design and community engagement ♦ Experience working with historically underserved and underinvested communities ♦ Work with Tribal, Native and First Nations communities ♦ Research, analysis and data analytics ♦ GIS ♦ Demographic studies ♦ Comprehensive plans ♦ Small area and corridor plans ♦ Urban planning and site design ♦ Creative placemaking and public art ♦ Local food systems planning ♦ Outdoor recreation and rural economic development ♦ Small town and main street revitalization.

#### CAREER AND VALUES

Jason Espie, AICP, is the Principal and Co-founder of Revive Strategies LLC, a mission-driven community development and planning consulting firm. He has committed his two-decade+ career to helping communities plan, manage change, assess options, craft integrated and inclusive solutions, build value, and create vibrant, resilient, and healthy places.

Jason has managed large teams on multi-year, complex federal contracts that have delivered tailored economic revitalization-oriented plans for more than 140 communities nationwide, serving more than 100 directly. He has demonstrated effective leadership and management skills, which are evident from the many positive and sustained client relationships. Jason has worked in both the non-profit and private sectors, serving a wide range of public sector clientele, helping them serve their communities directly. He is happiest when he sees communities he has served implement real, lasting, and positive change.

He strongly believes that people, processes, and partnerships matter. Sound process design forges partnerships that strengthen collaboration and inclusion, that build ownership, and drives results. Decisions need to be informed by analysis and proof points, and solutions built on inclusive and authentic processes. When outcomes are measured by economic, social, environmental, equitable, and inclusive factors, there are more widely shared, implementable, and sustained benefits for all.

## REGISTRATIONS

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American Institute of  
Certified Planners  
No. 023469

## AFFILIATIONS

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American Planning  
Association Virginia Chapter  
Board of Directors,  
Treasurer

## SKILLS

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Office 356 Suite, Adobe  
Creative Suite (Photoshop,  
Illustrator, InDesign,  
PremierePro), ArcGIS,  
Community Viz (land use  
modeling and scenario  
planning specialty).

## COMMENDATION

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*"I've been absolutely impressed in the ways that you were able to optimize each and every workshop (including the pre- and post-work). Particularly, during the times when it seemed as if a community may have lost enthusiasm. You were able to restore the momentum and make a workshop as worthwhile and valuable as it could be. "*

– Karl Hacker, USDA AMS

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## FEDERAL PROGRAMS MANAGED

### **Recreation Economy for Rural Communities Planning**

**Assistance Program**, 2019-2020, contract of \$318k, 10 communities served and toolkit created. 2021-2022, contract of \$564k, for 13 communities being served, and other tasks. In Round two, Jason has contracted directly with the Appalachian Regional Commission to serve 12 of the 25 total in round 2 of RERC. Client: US EPA Office of Community Revitalization, USDA Forest Service, Northern Border Regional Commission and the Appalachian Regional Commission

<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

### **Local Foods, Local Places Technical Assistance Program**

2012-2021, multiple contract awards totaling nearly 3 million in services to 125 communities nationwide, focusing on the intersection of local food and placemaking. Client: US EPA Office of Community Revitalization, USDA Agricultural Marketing Division

<https://www.epa.gov/smartgrowth/local-foods-local-places>

### **Building Blocks for Sustainable Communities Program**

2019-2020 contract of \$144k to serve six communities develop solutions for neighborhood reinvestment and green and complete streets. Client: US EPA Office of Community Revitalization

<https://www.epa.gov/smartgrowth/building-blocks-sustainable-communities>

### **Small Town Revitalization for Sustainable Communities in Appalachia Pilot Program**

2012-2014, three contracts of more than \$350k, serving 15 communities, mostly rural, small town revitalization efforts across Appalachia. The methodology of community action planning that is used for most of the previously mentioned EPA programs was developed here. Client: US EPA, Appalachian Regional Commission

<https://www.epa.gov/smartgrowth/livable-communities-appalachia>

In addition to the federal work, Jason has managed scores of local and regional government planning, strategic planning, and economic revitalization plans, some are listed below.

## Projects Managed from Proposal Submission to Completion

- Sub-Area Plan for the Historic Court House Village – Gloucester, Virginia
- Envision Front Royal: Comprehensive Plan – Town of Front Royal, Virginia
- US 70 Corridor Study - French Broad River Metropolitan Planning Organization – Black Mountain, North Carolina
- Harrisonburg Transit Study – Central Shenandoah Planning District Commission
- Randolph County Housing and Bus Transit Study – Randolph County Housing Authority
- Greene County Multimodal Corridor Study US 29/US 33 – Thomas Jefferson Planning District Commission
- Plan – Smart Growth Partnership of Westmoreland County

## PROJECTS SUPPORTED

These are projects that Jason contributed to either as a task leader, deputy project manager or senior technical analyst while working at either Renaissance Planning Group (2006-2018) or EPR PC (2018-2022). Support included GIS, land use modeling, process design and public engagement facilitation, report authoring, or other needs.

## Comprehensive and Small Area Plans

- Greenprint and Comprehensive Plan – City of Clearwater, Florida
- Local Government Assistance for Urban Development Areas – Virginia Department of Transportation, numerous municipalities
- Comprehensive Plan Update, Scenario Planning – Chesterfield County, Virginia
- Route 58 Economic Development and Land Use Plan – Isle of Wight County, Virginia
- US Route 30 Master Plan – Westmoreland County, Pennsylvania.

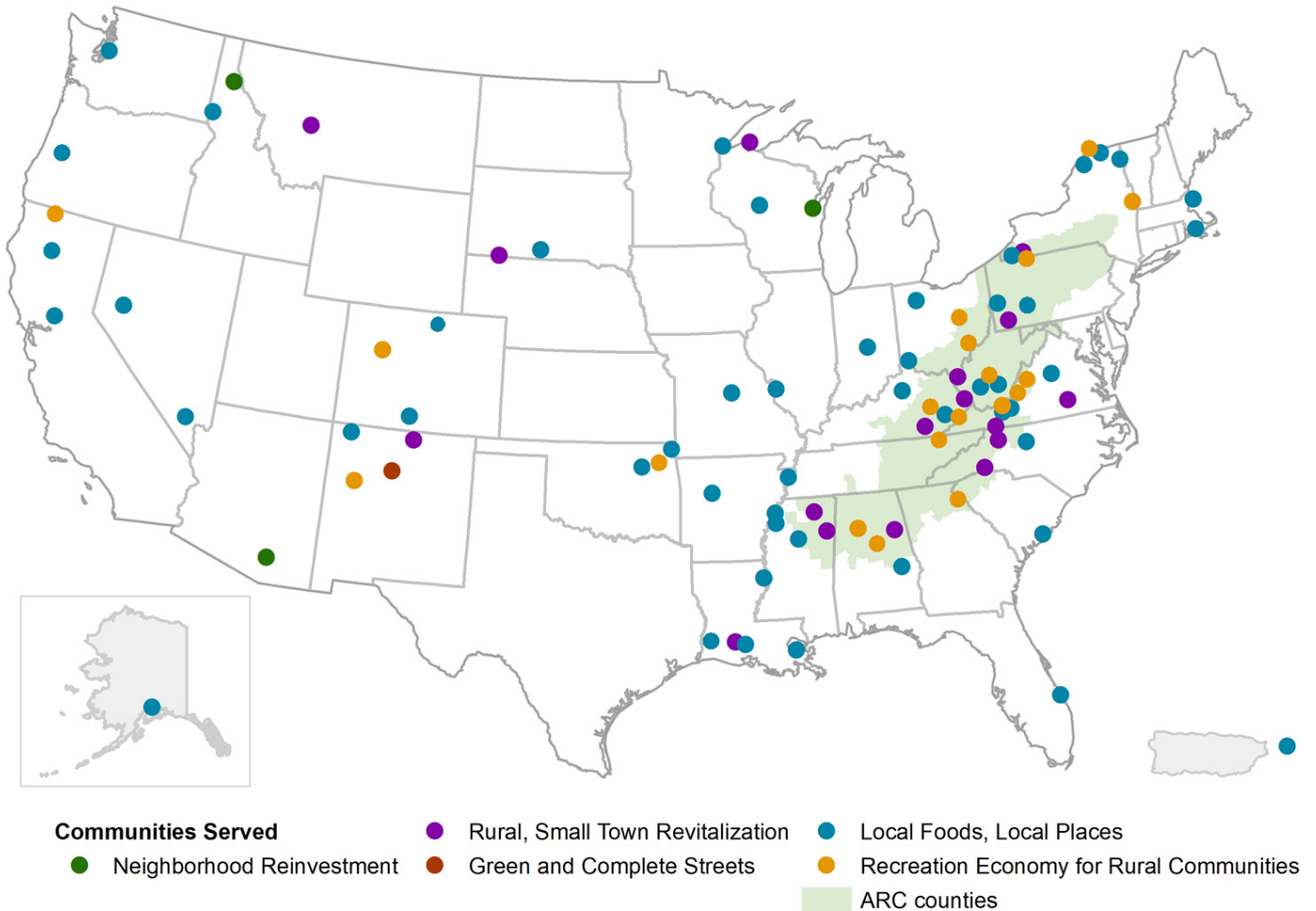
## Land Use Scenario Planning

- Comprehensive Plan Update – James City County, Virginia
- HRTPO Regional Connectors Study – Hampton Roads Transportation Planning Organization
- Comprehensive Plan Update, Scenario Planning – Chesterfield County, Virginia
- Livable Frederick Scenario Planning and Comprehensive Plan Update, Frederick, Maryland
- South West Area Study - Capital Area Metropolitan Planning Organization, Raleigh, North Carolina
- 2035 Metropolitan Transportation Plan - Midland Odessa, Texas
- Envision 2035 Long Range Transportation Plan – North Florida Transportation Planning Organization, Jacksonville, Florida

- Central Virginia 2035 Long Range Transportation Plan Update – Region 2000 Regional Development Scenario – Regional Planning Commission of Greater Birmingham

### Multimodal Transportation Plans and Analytics

- NC 50 Corridor Study - Capital Area Metropolitan Planning Organization
- Transit Oriented Development Policies – Jacksonville Transportation Authority
- Broad Street Corridor Rapid Transit Alternatives Analysis/Environmental Assessment – Virginia Department of Rail and Public Transportation
- I-395 Express Lanes Study – Virginia Department of Transportation
- Countywide Transit Network Study - Fairfax County Department of Transportation
- Richmond Road Corridor Plan – Virginia Department of Transportation
- Multimodal System Design Guidelines – Virginia Department of Rail and Public Transportation, Richmond, Virginia
- NC 50 Corridor Study - Capital Area Metropolitan Planning Organization
- Intercounty Connector Revenue Study – Maryland Transportation Authority
- Economic Analysis and Forecasting – Florida’s Turnpike Enterprise



*100+ communities Jason has served through EPA supported technical assistance 2012-2023*