



Mary Vandevord, AICP, LEED AP ND 

President & CEO (Principal)

Education

Master of Regional & City Planning,
University of Oklahoma, Norman, OK

**Bachelor of Urban Planning & Development
with emphasis in Economics**
Ball State University, Muncie, IN

Credentials

American Institute of Certified Planners (AICP)

LEED-Accredited Professional for
Neighborhood Development (LEED AP ND)

Facilitator Certificate— International
Association for Public Participation (IAP2)

Affiliations

2018/19 Governor Pritzker Transition Team
Energy & Environment Committee

Prairie State Conservation Coalition
Secretary, 2017—18
President, 2019—20

APA St. Louis Metro Section Executive Board
Member-at-Large, 2015-17

East-West Gateway Council of Governments
Bicycle and Pedestrian Advisory Committee
(2015-17), OneSTL Leadership Network
Committee, OneSTL Biodiversity/BiomeSTL
Committee

American Planning Association (APA)
Member of: APA National, Illinois Chapter,
APA Small Town and Rural Planning Division,
APA Sustainable Communities Division, St. Louis
Metro Section

US Green Building Council-Missouri
Gateway Chapter
2015 Green Schools Quest Mentor

Professional Experience

Mary has 16 years of experience in environmental and comprehensive planning, trails and parks planning and management, placemaking, and public engagement. Mary serves as the principal at Heartlands Conservancy and leads the organization's land acquisition and funding process, as well as, development and management of the organization's nature preserves and gardens. Previously, Mary was a Senior Planner at the City of Scottsdale, Arizona, where she managed a variety of projects, including the General Plan, zoning district revisions, area plans, arts and cultural improvements, and community visioning processes. She also served as coordinator for Task Forces, Planning Commissions, and Boards and lead staff on public engagement processes.

Project Experience

- **Alton Pedestrian and Bicycle Master Plan (2018)** - The City desired a plan that would determine priorities for pedestrian and bicycle infrastructure in their large downtown and riverfront districts. A key component of this plan is determining connections from Godfrey and other communities to the City's downtown and tourism attractions.
- **Godfrey Pedestrian and Bicycle Master Plan (2017)**—The Village sought a plan that would connect their existing parks system and future parks, as well as, to provide economic development opportunities along their major commercial corridor—Godfrey Road. The Plan was adopted by the Village board in 2017.
- **Murphysboro Comprehensive Plan (2019)** - Since it's last comprehensive plan was written over 50 years ago, the City of Murphysboro had undergone many changes. Mary and her team engaged the residents online and in public workshops to create a new vision for Murphysboro and create a plan to lead the community forward for the next 15 years.
- **Shiloh Comprehensive Plan Update (2018)**—Mary led Shiloh's comprehensive plan update. The update included new growth projections, economic analysis, and evaluation of land use demand and infrastructure needs. The plan also included open space analysis and created connections to each park within the city. The process also included public workshops and open houses and working sessions with the Planning Commission.
- **Downtown Plan, Scottsdale, Arizona* (2009)** – Scottsdale's downtown is 'Where the Old West meets the New West.' The plan sought to protect the character of each distinct district, while encouraging new growth and businesses throughout downtown. In addition to working on the plan, Mary coordinated the award-

Mary Vandevord, Cont.

Awards & Honors

**Outstanding Plan Implementation Award —
Signal Hill Outdoor Classroom**

*American Planning Association St. Louis Section,
2019*

**Outstanding Local Government Achievement
Award—Upper Silver Creek Watershed Plan**

*East-West Gateway Council of Governments,
2017*

**Award for Advancing Youth Voice in
Government through the
Scottsdale Youth Town Hall**

Scottsdale Mayor's Youth Council, 2014

**Master Plan Honorable Mention
Greater Airpark Character Area Plan**

Arizona Planning Association, 2011

**Best Public Participation Program—
Scottsdale Downtown Plan Update**

Arizona Planning Association, 2008

20 Under 40

Scottsdale Airpark News, 2009

Outstanding Planning Student

American Institute of Certified Planners, 2007

**Charles Robert Goins Award for Outstanding
Achievements by a Planning Student**

Oklahoma Planning Association, 2007

Project References

**Jason Poole, Director of Public Works, City of
Belleville**

jpoole@belleville.net

Mayor Hal Patton, City of Edwardsville

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mayor@cityofedwardsville.com

Project Experience

winning public engagement program, which consisted of walking audits, public workshops, visual preference surveys, and focus groups.

- **Watershed Plans, Madison County and St. Clair County, Illinois**
Beginning in 2014, Mary has provided continuing oversight of watershed planning efforts in the Silver Creek, Cahokia Creek, Wood River, Piasa Creek, and American Bottom watersheds. The plans involve ecological and resource analysis, flood surveys, public engagement, partnership building, modeling and monitoring work.
- **Scottsdale General Plan 2035, Scottsdale, Arizona* (2014)**—
This public engagement and technical planning process updated the city's 2001 General Plan. Mary was the lead project manager and coordinated a multi-disciplinary team and a 25-member citizen task force. Key updates to the Plan included strategies for parks and recreation, economic development, stormwater management, transportation, community health, arts and culture, and environmental resources.
- **Neighborhoods of Opportunity: Strategic Recommendations for Nine Madison County, Illinois Neighborhoods (2016)**—Facing population loss in declining neighborhoods, Madison County sought a data-driven analysis of nine neighborhoods. Using a series of indicators to identify neighborhood market segmentation, place-based recommendations were created for each neighborhood.
- **Metro East Green Infrastructure Plan (2016)** – Funded by the McKnight Foundation, the Green ME plan examines high-importance natural areas, recreation assets, and hydrologic features and provides a strategy to protect, restore, and connect those assets. The study also examines the region's demand for local food and identifies locations where prime farmland may be threatened by future development.
- **Kaskaskia River Trail Feasibility Study; St. Clair, Monroe, and Randolph Counties, Illinois (2015)**—The Study examines the feasibility, demand, and cost of a trail along the Kaskaskia River from Fayetteville, Illinois, to the Mississippi River. Funded by the Illinois Department of Natural Resources, it included site and resource analysis, user demand, alternatives, interpretive opportunities, access opportunities, and engagement of residents, user groups, and businesses along the river.
- **Blanchard Comprehensive Plan, Blanchard, Oklahoma* (2007)** – Experiencing rapid growth and annexations, Mary worked with the community to create a plan that focused on small-town character, re-invigoration of the historic downtown, economic development, parks/trails, and stormwater. The public engagement program included three public workshops, surveys, and group meetings. Adoption of this plan helped the city obtain a trails grant from the State.
- Other various projects:
 - Mascoutah Scheve Park Master Plan (2019)
 - Upper Silver Creek Watershed Plan (2015)
 - Signal Hill Outdoor Classroom (2017-2018)

* - Completed while working for another organization

HeartLands Conservancy

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Education

Master of Architecture;

Emphasis in Architecture & Urban Design,
Washington University in St. Louis, MO

Bachelor of Design;

Emphasis in Classics,
Graphic Design, Art History,
& Architecture
University of Florida; Gainesville, FL

Affiliations

Congress of New Urbanism

National & Illinois Chapters

American Planning Association

National, State and St. Louis Chapter

American Institute of Architects

National, State, and Illinois Prairie Chapter

Professional Practice

H3 Studio

Vice President | Principal, Urban Strategist
Research & Design (2000 - Present)

HeartLands Conservancy

Strategic Initiatives (2011 - Present)

Architectural, Exhibit, Graphic Designer

(1999 - Present)

Grand Center Corporation | Urban Competition

Coordinator (1999 - 2002)

Grand Center Corporation | Vandeventer

Housing Proposal (1999 - 2003)

WUSTL | Urban Issues Symposium Coordinator

(1999 - 2001)

Professional Experience

Ms. Lyon serves as Director of Strategic Initiatives for HeartLands Conservancy, and Vice President and Principal of H3 Studio, participating in diverse projects concerning cultural, interpretive and environmental planning. Ms. Lyon partners with organizations throughout the region to facilitate, interpret, and develop innovative plans and strategies for the unique success of each project. She has a diverse background in art, architecture, graphic and urban design. She brings unique problem solving and exploratory interpretive initiatives to all projects of all scales: regional and community master plans to interpretive plans, grants and fundraising events. Believing that public engagement enriches every initiative, Lyon creates unique public outreach initiatives that address each project's needs and objectives, including accessibility to all citizen groups. She ensures that each project is extensively researched in terms of its history, identity and positioning within the national and regional context. Visual and written communication tools are created in order to provide highly particularized project identities, concepts and design solutions. Many of her H3 Studio projects, including those in collaboration with HeartLands Conservancy have been awarded by the APA, AIA, ASLA, and CNU, at the local, state, and national levels. The Confluence: a Conservation, Heritage and Recreation Corridor, was chosen by the USDA as 1 of 3 projects to be presented at Johannesburg, SA World Sustainability Conference.

Project Experience

- **Signal Hill Outdoor Classroom, Belleville.** Laura served as lead designer and facilitator for the Signal Hill Outdoor Classroom. Based on input from the community, city, and case study and historical research, Laura developed a schematic design that was used to lead implementation phases of the project, which is still underway. Laura connected many volunteers, nurseries, schools, and interested parties to provide a grassroots community project. This is now implemented and being managed through HLC's volunteer days.
- **The Mounds: America's First Cities Feasibility Study & Implementation Strategy** The Mounds: America's First Cities Feasibility Study was completed in 2014 and through bistate region-wide outreach (e.g. 15 regional public workshops, 3 open houses, over 1000+ surveys, over 840+ letters of supports, 35 information tables, visiting 13 tribes and nations, 20+ meetings with community leaders and elected officials) has been fully vetted with agencies,

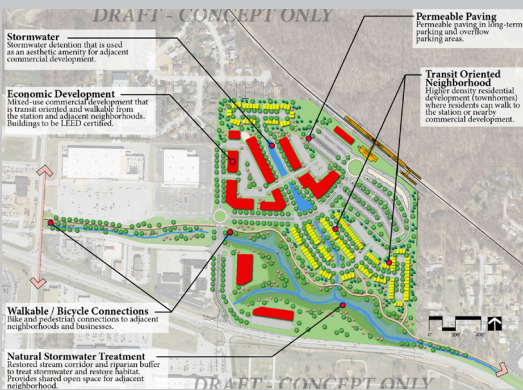
Laura Lyon, Cont.

“As always, I enjoy working with you and am finding that Heartlands Conservancy again not only meets but exceeds our expectations!” Paul A. Ellis, Director of Economic Development City of Fairview Heights



“Our local Heartlands Conservancy and staff are leaders in identifying and developing conservation initiatives for all of Southwestern Illinois. Madison County has benefited greatly from the work they have done for us.”

Frank Miles, Former Madison County Community Development



Project Experience

legislators, community leaders, Native American Nations, the general public and extensively within the archaeological community. Laura led the precedent comparison study, feasibility research and development, led community engagement, project strategy and fundraising material development, grant writing, and development and drafting of legislation. She continues to co-lead the project through implementation of the Cahokia Mounds Mississippian Culture National Historical Park (below).

- **The Cahokia Mounds Mississippian Culture Initiative (Ongoing)**
This is the second phase of The Mounds – America’s First Cities Feasibility Study. We are expanding our purpose from the development of a feasibility study to “advancing the understanding of, interaction with, and preservation of the world-class legacy associated with the Mississippian Society within the greater St. Louis Region”. This project proposes to create the framework to move the Cahokia Mounds State Historic Site and its thematically-connected sites to a federal designation under the National Park Service or other federal agency, such as a national monument or national historical park. This elevation in status would further protection, preservation and interpretation this treasured culture amongst national and international travelers, and more importantly improve the economic equity and vitality for the surrounding communities. Legislation was introduced in the House and Senate in July 2019. Many communities, organizations, Tribes, elected officials, and civic leaders have signed on as supporters of the initiative.
- **Chouteau Island Master Plan** Heartlands Conservancy secured funding to develop the Master Plan for Chouteau Island. Funding partners for the \$240,000 Master Plan included the Army Corps of Engineers, IDNR, Heartlands Conservancy and in-kind labor from cooperating organizations in Confluence. Laura worked as project manager with the consulting firm Parsons. She assisted with every step of the process including public meetings. Produced a final plan that has led to increased public land protected on the island and has established a framework for future investments.
- **Edwardsville Comprehensive Open Space, Parks & Trail Plan** Heartlands Conservancy served as the project lead, along with H3 Studio, to complete the Comprehensive Open Space, Parks & Trail Plan for the City of Edwardsville, IL. Additionally, she provided diagram/mapping support for the project, conducted reconnaissance, wrote text, presented to City Council and the general public, prepared engagement exercises and presentations throughout the project that included updates to the plan and status of the timeline. The City has gone on to implement many of the priority projects.
- **Confluence Greenway Master Plan 2010 and Strategic Plan 2020** Team members worked with Confluence to develop their Master Plan and its update in 2010. In addition to the comprehensive master plan, prioritized a list of projects that could be implemented in the next ten years to comply with future growth and development in the region. Tasks included creation of the signature graphic image known as The Confluence Map.



Education

Bachelor of Science in Natural Resource and Environmental Science with emphasis in Human Dimensions
University of Illinois—Champaign-Urbana, 2010

Certifications

Licensed Pest Control Applicator
State of Illinois, Dept. of Agriculture

Affiliations

American Planning Association
Member, 2016 - present

- APA National
- Illinois Chapter
- Sustainable Communities Division
- Smart Growth Division
- Environment, Natural Resources, and Energy Division

Illinois GIS Association
Member, 2014 - present

Monroe County Farm Bureau
Young Leaders Committee
Past Vice-Chair, 2012 - 2018

Bicycle & Pedestrian Advisory Committee
East-West Gateway Council of Governments
2015 - Present

Monroe County Extension
Junior Master Naturalist Leader (Volunteer)
2016 - Present

HeartLands Conservancy

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Professional Experience

Sarah has worked for HeartLands since 2011. She has extensive experience with trail, bicycle, and pedestrian planning; water supply studies; ecological evaluation; strategic planning; and public engagement and meeting facilitation. She manages the organization's GIS database and develops/analyzes maps and reports. In addition, Sarah is the coordinator of HeartLands Conservancy's land management, stewardship, and volunteer programs, which strive to improve natural areas and habitat in the region.

Project Experience

- **Pedestrian & Bicycle Master Plans** - Sarah has worked on Pedestrian and Bicycle Master Plans for several communities. Each plan includes existing conditions analysis, GIS mapping, and extensive public engagement. Each plan recommends feasible and safe facilities for walking and biking, connects all neighborhoods and destinations, and is tailored specifically to the needs of the community.
 - Alton Pedestrian and Bicycle Master Plan (2018)
 - Godfrey Pedestrian and Bicycle Master Plan (2017)
 - Explore Swansea Alternative Transportation Plan (2012)
 - Explore Waterloo Bicycle and Pedestrian Plan (2013)
 - Explore Columbia Bicycle and Pedestrian Plan (Columbia, IL) (2013)
 - Shift Your Commute: Scott Air Force Base Commuter Study (2014)
 - Herculaneum, Des Peres, Kirkwood, & St. Charles with Trailnet
- **Bringing Forests Back Landscape Scale Restoration (Underway)** - This initiative creates tools and resources for Metro East St. Louis municipalities to effectively and efficiently plant trees in their communities. The study includes a baseline GIS data for tree canopy, maps of priority tree planting sites, and tree inventories. The goal of the initiative is to use these resources to increase canopy cover in the area for the benefit of residents, air quality, and stormwater retention.
- **Scheve Park Master Plan (Mascoutah, IL) (2018)**—Created a master plan for future development of Scheve Park. Included resident surveys, community workshops, and public open houses. Plan included passive and active recreation as well as stormwater management, native plant landscapes, and pollinator habitats.

Sarah Vogt, Cont.

References

Dallas Alley, Building and Zoning Director,
Village of Swansea
(618) 234-0444
dalley@swanseail.org

Kimberly Caughran, Director of Parks &
Recreation, City of Collinsville
(618) 346-5200 x1142
kcaughran@collinsvilleil.org



Monitoring stormwater volume and velocity in O'Fallon, IL.

Project Experience

- **Metro East Green Infrastructure Plan (2017)** – Funded by the McKnight Foundation, the Green ME plan examines high-importance natural areas, recreation assets, and hydrologic features and provides a strategy to protect, restore, and connect those assets. The study also examines the region's demand for local food and identifies locations where prime farmland may be threatened by future development.
- **Signal Hill Outdoor Classroom, Belleville** - Sarah provided natural resource expertise to the Outdoor Classroom planning process and implementation effort. After design of the classroom, Sarah led volunteer efforts to restore the natural environment at the classroom and led K-12 education sessions with students from surrounding schools.
- **O'Fallon Water Quality Cooperative Agreement**-Assisted stormwater analysis to determine the feasibility of implementing vegetative swales in the City of O'Fallon to relieve some of their stormwater issues. Tasks included analysis of current infrastructure, utilizing GIS data and the L-THIA modeling system to identify priority areas for implementation—areas where swales would have the largest impact on decreasing the volume and velocity of stormwater run off.
- **Arlington Wetlands Brand & Interpretive Design** – Worked collaboratively with numerous partners (e.g. communities, county, park district) to create a brand for interpretive materials at the Arlington Wetlands Interpretive Site that complemented the branding of all the numerous project partners.
- **Alton Illinois Green Infrastructure Grant (2012)** - Worked with the City of Alton to restore an eroding section of stream near the train station. The stream, which was once was severely undercut and overgrown, was returned to a shallow meandering state in order to slow stormwater and increase capacity. Native plants and a bike trail completed the project.
- **St. Clair County Complete Streets (2013)**—Sarah worked with regional partners, including the Heath Department, to promote Complete Street initiatives in local communities through a We Choose Health Grant. Eight St. Clair County municipalities successfully adopted Complete Streets Resolutions aimed at making our streets safe for all users.
- **OneSTL Regional Plan for Sustainable Development (2013)**—assisted with public open house events to engage residents from “Community Planning Areas” in the process of identifying opportunities for various scenarios of sustainable growth in their community. Led participants through map exercises and written and oral exercises to gather data for the goal development.
- **Neighborhoods of Opportunity: Strategic Recommendations for Nine Madison County, Illinois Neighborhoods (2016)**—Facing population loss in declining neighborhoods, Madison County sought a data-driven analysis of nine neighborhoods in the County. Sarah analyzed county assessor and parcel data to analyze market indicators in each neighborhood.



Education

**Master of Science with emphasis in
Environmental Science**

Southern Illinois University Edwardsville, 2018

**Bachelor of Science with emphasis in
Civil Engineering**

University of Missouri - Columbia, 2012

Certifications

Engineer - In - Training

State of Missouri, 2012

Watershed Leadership Academy

Purdue University, 2019

40-Hour HAZWOPER

OSHA, 2019

Affiliations

Something for Kelly Foundation

Fundraising Organizer, 2015 - present

Optimist Club - Millstadt, IL

Member, 2012 - present

Quail Club - Millstadt, IL

Member, 2015 - Present

HeartLands Conservancy

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Professional Experience

Tyler began working for HeartLands Conservancy in late 2019. He has experience with watershed management planning; non-point source pollution reduction evaluation; best management practice implementation; and public engagement and meeting facilitation. Previously, Tyler work with the Great Lakes National Program Office in Chicago, IL, where he developed strategies and reviewed grant proposals with a focus on preventing excess nutrient runoff from reaching the Great Lakes.

Project Experience

- **Watershed Planning** — A Watershed Plan is a detailed roadmap for improving water quality, reducing the impacts of flooding, and meeting habitat, development, and outreach goals. For the plans listed below, Tyler analyzed data, mapped issues, led stakeholder outreach efforts, directed the Technical Committee, facilitated local Advisory Groups and wrote the Plan itself.

Tyler is the Project Manager for the following watershed plans:

- Wood River Watershed Plan, Madison County (2018-)
 - Piasa Creek Watershed Plan, Madison County (2018-)
 - American Bottom Watershed Plan, Madison County (2016-)
- **Best Management Practices (BMP) Implementation** — Tyler is the Project Manager for two Illinois EPA grants which fund the implementation of practices that reduce non-point source pollution in the Highland Silver Lake and Canteen Creek Cahokia Creek watersheds. Over \$1.4 million in grant funds have been awarded (>\$2.4M with matching funds), made possible by the watershed plans. The cost-share programs assist landowners and municipalities in implementing Best Management Practices (BMPs).



Education

Master of Science in Environmental Science
Southern Illinois University Edwardsville, 2016

**Bachelor of Science in Biology
with a focus on Ecology & Evolution**
Maryville University, 2014

Certifications

Missouri Master Naturalist
Missouri Department of Conservation &
Shaw Nature Reserve

Affiliations

Audubon Society
Member, 2013 - present
Past board Member

St. Louis Stream Team
Member, 2008 - present

Heartlands Conservancy
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Professional Experience

Katie has been a member of the Heartlands Conservancy team since 2020.

At Heartlands Katie works with the rest of the staff managing and displaying Geographic Information Systems data (GIS), preparing written reports, research, writing draft policies, plans and technical documents, and conducting public engagement.

Katie has extensive knowledge in ecology, including pollinator habitats, native plants, and native landscapes. She enjoys public engagement and working with residents.

Project Experience

- **Watershed Planning** — A Watershed Plan is a detailed roadmap for improving water quality, reducing the impacts of flooding, and meeting habitat, development, and outreach goals. Katie analyzed data, mapped issues, helped with stakeholder outreach efforts and committee meetings for the following plans:
 - Wood River Watershed Plan, Madison County (2018-)
 - Piasa Creek Watershed Plan, Madison County (2018-)
 - American Bottom Watershed Plan, Madison County (2016-)
- **Godfrey Parks and Recreation Master Plan** -- Currently underway, the Godfrey Parks and Recreation Master Plan is a year-long planning process involving community meetings, surveys, data analysis, and mapping that will create a road map for future development and operations for the Village's Parks Department.
- **Glazebrook Park Expansion Plan** - The Village of Godfrey received a \$400,000 OSLAD Grant through the Department of Natural Resources. Heartlands Conservancy, in partnership with MHE Engineers, is designing the 40-acre park expansion project. The processes includes public engagement, landscape recommendations, and construction drawings. Park construction will be complete by mid 2022.