

Krista L. Schneider, RLA, AICP, JCAP, LEED Green Associate

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Strategic planner with 20 years of experience guiding community-focused initiatives from ideation to implementation through cross-sector partnerships. Proven ability to turn complex challenges into place-based strategies that expand economic opportunity and strengthen social capital. Skilled at aligning diverse stakeholder interests around shared goals and translating community insight into policy, programs, and capital investments. Demonstrated success driving systems-level change.

CORE COMPETENCIES

Planning & Development

- Community-engaged planning and design
- Adaptive-reuse and capital project management
- Inter-institutional and inter-agency project coordination

Community Building & Economic Development

- Cross-cultural outreach
- Public-private partnership development and coordination
- Inclusive economic development

Executive & Organizational Leadership

- Organizational development and executive communication
- Budgeting and financial oversight
- Personnel and performance management
- Grant proposal writing, administration, contract management, and compliance

EDUCATION

Penn State University, University Park, Pennsylvania

Ph.D. Candidate, Architecture

Culture, Society, Space Research Cluster

Harvard University Graduate School of Design, Cambridge, Massachusetts

Master of Landscape Architecture in Urban Design (MLAUD)

Graduated with Distinction

Penn State University, University Park, Pennsylvania

Bachelor of Science in Landscape Architecture

Graduated with Highest Distinction, Student Marshall

PROFESSIONAL REGISTRATIONS & CERTIFICATIONS

Certified Planner, American Institute of Certified Planners (AICP)

Just Communities Accredited Professional (JCAP), Partnership for Southern Equity

LEED Green Associate, United States Green Building Council (USGBC)

Registered Landscape Architect: Pennsylvania, Virginia, Kentucky (inactive)

PROFESSIONAL EXPERIENCE

Penn State University

Technical Advisor, Pennsylvania Technical Assistance Program (PennTAP), (2021-present)

- Coordinate university engagement strategies that connect Penn State resources with community, nonprofit, and industry partners.
- Lead multi-institutional and cross-disciplinary applied research proposals to secure federal and state grants aligned with local and regional needs.

- Provide direct technical assistance to advance federal and state industrial decarbonization and climate justice initiatives.
- Manage project budgets, reporting, and compliance, ensuring alignment with grant requirements and institutional standards.

Downtown Hazleton Alliance for Progress (DHAP), Hazleton, Pennsylvania

Founding Executive Director (2014-2021)

- Founded and led a nonprofit community and economic development organization for the City of Hazleton’s downtown revitalization.
- Led strategic visioning, planning, and implementation of an inclusive economic development strategy.
- Built and led cross-sector partnerships with universities, small businesses, economic development organizations, municipalities, and state agencies.
- Secured and managed \$7 million in public and philanthropic funds for place-based capital projects and programs.
- Administered façade improvements and building rehabilitation grants supporting 20 property owners and leveraging \$30M+ in private investment.
- Achieved Pennsylvania and National Main Street Program designation.
- Coordinated with the City to enact a Downtown Overlay District ordinance and served as chair of review committee.
- Managed staff, volunteers, and board governance for a growing nonprofit.
- Scaled assets to \$2.5M+ through fundraising and real estate acquisition.
- Led coordinated COVID-19 resiliency and recovery efforts, mobilizing cross-sector partners to stabilize and rebuild community systems.

Barry Isett & Associates (BIA), Inc., Hazleton, Pennsylvania

Project Manager/Landscape Architecture and Municipal Planning (2006-2014)

- Managed community-engaged planning, design, and construction of public parks, greenways, streetscapes, and municipal improvements.
- Coordinated with municipal and state agencies to deliver community and economic development initiatives.
- Secured and supported more than \$15M in grant funding for municipal clients.
- Supported municipalities with GIS mapping services.

Principal/Project Manager

Heritage Strategies, LLC, Sugarloaf, Pennsylvania (2008-2014)

- Prepared preservation, interpretation, and management plans for national parks, historic properties, communities, and heritage areas across the U.S.

John Milner Associates (JMA), Inc., Charlottesville, Virginia

Project Manager/Preservation Planning (2002-2006)

- Prepared preservation plans for national parks, historic sites, battlefields, and municipalities across the U.S.

ACADEMIC EXPERIENCE

University of Kentucky, Department of Landscape Architecture, Lexington, KY
Visiting (1998-1999) and Assistant (1999-2002) Professor of Landscape Architecture

- Taught community design and environmental planning studios.
- Integrated Geographic Information Systems (GIS) analysis into curriculum.

MILITARY EXPERIENCE

U.S. Army Quartermaster Corps

Captain, U.S. Army, 24th Infantry Division, Hunter Army Airfield, Savannah, Georgia.

- Platoon Leader, Supply Officer; 924th Aviation Support Battalion.
- Led 25 soldiers; responsible for training and personnel management

First Lieutenant, U.S. Army Information Systems Command, Fort Buckner, Okinawa.

- Chief of Supply Division, 58th Signal Battalion.
- Supervised two military civilians, three NCOs, eight enlisted personnel, and a technical staff of more than 30 Okinawan foreign nationals.

SELECT PROJECTS

Hayden Family Center for the Arts, Hazleton, Pennsylvania

Led acquisition, fundraising, and a \$2.5M adaptive-reuse of the ca. 1909 Security Savings Bank into a 12,000-sq-ft community arts center; now operated by the Hazleton Art League.

Penn State Hazleton LaunchBox

Led acquisition, fundraising, and rehabilitation of a vacant 5,000 sq. ft. (ca. 1930) commercial building for adaptive reuse as a new Penn State LaunchBox business incubator to support bilingual entrepreneurial education; now operated by Penn State Hazleton.

CAN DO Community Park, Hazleton, PA

Led fundraising and redevelopment of a vacant city lot into a new 1/2-acre civic park in downtown Hazleton.

Hazleton Kitchen, Hazleton, Pennsylvania

Led planning and development of a commercial kitchen incubator and culinary arts entrepreneurship program in partnership with community and philanthropic partners; now operated by CAN BE and the Hazleton LaunchBox.

Façade Rehabilitation Program, Hazleton, Pennsylvania

Secured and administered \$160K in grant funding to support the renovation of 20 properties, leveraging more than \$500K of private investment.

Hazleton Vacant and Underutilized Property Revitalization

Partnered with city officials to assess 50 distressed commercial properties, identify barriers to reinvestment, and engage owners in developing renovation, adaptive-reuse, and financing strategies. Co-designed practical interventions to support property revitalization and create a repeatable model for reducing blight.

SELECT PLANS & OTHER BUILT WORK

Strategic Plans

- City of Hazleton Strategic Plan for Downtown Revitalization
- Downtown Hazleton Arts & Culture Strategic Plan
- The Hazleton Innovation Collaborative (THInC) Five-Year Strategic Plan
- Abraham Lincoln National Heritage Area Strategic Management Plan, Illinois
- Sangre de Cristo National Heritage Area, Heritage Area Strategic Management Plan, San Luis Valley, Colorado

Master Plans

- City in a Park: Niagara Falls City-wide Parks Master Plan, City of Niagara Falls, New York, with Bergmann Associates
- Walking Purchase Farms, Neighborhood Master Plan, Springfield Township, Pennsylvania, Barry Isett & Associates
- Hellertown Walkability Study & Smart Transportation Plan, Hellertown Borough, Pennsylvania, Barry Isett & Associates
- Dimmick Park Master Plan, Hellertown Borough, Pennsylvania, Barry Isett & Associates
- Judy Putek Memorial Municipal Park Master Plan, Middle Smithfield Twp, Pennsylvania, Barry Isett & Associates

- Harriet Tubman Cultural Landscape Assessment, National Park Service, Dorchester and Caroline Counties, Maryland, John Milner Associates
- Cultural Landscape and Scenic Resource Assessment, Stories of the Chesapeake Heritage Area, Maryland, John Milner Associates
- Bard College Preservation Master Plan, Annandale-on-Hudson, New York, John Milner Associates
- Virginia Military Institute Preservation Master Plan, Lexington, Virginia, John Milner Associates

Other Built Work

- Butler Township Community Garden, Drums, Pennsylvania
- Jacob Weiss Memorial Park Rehabilitation, Lehighton, Pennsylvania
- Harriet Tubman Interpretive Trail, Dorchester County, Maryland
- Altmiller Park Rehabilitation, Hazleton, Pennsylvania
- Conyngham Valley Nature Park, Conyngham, Pennsylvania
- Stoney Creek Nature Trail, Norristown, Pennsylvania
- Cherry Lane Streetscape Improvements, Hellertown, Pennsylvania

**UNIVERSITY
RESEARCH
COLLABORATIONS**

Pennsylvania’s Industrial Hemp Engine (2022-2024)

Led interdisciplinary partnership and proposal development with Vytal Plant Science Research and Penn State Harrisburg to secure a \$1 million National Science Foundation Regional Innovation Engine Development Grant for advancing PA’s bio-industrial manufacturing economy. Served as project manager during the Engine’s launch phase.

Enhancing Pennsylvania’s Agricultural Supply Chain through Digital Connectivity and Artificial Intelligence (2024-2026), Co-PI

Led partnership and proposal development with PSU’s Center for Artificial Intelligence and Machine Learning in Industry (AIMI) and the PA Department of Agriculture (PDA) to secure \$200,000 in grant funding for development of a data platform in support of Governor Shapiro’s Start Buy PA! initiative.

Planning Pathways to a Diverse STEM Workforce (2024-2025)

Led inter-institutional partnership and proposal development to secure a \$100,000 National Science Foundation Scholarships in STEM (NSF S-STEM) grant to plan workforce education pathway programs involving 11 school districts, two community colleges, and two Penn State Commonwealth Campuses along the I-81 corridor.

**INNOVATION &
ENGAGED
SCHOLARSHIP**

Infinite Erie Sustainable Action Team (SAT) (2023-2025)

Key collaborator on a \$1.5 million ARC-POWER/Erie County Redevelopment Authority grant to integrate Environmental Justice (EJ) and sustainability principles into Infinite Erie’s (IE) Investment Playbook through Penn State engagement.

Regional Innovation through Transformative Technical Assistance – Penn State University Center (2021-2026)

Key collaborator on a \$1.1 million US Economic Development Administration grant to connect Penn State faculty and students with regional Community Economic Development Strategies (CEDs) to foster economic growth.

Invent Penn State (2021-2026)

Key collaborator on \$500,000 PA Department of Community and Economic Development (DCED) grants to strengthen and grow Penn State’s LaunchBox & Innovation Network.

**CLIMATE ACTION &
TECHNICAL
ASSISTANCE**

RISE PA Climate Pollution Reduction Grants (CPRG) Implementation General Competition (2024-2029)

Key collaborator on a \$50 million US Environmental Protection Agency (EPA) grant that funds technical assistance to Pennsylvania small and mid-sized manufacturers and awards grants to support energy efficiency improvements advancing federal decarbonization initiatives.

Pennsylvania Rural Energy for America (REAP) Technical Assistance Program (2022-2026)

Key collaborator on a \$499,000 US Department of Agriculture grant to provide technical assistance to Pennsylvania agricultural producers and rural small businesses to advance federal decarbonization initiatives.

Pollution Prevention/Energy Efficiency (P2/E2) Assessments for Pennsylvania Industries (2022-2025)

Key collaborator on a \$478,000 US Environmental Protection Agency grant to provide technical assistance to small and mid-sized manufacturers for energy efficiency improvements.

**SELECT COMMUNITY
SERVICE**

Member, Steering Committee, Hazleton Speaks: Greater Hazleton Area Comprehensive Plan, 2022-2023

Chairperson, Greater Hazleton COVID-19 Recovery and Resiliency Task Force, Hazleton, Pennsylvania, 2020-2021

Director, Greater Hazleton CAN DO Economic Development Organization, Inc., Hazleton, Pennsylvania, 2018-present

Chairperson, CAN BE Entrepreneurship Advisory Committee, Hazleton, Pennsylvania, 2020-2022

Director, CAN DO Community Foundation, Hazleton, Pennsylvania, 2013- 2023

Founder and Director, Center for Landscape Design & Stewardship, Drums, Pennsylvania, 2008-2019

**SELECT HONORS &
AWARDS**

Honorable Mention, U.S. Housing and Urban Development (HUD) Innovation in Affordable Housing, Student Design & Planning Competition, Penn State University, Hamer Center for Community Design, 2024

Commencement Speaker, Penn State Hazleton, 2021

Planning and Analysis Honor Award, American Society of Landscape Architects New York Upstate Chapter for City in a Park: Niagara Falls City-wide Parks Master Plan, City of Niagara Falls, New York, with Bergmann Associates and Joy Kuebler, Landscape Architect, 2014.

VA ASLA Award of Merit, Virginia Chapter of the American Society of Landscape Architects. Stories of the Chesapeake Heritage Area: Cultural Landscape & Scenic Resource Assessment, 2005.

Your Town: Lower Luzerne County. Citizen's Institute on Rural Design Workshop, National Endowment for the Arts, in association with the Center for Landscape Design & Stewardship (coordinator), Luzerne County, the Penn State Department of Landscape Architecture, and The Northeast Regional Center for Rural Development, 2010.

**BOOKS,
ARTICLES &
PAPERS**

Schneider, K. *The Paris-Lexington Road: Community-Based Planning and Context Sensitive Highway Design*. Landscape Architecture Foundation, Land and Community Design Case Study Series. Washington D.C.: Island Press (2003).

Crankshaw, N., Riesenweber, J., and Schneider, K. "Multi-Scale Design Guidelines for the Rural Landscape of Nelson County, Kentucky." In David Ames and Richard Wagner (editors) *Design & Historic Preservation: The Challenge of Compatibility* (Held at Goucher College, Baltimore, Maryland, March 14-16, 2002 (Newark, [DE]: University of Delaware Press; (2009), pp. 89-104.

Schneider, K. "Negotiating the Image of the Inner Bluegrass." *Landscape Journal* 26:1 (2007)

Diamond, B. and Schneider, K. "Urban Fabric: Lexington's New Courthouse Plaza." *disClosure: A Journal of Social Theory*. (in)Civilities: 12 (2003).

Schneider, K. "Digging Deep: Shaping the Identity of African Cemetery No. 2." *CELA Proceedings* (2001).

Schneider, K. "The Shaping of Public Space: A Reflection of Lexington's Evolving Identity." *Colloqui, Cornell Journal of Urban and Planning Issues*, Spring (2000).

**HONORS &
AWARDS**

Recipient, Penn State University, College of Arts & Architecture Graduate Student Research Support Program Grant (\$3,500), 2025.

Honorable Mention, U.S. Housing and Urban Development (HUD) Innovation in Affordable Housing, Student Design & Planning Competition, Penn State University, Hamer Center for Community Design, 2024

Commencement Speaker, Penn State Hazleton, 2021

Planning and Analysis Honor Award, American Society of Landscape Architects New York Upstate Chapter for City in a Park: Niagara Falls City-wide Parks Master Plan, City of Niagara Falls, New York, with Bergmann Associates and Joy Kuebler, Landscape Architect, 2014.

VA ASLA Award of Merit, Virginia Chapter of the American Society of Landscape Architects. Stories of the Chesapeake Heritage Area: Cultural Landscape & Scenic Resource Assessment, 2005.

Honorable Mention, B. Diamond and K. Schneider. "Urban Fabric: Re-weaving Identity. An International Design Competition for Lexington's New Courthouse Plaza." Lexington's New Courthouse Plaza, National Endowment for the Arts, 2001.

Harvard Graduate School of Design, Urban Planning and Design Award for Greatest Overall Achievement, 1998.