

**Krista L. Schneider, RLA, AICP, JCAP, LEED Green Associate**  
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**Strategic planner with more than 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 building reuse/rehabilitation 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

Dissertation title: *Birmingham, the World is (Still) Watching! Negotiating Innovation Identities through Race, Place, and the Networked Politics of Urban Redevelopment*

#### **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 Marshal

### **PROFESSIONAL REGISTRATIONS & CERTIFICATIONS**

Certified Planner, American Institute of Certified Planners (AICP)  
Just Communities Accredited Professional (JCAP), Partnership for Southern Equity  
LEED Green Associate, U.S. 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)**

- Provide technical assistance to Pennsylvania small businesses to advance federal and state priorities in decarbonization, manufacturing competitiveness, and climate resilience.

- Design and deliver educational programs that connect Penn State expertise with community, nonprofit, industry, and government partners.
- Lead multi-institutional, cross-disciplinary research and grant development initiatives aligned with regional economic development needs.
- Manage project budgets, reporting, and compliance for funded initiatives.
- Contribute to more than \$14 million in reported annual economic benefits (2025).

**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, elected officials, and state agencies.
- Secured and managed \$7 million in public and philanthropic funds for place-based capital projects and programs.
- Administered building rehabilitation grants supporting 20 property owners, leveraging more than \$30 million in private investment.
- Achieved Pennsylvania and National Main Street Program designation.
- Managed staff, volunteers, and board governance for a growing nonprofit.
- Scaled assets to \$2.5 million through fundraising and real estate acquisition.
- Led COVID-19 resiliency and recovery efforts, mobilizing cross-sector partners to stabilize downtown businesses and rebuild programs.

**Barry Isett & Associates (BIA), Inc., Hazleton, Pennsylvania**  
**Project Manager/Municipal Planning (2006-2014)**

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

**John Milner Associates (JMA), Inc., Charlottesville, Virginia**  
**Project Manager/Preservation Planning (2002-2006)**

- Prepared preservation plans for national parks, historic sites, heritage areas, 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 advanced 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 three civilian employees, three noncommissioned officers, eight enlisted personnel, and a technical staff of more than 30 Okinawan employees.

## SELECT TECHNICAL ASSISTANCE

### RISE PA Climate Pollution Reduction Grants (CPRG) Implementation, Small Award Track (2024-2029)

- Key collaborator supporting implementation of a \$50 million U.S. EPA Climate Pollution Reduction Grant through the provision of technical assistance to Pennsylvania's small and mid-sized manufacturers for decarbonization and energy transition projects.
- Assist manufacturers in identifying funding opportunities and developing project proposals, supporting more than \$2.5 million in grant applications to date.

### Pollution Prevention (P2) Program for Pennsylvania Industries (2022-2025)

- Led development of a \$300,000 U.S. EPA Pollution Prevention (P2) Program grant to support small and mid-sized manufacturers across Pennsylvania.
- Designed and helped execute a statewide three-tier technical assistance and training program involving webinars, on-site tours, and personalized virtual coaching.
- Collaborated with Penn State faculty, economic development organizations, and industry partners for program delivery.
- Engaged more than 650 training participants and generated hundreds of webinar views.

### Pennsylvania's Industrial Hemp Engine (2022-2024)

- Led development of an interdisciplinary partnership and proposal involving Penn State Harrisburg and Vytal Plant Science Research, securing a \$1 million National Science Foundation Regional Innovation Engines Development Award to advance Pennsylvania's bioindustrial 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)

- Led a research partnership between Penn State's Center for Artificial Intelligence and Machine Learning in Industry (AIMI) and the Pennsylvania Department of Agriculture (PDA) to advance agricultural supply-chain visibility and efficiency.
- Secured \$200,000 in grant funding for prototype 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 an inter-institutional partnership among two community colleges and two Penn State Commonwealth Campuses to plan workforce education pathway programs serving 11 low-income school districts.
- Led proposal development to secure a \$100,000 National Science Foundation Scholarships in STEM (NSF S-STEM) planning grant.

## SELECT PROJECTS & PROGRAMS

### Hazleton Vacant and Underutilized Property Revitalization (2020-2021)

- Partnered with City of Hazleton to assess 50 distressed downtown properties, identify barriers to reinvestment, and engage owners in developing renovation, adaptive-reuse, and financing strategies.
- Developed bilingual (English and Spanish) guidelines for property acquisition and renovation.
- Contributed to the successful return of more than 60% of the properties to productive use.

#### Penn State Hazleton LaunchBox, supported by Pasco L. Schiavo, Esq.

- Led acquisition, fundraising, and a \$1.5 million 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.
- Secured more than \$100,000 to support special programming through PA DCED Neighborhood Assistance Program tax credits.
- Supported acquisition of a \$1 million endowment.

#### Hayden Family Center for the Arts, Hazleton, Pennsylvania

- Led acquisition, fundraising, and a \$2.5 million 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.
- Secured more than \$120,000 to support operations through PA DCED Neighborhood Assistance Program tax credits.

#### SELECT PLANS | Strategic Plans

- City of Hazleton Strategic Plan for Downtown Revitalization, Downtown Hazleton Alliance for Progress
- The Hazleton Innovation Collaborative (THInC), Five-Year Strategic Plan, Downtown Hazleton Alliance for Progress
- Downtown Hazleton Arts & Culture Strategic Plan, Downtown Hazleton Alliance for Progress

#### Master Plans

- HUD 2024 Innovation in Affordable Housing Student Design & Planning Competition, City of Madison, Wisconsin; Penn State, Honorable Mention
- Walking Purchase Farms, Neighborhood Master Plan, Springfield Township, Pennsylvania, Barry Isett & Associates
- City in a Park: Niagara Falls City-wide Parks Master Plan, City of Niagara Falls, New York, with Bergmann Associates; Planning and Analysis Honor Award, American Society of Landscape Architects New York Upstate Chapter
- Hellertown Walkability Study & Smart Transportation Plan, Hellertown Borough, Pennsylvania, Barry Isett & Associates

#### SELECT COMMUNITY SERVICE

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

Member, Team Pennsylvania Agricultural and Manufacturing Cross-Sector Collaborative Committees, Penn State University, 2023-present

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, 2020-2022

Founder and Director, Butler Township Community Garden, Drums, Pennsylvania, 2008-2019