

Krista L. Schneider, AICP

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Strategic planner, urban designer, and economic development leader 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, strengthen social capital, and build community resilience.

CORE COMPETENCIES

Community & Economic Development

- Public-private-philanthropic partnership development
- Funding strategy and investment readiness
- Federal and state grant acquisition and administration

Planning & Neighborhood Revitalization

- Cross-cultural and equity-centered planning
- Interdisiplinary and inter-agency project coordination
- Capital project administration

Research & Applied Scholarship

- Qualitative and quantitative research
- Spatial analysis and ArcGIS applications
- Participatory research and community engaged learning

EDUCATION

Penn State University
Ph.D. Candidate, Architecture

Harvard University
Graduate School of Design
MLA Urban Design

Penn State University
BS Landscape Architecture

CREDENTIALS

Certified Planner | American Institute of Certified Planners (AICP)

Just Communities Accredited Professional
Partnership for Southern Equity

LEED Green Associate
U.S. Green Building Council

PROFESSIONAL EXPERIENCE

Penn State University | Technical Advisor, PennTAP | 2021-present

- Lead cross-sector engagements connecting Penn State with industry, government, and community partners to advance economic development.
- Prepare and secure federal and state grants aligning research and technical assistance with public policy priorities.
- Provide technical assistance to Pennsylvania small businesses to advance industrial decarbonization, manufacturing competitiveness, and entrepreneurship education.
- Contribute to more than $14 million in annual (2025) economic benefits.

Downtown Hazleton Alliance for Progress, Hazleton, Pennsylvania
Founding Executive Director | 2014-2021

- Built and scaled a nonprofit economic development organization to lead Hazleton's downtown revitalization.
- Led strategic visioning, planning, and implementation of an inclusive economic development strategy.
- Built and led cross-sector partnerships spanning universities, small businesses, government, and state agencies to align investment with public policy.
- Secured and deployed $7 million in public, private, and philanthropic funds for catalytic downtown revitalization projects and programs.
- Achieved Pennsylvania and National Main Street Program designation.
- Scaled assets to $2.5 million through fundraising, real estate acquisition, and rehabilitation.
- Supported establishment of 165 net new downtown businesses (more than half Hispanic-owned).
- Led COVID-19 resiliency and recovery efforts, raising and deploying more than $100,000 to stabilize and rebuild downtown small businesses.
- Managed staff, volunteers, and board governance for a growing nonprofit.

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

- Led community-engaged planning, design, and construction of public parks, greenways, streetscapes, and other capital improvements.
- Secured more than $15 million in grants for municipal clients.

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

- Prepared cultural preservation and heritage tourism plans for National Parks, Heritage Areas, and Historic Sites across the U.S.
- Managed multidisciplinary teams to meet project budgets and deliverables.