



MELISSA WHITE, AICP
SENIOR PLANNER V
STRATEGIC SERVICES GROUP
SSFM INTERNATIONAL, INC.
HONOLULU, HAWAII
2013-Present



REGISTRATION

American Planning Association, American Institute of Certified Planners -
#029129 (2016)

PROFESSIONAL EXPERIENCE

An urban planner and community builder, Melissa specializes in bringing together communities, government agencies, and technical experts to create outcomes that reflect shared visions for healthier, more resilient, and sustainable communities. Her expertise lies in working with government agencies to engage communities in planning and capacity building, creative placemaking, complete streets, and resilience. She has served as lead consultant on projects including Downtown/Chinatown Complete Streets, Downtown Hilo Multimodal Master Plan, Kaua'i General Plan, Waimānalo Community Values and Priorities Project, and State of Hawai'i Natural Disaster Economic Recovery Strategy.

A resident of Hawaii since 2001, Melissa has worked as a planner since completing her MA in 2003 at the University of Hawai'i at Mānoa. She has more than 10 years of business development and administration experience gained through two entrepreneurial ventures. As the Co-Founder and partner of the Hawaii Fashion Incubator (HIFI) for eleven years, she was instrumental in securing government grants and private sector funding, developing programming and events, and implementing marketing and PR campaigns for HIFI's projects and initiatives.

PRIOR WORK EXPERIENCE

- **Planner, Group 70 International**, 2012-2013. Planner on diverse projects for public and private sector clients, including the City & County Department of Emergency Management, University of Hawaii, and DOT Harbors.
- **Founder & Partner, Hawaii Fashion Incubator (HIFI)**, 2006-2017. Led an organization to build community and provide resources for Hawaii's growing fashion industry. The HIFI COOP at Ward Warehouse included an incubator space with workspace, equipment, event space, and classes. HIFI organized and executed Hawaii Fashion Month from 2013. HIFI secured funding for its initiatives from the State legislature, State Department of Business, Economic Development, and Tourism, and City and County of Honolulu Office of Economic Development, as well as private sponsors.
- **Managing Partner, Lumen Solar LLC**, 2010-2013. Founded and managed operations and business development for a distributor of solar technologies. Worked with global suppliers to introduce high-efficiency solar thermal technologies and new solar air conditioning applications to Hawaii.
- **Environmental Planner, Planning Solutions, Inc.**, 2003-2009. Obtained permits, prepared environmental documentation, and performed compliance monitoring for diverse clientele, including real estate developers, renewable energy companies, utilities, and government agencies statewide.
- **Freelance Writer & Stylist**, 2003-2008. Wrote freelance editorial copy and styled fashion photo shoots for The Honolulu Advertiser, U Magazine, Lei Chic, and other local publications.
- **English Teacher, Canilx Foreign Language School**, 2001. Taught English language classes for native Chinese speakers in Dalian, China.
- **Field Botanist, Federal Bureau of Land Management**, 2000. Conducted botanical surveys in the proposed Cascade-Siskiyou National Monument in Ashland, Oregon.
- **Assistant to the Government Documents Librarian, Southern Oregon University Library**, 1997-2000. Assisted government documents librarian with cataloguing new documents, restocking and maintaining library collection.

EDUCATION

B.S., Environmental Studies, Southern Oregon University, 2000

Certificate in Cultural Resource Management, Southern Oregon University, 2000

M.A., Anthropology, University of Hawaii, 2003

AWARDS

- SSFM “Best of the Best” Project Awards, 2017
- American Marketing Association “Best Marketing of an Event” 2013 for Hawaii Fashion Month
- Pacific Business News “Forty Under 40” Class of 2012
- Fellow of the American Academy of Political and Social Science (2001-2003)
- Omicron Delta Kappa Honors Society (1997-2000)

PROFESSIONAL & COMMUNITY ORGANIZATIONS

- Accord 3.0 Network
- American Institute of Certified Planners
- American Planning Association, Hawaii Chapter
- Women in Renewable Energy
- ARTS at Mark’s Garage, Fundraising Volunteer
- Hawaii Public Radio, Fundraising Volunteer & Sustaining Member

SPEECHES/PRESENTATIONS

- Accord 3.0 Public Participation Conference, 2017. Featured Panelist: “Learning from Case Studies, Complete Streets Planning.”
- Hawaii Congress of Planning Officials, 2017. Moderator: “Completing Hawaii’s Streets.”
- American Institute of Architects Membership Meeting, May 2017. “Implementing Complete Streets through Partnership and Participation.”
- University of Hawai’i at Manoa School of Architecture, Presentation to Environmental Design Class: “Tales from the Intersection: Professions, Places, and People.”
- Iolani School Maker Faire 2016. Featured Speaker: “The Future of HI Fashion.”
- FEMA/HEMA Public-Private Sector Workshop: “Prepare, Respond, and Recover with Kokua and Aloha”, 2015. Presented the State of Hawaii Natural Disaster Economic Recovery Strategy.
- Hawai’i Red Cross Board, 2015: “Safeguarding Hawai’i’s Small Businesses from Natural Disasters.”
- HIFI Connects: The Business of HI Fashion, 2014 & 2015, Moderator and Organizer.
- Hawaii Economic Association 2013 Conference, Panelist “Industry Update – Ag, Energy, Fashion: Innovation Drivers on the Horizon.”
- Hawaii Growth Initiative Entrepreneur Day 2013 & 2014, Exhibitor.
- AIA Committee on the Environment, 2012, “Next Generation Solar Technologies for Hawaii.”
- ASHRAE Chapter, 2012, “Solar Cooling’s Cutting Edge: A Case Study from Whole Foods Kailua.”
- Buy Hawaii Give Aloha, 2012 Governor’s Press Conference, “Hawai’i’s Fashion Industry.”
- Society for Economic Botany 2003 Annual Meeting, ‘The Forest for the Trees NGO identity and the challenges of implementing forest reserves for carbon sequestration, conservation, and rural development within southern Brazil’s Atlantic coastal forest.’ Curitiba, Paraná, Brazil, MA Thesis.

TRAINING & CONTINUING EDUCATION

- The Art of Hosting, Facilitation Training (2017)
- Facilitation Training with Donna Ching (2017)
- “Placemaking, Making It Happen,” Project for Public Spaces, New York, NY (2017)
- Tropical Ethnobotany, Institute for Tropical Ecology and Conservation, Panama (2000)
- Ethnobotany, National Tropical Botanical Garden, Kaua’i (2000)

SELECTED PROJECTS

Community Planning

- **Kauai General Plan Update, Island of Kaua'i (2015-present).** Senior Planner. Ms. White is currently working with the County of Kauai as Project Manager to develop the strategy and vision for the next update of the Kauai General Plan, a forward thinking policy document that guides the future of the island. This two-year effort involves extensive stakeholder involvement and community outreach island wide. The public engagement program utilizes innovative methods of digital engagement, as well as traditional outreach and engagement. The engagement campaign is supported by professionally designed branding and marketing materials.
- **690 Pohukaina Vertical School and Affordable Housing Project (2017-present).** Senior Planner. Ms. White is currently working on the project team to assist the State Department of Education with community outreach and environmental compliance for the State of Hawaii's first "vertical school" and affordable housing project in Kakaako.
- **Waimanalo Community Values and Priorities Project, Waimanalo, Hawai'i (2015-2017).** Project Manager. Ms. White is serving as Project Manager on behalf of the State Department of Accounting and General Services to prepare a community-driven planning document for Waimanalo. She has worked closely with community leaders and area legislators to document the community values and priorities shared by residents of Waimanalo, and to capture stories and projects that embody them. The plan will provide a framework for action by community members, government agencies, private interests, and others with an interest in the Waimanalo area.
- **Makiki Library Planning Study, Honolulu, Hawai'i (2017-present).** Senior Planner. Ms. White is working with a team that includes architects, engineers, and representatives from the Hawaii State Library System and Department of Accounting and General Services (DAGS) to develop a planning study for renovation of the library serving the community of Makiki. She is leading the stakeholder engagement effort to gather input on proposed uses for the four story building, which is envisioned to include meeting spaces, a technology area, exhibits, gathering places, and collections of popular childrens' and adults' titles.
- **Lihue Community Plan, Kauai, Hawai'i (2012-2015).** Senior Planner. Worked closely with the County of Kauai to develop a 20-year plan and vision for the Lihue District of the Island of Kauai. Facilitated community participation and input through public events, presentations, and Community Working Group meetings. Developed and maintained a project website, collateral, and presentations. Served as lead writer on the Community Plan, procured and supervised graphic design services on the final product. Served as lead writer of this long range plan for the Lihue District on the Island of Kauai. The Community Plan provides policy guidance for future growth, land use, and development within the Lihue District.
- **Hawaii Fashion Month (HFM) (2013-2016).** Project Manager and Co-Chair. Developed and executed all aspects of HFM annually from 2013 to 2016. Secured support from the State Legislature, State Department of Business, Economic Development, and Tourism (DBEDT), City & County of Honolulu Office of Economic Development, and more than 50 corporate sponsors. Assembled and managed a Team and Steering Committee. Developed a brand identity and marketing strategy and co-produced major events. Received an American Marketing Association Award for Best Marketing of an Event in 2013. HFM expanded to Kaua'i in 2014 through a partnership with the Kaua'i Chamber of Commerce.

Resilience Planning

- **Assessing the Feasibility of Managed Retreat from Vulnerable Coastal Areas in Hawaii (2017-present).** Project Manager. Ms. White is currently the Project Manager for a project for the State Office of Planning to examine the factors affecting the feasibility of managed retreat as part of Hawaii's climate change adaptation strategy. The project involves preparation of a background report, execution of four case studies statewide, planning and execution of a symposium on managed retreat, and a final report.
- **State of Hawaii Natural Disaster Economic Recovery Strategy (2013-2014).** Project Manager. Led a team in preparing a strategy to improve small business continuity planning statewide. The plan was developed with extensive stakeholder involvement, including a series of small business focus groups, an Advisory Group comprised of disaster management agencies and experts, and a statewide survey of small businesses. The scope included pre-disaster planning through to post-disaster recovery for small businesses, and recommended measures to be taken by public and private sector entities to improve small business resilience.
- **Oahu Tsunami Evacuation Plan, Hawaii (2012-2013).** Planner. Worked with the City and County Department of Emergency Management to develop refuge areas and tsunami evacuation routes for the North, West, and East shores of the Island of Oahu.

Complete Streets

- **Honolulu Urban Core Complete Streets Project, Honolulu, Hawaii (2017-present).** Project Manager. Ms. White is currently serving as SSFM project manager for a project to identify and develop design solutions for more than 16 miles of major roadways within Honolulu. SSFM is a subconsultant to Fehr & Peers, working with the City and County Complete Streets Program. Ms. White is coordinating and overseeing all community engagement activities, and coordinating efforts between the Client and SSFM's Civil Group to provide design support, cost estimation services, and surveying.
- **Nuuanu/Liliha Complete Streets Project, Honolulu, Hawaii (2017-present).** Deputy Project Manager. Ms. White is currently overseeing community outreach for a project by the City and County Complete Streets Program to develop multimodal solutions for Nuuanu Avenue and Liliha Street in Honolulu.
- **Hawaii County Complete Streets Program (2017-present).** Project Manager. Ms. White is leading the development of a County-wide Complete Streets Program for Hawaii Island. The project includes preparing a stakeholder analysis, coordinating demonstration projects, and convening an advisory group to support preparation of a Complete Streets Design Manual for Hawai'i County.
- **Downtown/Chinatown Complete Streets Implementation, Honolulu, Hawaii (2017).** Project Manager. Ms. White served as project manager for the first major initiative of the City and County of Honolulu Complete Streets Program in 2017. Over a period of three months, the Project Team completed data collection, traffic analysis, and a comprehensive public engagement program that reached more than 500 stakeholders through innovative techniques. More than 300 comments were received to inform the development of design solutions for the area.
- **Downtown Hilo Multimodal Master Plan, Island of Hawaii (2014-2017).** Senior Planner. Ms. White contributed to the development of the stakeholder engagement program and acted as the lead writer on the Plan. The DHMMP is aimed at identifying implementing actions to make Downtown Hilo more walkable, bike-friendly, and vibrant. Ms. White coordinated a stakeholder advisory group, oversaw seven focus groups with key stakeholders, and planned and executed a community wide meeting with 200 participants. She developed and strengthened community partnerships that helped to broaden the reach and scope of the community involvement process.

Environmental Planning

- **Kaheawa Wind Farm Expansion, Island of Maui, Hawai'i (2008).** Planner. Prepared the EIS and CDUP for a 20 MW expansion of the existing 30 MW commercial wind farm at Kaheawa Pastures on Maui. Helped the owner fulfill permitting conditions imposed during the approval of the existing facilities.
- **CIP Generating Station (2007).** Planner. Prepared the Environmental Impact Statement and major land use applications for HECO's 110 MW generating unit in Campbell Industrial Park.
- **Kalaeloa Artificial Reef, Oahu, Hawai'i (2006).** Planner. Assisted the State Division of Aquatic Resources with the location, design work, and permitting needed to establish an artificial reef site offshore of Ewa, including preparation of an EIS and Conservation District Use Permit.
- **KIUC Habitat Conservation Planning and Save Our Shearwaters (SOS) Program (2004-2009).** Planner. Assisted with preparation of a Habitat Conservation Plan for endangered seabirds affected by KIUC's power generation, transmission, and distribution facilities on the Island of Kauai. Organized and analyzed 25 years of data from the Save our Shearwaters program, contributed to annual reports, and helped develop a manual to standardize SOS procedures & operations.
- **Hilton Hawaiian Village Duke Kahanamoku Lagoon Restoration, Honolulu, Hawai'i (2004-2005).** Planner. Developed the conceptual plan and obtained Federal, State, and County permits for the rehabilitation of the Duke Kahanamoku Lagoon in Waikiki, Honolulu, Hawaii. The improvements greatly improved the lagoon's water quality and restored its value as a scenic and recreational resource.
- **Wetland Monitoring & Habitat Enhancement at Ocean Pointe, Honolulu, Hawai'i (2005-2008).** Planner. Monitored endangered native on the Ocean Pointe property for several years. Assisted with the creation of a habitat "island" for Hawaiian Stilts in the Wetland Preservation Area on the west end of the property. Prepared educational materials for the construction workers at the site.
- **Ocean Pointe Anchialine Pool Habitat Creation & Monitoring, Honolulu, Hawai'i (2005-2008).** Planner. Conducted a habitat creation and monitoring program for anchialine pools on the Ocean Pointe project site. Observed fauna in the pools, collected water samples for water quality determination, and evaluated the health of the habitat for two shrimp species.
- **Keopu-Puuhonua Exploratory/Production Well & Reservoir, Island of Hawai'i (2008).** Planner. Prepared and processed a Chapter 343 HRS Environmental Assessment for the installation and operation of an exploratory/production well and reservoir at Keopu on the Island of Hawaii. Oversaw archaeological, botanical and fauna surveys of the site.