

DATE:

Wednesday  
April 19, 2023

This is a virtual/online (MS Teams) meeting. Log-in information will be provided on the registration confirmation email.

Time: 6:00 pm to 7:30 pm PDT

Welcome & Introductions will begin at 6 pm, followed by the presentation and Q&A

**Cost: Free for ASQ members and non-members**

To register for this online/virtual meeting, please RSVP with your name, email, ASQ affiliation (member and section, or non-member), to [Denise](#) by April 17 for planning purposes and to receive RU credit following the meeting.

Attendance at this meeting earns 0.5 RUs toward ASQ recertification.

For more information about our ASQ section and other upcoming events, visit our [myASQ Community](#) or [www.asq614.org/](http://www.asq614.org/)

## Quality Matters! Building Places People Love



**Larry Peterson**  
Director of Planning & Development  
Port of Kennewick

The Port of Kennewick, a government organization serving the citizens' economic interests in eastern Benton County, Washington, since 1915, has identified "Placemaking" as a worthy pursuit. With community-based participation at its center, an effective placemaking process capitalizes on a community's assets, inspiration, and potential, and results in the creation of quality public spaces that contribute to the health, happiness, and well-being of the community.

On the surface the phrase "More is Better" seems to resonate with many people, but a growing contingent of citizens have supported the Port's efforts to forward a slightly different concept: "Better is Better."

Efforts to create places people love have yielded noticeable results, as initially seen on Clover Island. Perceptions are now also beginning to change along the Columbia Drive corridor in Downtown Kennewick. The Vista Field Redevelopment project is intentionally different in every aspect, starting with the why, then transitioning into the what and how.

What is the universal element in this placemaking mission? It's Quality.

- Quality of Concept
- Quality Plans
- Quality of Design
- Quality of Construction
- Quality Experiences
- Quality of Life

Join us to learn more about these planned improvements and how they all tie together in our community.

*About the speaker: Larry Peterson has served as Director of Planning & Development for the Port of Kennewick for over 18 years. During this time the Port has constructed multiple projects on Clover Island, initiated redevelopment efforts within the Downtown Kennewick area and the former Vista Field Airport in Central Kennewick, and facilitated private sector construction of 800,000+ sq. ft. of new office, retail, and warehouse buildings resulting in 1,200+ new or relocated jobs. These projects involved coordination and permitting efforts with the City of Kennewick, the State Departments of Fish & Wildlife and Ecology, the U.S. Army Corps of Engineers, the National Marine Fisheries Service and the Confederated Tribes of the Umatilla Indian Reservation.*