

# ANDRÉ C. LEROUX

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## Seeking opportunities to:

1. Help communities plan and execute successful zoning, housing and placemaking campaigns;
  2. Secure permits and craft compelling narratives for transformative development;
  3. Tell stories that put a human face on policy challenges;
  4. Craft effective antiracism initiatives; and
  5. Build local and state coalitions to create livable and thriving places.
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## Selected Work Experience:

### **Principal, Leroux Solutions**

**July 2020-present**

- Independent consultant providing communications, advocacy, government relations, community engagement, and nonprofit management services.
- National thought leader on smart growth, community development, and desegregation of the built environment. Specializes in building and managing complex stakeholder groups, visionary program development, local and state lobbying, inclusion and mentorship, and communicating challenging concepts to the public.

### **Executive Director, Massachusetts Smart Growth Alliance**

**September 2007-June 2020**

- For more than 12 years, led a coalition of advocacy organizations that included: Boston Society of Architects, Metropolitan Area Planning Council, Conservation Law Foundation, CHAPA, Environmental League of Massachusetts, LISC-Boston, Massachusetts Public Health Association, Massachusetts Association of CDCs, and Fair Housing Center of Greater Boston.
- Advanced state policies to achieve more sustainable and equitable development, including brownfields reinvestment, infrastructure and planning in Gateway Cities, MassWorks, transit-oriented development programs, the Smart Growth Trust Fund, and more.
- Led passage of a comprehensive zoning reform bill through the State Senate in 2016 and built support for Governor Baker's Housing Choices bill in 2020.
- Initiated a major research project funded by real estate and housing organizations led by Amy Dain to analyze multifamily zoning, subdivision rules, and accessory dwelling unit (ADU) ordinances for the 100 cities and towns around Boston.
- Founded the Great Neighborhoods program in 2010, which in only four years supported the planning and development of over 1800 units of housing, 300,000 sq ft of commercial space, 60 acres of new parks, 16 miles of community paths, nearly 8,000 jobs, and leveraged over \$262 million in private and public investment.
- Successfully advocated for nearly \$1 billion in state funding for smart growth programs.
- Raised over \$10 million in operating support for the Alliance's work.
- Helped found Transportation for Massachusetts, an advocacy coalition that has helped expand state support for walking, biking, and public transportation.
- Helped launch Abundant Housing Massachusetts, a network of grassroots groups whose activist members fight for local zoning and housing improvements in their communities.
- Transformed Great Neighborhoods into an organizing platform and website hosted by Livable Streets Alliance to bring together housing, transportation and climate activists.
- Established the Planners of Color Network in 2019 to improve racial diversity in planning and development in Massachusetts.

- Brought innovations to mainstream community development practice in Massachusetts including district management, placemaking, storytelling, and collective impact.

**Director of Planning and Policy, Lawrence CommunityWorks      April 2003-September 2007**

- Co-led the *Reviviendo Gateway Initiative (RGI)*, a national model of public-private partnership for urban revitalization in the most Latinx city in New England. Composed of residents, property owners, government officials, artists, nonprofit organizations, and businesspeople, RGI helped spark more than \$120 million worth of investment in the City of Lawrence in 5 years, winning awards from the US Environmental Protection Agency, the Smart Growth Leadership Institute, and Governor Mitt Romney.
- Launched a 5-year, federally funded, research and educational collaboration with the Massachusetts Institute of Technology called *MIT@Lawrence*.
- Established the Community Design Center, a “resource laboratory” for neighborhood groups to resolve local problems such as vacant lots, illegal dumping, and unsafe alleyways.
- Led the creation of a pioneering smart growth overlay district in 2003 – representing the first major change to the City’s zoning code in over 60 years.
- Led a team that included the City of Lawrence, WinnDevelopment, and consultants, to draft and pass the first 40R district in the city, along with design standards and streamlined permitting.
- Established corporate service programs with The Timberland Company and New Balance that involve hundreds of corporate volunteers and local residents in neighborhood transformation.
- Led a three-week design charrette to plan a new mixed-use district along the historic North Canal, of which the first \$40 million in new construction is in pipeline.
- Led creation of a new arts initiative called *¡Live Lawrence!* designed to transform underutilized spaces in downtown Lawrence into temporary cultural venues and markets.

**Deputy Field Director, Birmingham for Governor      Oct. 2001-Sept. 2002**

- Responsible for implementing statewide field program and managed a team of 12.
- Effectiveness of field organization demonstrated by highest level of supporter loyalty among all Democratic candidates and an election-day outcome that surpassed polls.

**Legislative Aide to Senate President Thomas Birmingham      Sept. 1999-Jan. 2003**

- Legislative aide for urban, environmental, and Latino policy matters, as well as municipal issues for Cambridge and Somerville.
- Researched and wrote the Senator’s policy and constituent correspondence.

**David Rockefeller Center for Latin American Studies, Harvard University      Jan. 1998-Aug. 1999**

- Assistant to the Director of the Center under Professor John Coatsworth.
- Managed publicity, planning and budgeting of three speaker series.
- Led production of two university-wide directories of Latin American resources.
- Assisted with the writing and editing of the Center’s publications.

**Education:**

**El Colegio de México, Mexico City      Aug. 1995-July 1997**

- Completed Master’s coursework in Urban and Environmental Studies.
- Research: *Environmental Impact Assessment (EIA) in Mexico: Towards Democratic Planning?*
- Research assistant, Ford Foundation project on poverty in Mexico City and Washington, D.C.
- Participated in working groups of the Inter-American Development Bank and Mexico’s Ministry of Social Development (SEDESOL) reviewing urban policy and green areas management.

## **Dartmouth College, Hanover, New Hampshire**

**Sept. 1991-June 1995**

- Lemuel G. Hopkins Endowed Scholar. GPA 3.54 overall, 3.75 in major.
- Graduated *cum laude* in June 1995 with a B.A. in Anthropology Modified.

## **St. John's High School, Shrewsbury, MA**

**Sept. 1988-June 1991**

- Graduated Valedictorian in 1991.

### **Skills:**

- Fluent Spanish and proficient French.
- Experienced public speaker and media spokesman.

### **Service:**

#### **Livable Streets Alliance**

Great Neighborhoods founder and senior advisor. July 2020 to present.

#### **City of Medford**

- Community Development Board. March 2017 to present. Chairman, January 2020 to present. Housing Production Plan Committee, 2020.
- Community Preservation Committee. March 2017 to February 2020. Helped establish the City's first ever rent stabilization program early in the pandemic.

#### **Northeastern School of Public Policy and Urban Affairs**

SPPUA Advisory Board. April 2017 to present.

#### **Smart Growth America**

Board of Directors. June 2016 to present. Co-chair, state and local caucus. Co-chair, governance and nominations committee.

#### **Project for Public Spaces**

Placemaking Leadership Council. 2013 to 2017.

#### **Legislative Task Force on Creative Placemaking and the Arts.**

Chaired by Sen. Eric Lesser and Rep. Cory Atkins. 2016-2017.

#### **Special Senate Commission on Housing (Massachusetts)**

Led the Zoning Subcommittee and the Gentrification and Displacement Subcommittee. Under Chair Sen. Linda Dorcea Forny and Vice-Chair Sen. Harriette Chandler, the Commission produced a set of policy recommendations to address the state's housing crisis. April 2015-March 2016.

#### **MA State Brownfields Advisory Board**

Appointed by the Senate President; served 2003-2007.

#### **Mayor's Surface Artery Task Force**

Appointed by Senate President Tom Birmingham to Mayor Menino's working group reviewing and advising on the Big Dig project. Served 2000-2002.

### *Selected Publications and Talks:*

["The Eye of a Housing Hurricane."](#) Commonwealth Magazine, July 25, 2020.

["Housing at a Time of Crisis."](#) Land Matters Podcast. With Kim Vermeer and Anthony Flint. Lincoln Institute of Land Policy. July 2020.

["Transformation: Reflections on smart growth."](#) A conversation with the MA Smart Growth Alliance staff team. June 30, 2020.

["Ready to Implement Zoning and Housing Solutions?"](#) Webinar presentation to Massachusetts Climate Action Network. November 19, 2019. (Leroux starts at 34:15 mark.)

"The River, Our Water, Our Land: Managing for Climate Challenges." Merrimack Valley Smart Growth Summit. October 29, 2019.

"Equity and Diversity in Our Profession and Our Communities." Plenary session panel at Massachusetts Association of Planning Directors Conference. May 31, 2019.

["A Progressive Case for Housing Choice."](#) Great Neighborhoods blog. May 14, 2019.

["Expanding on Baker's Housing Choice Incentives: Bold steps needed to reform housing in Massachusetts."](#) Op-ed by André Leroux. Banker & Tradesman. April 8, 2018.

Keynote address, Partnership for Stronger Communities iForum: *Housing Success in CT Towns: Tools, Techniques, Leadership & the Law*. Hartford, CT. January 29, 2018.

"Launch of Foot Traffic Ahead 2016: Ranking Walkable Urbanism in America's Largest Metros." Panelist at *LOCUS National Leadership Summit* with Chris Leinberger and Don Briggs. June 14, 2016.

["Why Massachusetts' Outdated Zoning Act Has to Go."](#) By Somerville Mayor Joseph A. Curtatone and André Leroux. *Cognoscenti*, WBUR. July 9, 2014.

"Placemaking and Main Street." Part of an expert team invited to advise the National Main Street Center about updating the Main Street model through placemaking and district management. January 26, 2014. Washington, DC.

["Shared Leadership for Community Change."](#) Presentation at TEDx Richmond. Richmond, IN. February 9, 2013.

[\*Voices from Forgotten Cities. Innovative Revitalization Coalitions in America's Older Small Cities.\*](#) With MIT Professor Lorlene Hoyt. PolicyLink and CHAPA Report. October 2007.