

ULI San Francisco Five-Year Strategic Plan 2011–2016 Summary

Mission

The Mission of the Urban Land Institute is to provide leadership in the responsible use of land in creating and sustaining thriving communities worldwide. ULI San Francisco District Council supports this mission in the greater Bay Area, as outlined in our five-year strategic plan.

Goals

1

Solidify & Expand Geographic Reach

Grow our 2,000 members and 80 annual events regionally to further serve the East Bay and South Bay with high-quality programming.



2

Support Young Leaders Group

Sustain our younger land use professionals through continued leadership development, career education and mentoring opportunities.



3

Increase Professional Development Opportunities for Mid-career Associate Members

Create new initiatives targeting mid-career land use professionals to share content-rich, sector-specific information and build relationships with Bay Area colleagues.



4

Establish Multiple, Transparent Leadership Paths

Provide many leadership opportunities within the District Council.



5

Build Real Estate Expertise & Knowledge Among the Bay Area Public Sector Policy Makers

- Expand upon our 10-school, 1,000-student, 200-volunteer UrbanPlan curriculum at Bay Area high schools and universities to create a more sophisticated level of discourse among stakeholders in land use decisions.
- Create and promulgate new modules of land use economics educational programs to reach public-sector planners and elected officials.



6

Expand our Reach Externally to Inform Land Use Policy in the Bay Area

- Identify best practices for addressing land use challenges facing the Bay Area and work with agencies and non-profits to implement pragmatic solutions.
- Expand our Technical Assistance Panels program to serve cities with expert, multi-disciplinary advice to public agencies facing complex land use challenges in the greater Bay Area.



7

Convene & Institutionalize ULI State-wide Policy Leadership with other California District Councils

To receive the full Strategic Plan document, please contact ULI SF staff at: www.ulisf.org

