



Urban Land Institute **San Francisco**
Serving the Greater Bay Area

UrbanPlan

Volunteer Information & Application

“Until you’ve done UrbanPlan, you can’t grasp the power of the program. We senior-level development professionals must step up as volunteers. The time commitment is minor; the impact is powerful—immediately and long term.”

— Connie Moore, President & CEO, BRE Properties, San Francisco, CA



UrbanPlan Volunteers

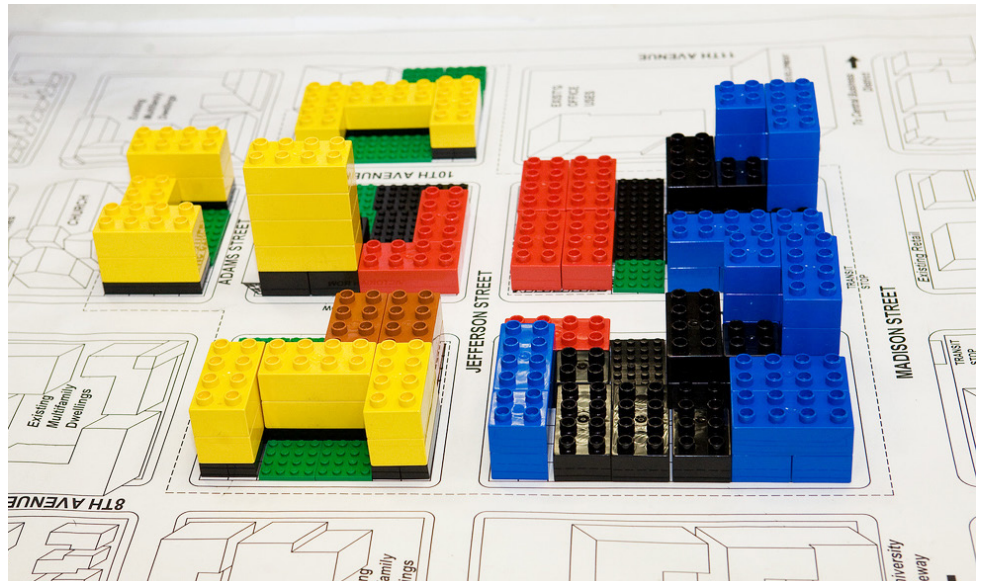


High School Students with UrbanPlan Volunteer Facilitator

UrbanPlan is a project-based learning curriculum developed for high school juniors and seniors in economics or government classes, and for university graduate-level students studying land use who are focused on disciplines in business, city planning, real estate, architecture or law. During the project, students develop a proforma and model of their plan for an urban infill, mixed-use redevelopment project, and present their proposal to a mock City Council that awards the development contract to the winning team. The mission of UrbanPlan is to develop a more educated citizenry at the local level around the challenges and complexities of land use decisions so together we can create better communities. UrbanPlan is facilitated by volunteers who are professionals in all disciplines of land use and development, selected for their depth of experience and knowledge.

“Our goal is to create a more sophisticated level of discourse among local stakeholders involved in land use decisions. The education of tomorrow’s voters, neighbors, community leaders, public officials and land use professionals is mission critical to ULI.”

— Ron Nahas, IOPC Gold, ULI Foundation Governor, Principal Rafanelli & Nahas, Orinda, CA



In the Classroom

In the 15 class hours of the curriculum, students form development teams and respond to an RFP to redevelop a 5½ block site in a fictional city. Each team member assumes one of five roles:

- Finance Director
- Marketing Director
- City Liaison
- Neighborhood Liaison
- Site Planner

Through the process, students discover the dynamic fundamental challenges of development: how market forces (supply and demand, availability of capital, risk/reward expectations, etc.) clash and collaborate with non-market forces (regulation, politics, advocacy groups, etc.) to create the built environment.

Through these roles, students develop a deeper understanding of the various stakeholders in the development process and the challenge of reconciling their often-competing agendas to create a well designed, market responsive, financeable, and buildable project.

Volunteering with UrbanPlan

ULI members whose applications have been accepted must attend a one-day training session. Training sessions are conducted throughout the Bay Area several times each year. Trained volunteers serve in the classroom as Facilitators and/or as members of a mock City Council for final student presentations.

The training and volunteer time commitment includes:

- 6-8 hours preparation prior to the training session
- One-day training session
- Minimum of 1 hour of classroom time annually, but there is no limit to how much time you volunteer
- 30 minutes to 1 hour to individually prepare before volunteer session

ULI volunteer Facilitators challenge the students to think more critically about the UrbanPlan issues and the specific responsibilities of their “roles”.



Questions on UrbanPlan?

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Volunteer Roles

Facilitator

The Facilitator has the role with the greatest impact and biggest responsibility but the smallest time commitment. Using the Socratic Method (teaching through the asking of questions), Facilitators challenge the students to think more critically about the UrbanPlan issues and the specific responsibilities of their respective development team “roles”.

Effective Facilitators have:

- Extensive development project experience
- Patience to question rather than advise or coach
- Time and willingness to learn the details of the UrbanPlan “case”

Facilitators participate in two strategically timed classroom sessions. Session One occurs as students are getting started. Session Two occurs approximately one week later as the students are finalizing their development plans. A Facilitator may choose to volunteer in one or both sessions. Classes are 45 to 90 minutes, depending upon the school.

City Council Member

The City Council provides the final accountability and reality check for the development teams. The four-person City Council hears each student presentation and challenges their proposals akin to actual City Council hearings. The Council assesses how effectively each team’s proposal responds to the RFP, is grounded in the facts of the UrbanPlan case, and remains consistent with reality. The Council then awards the development contract to the winning team.

Effective City Council Members have:

- Development project experience
- Experience presenting to City Councils, Planning Commissions, etc.
- Ability to assume and maintain the City Council Member role (and not lapse into a role of “academic advisor” or “kindly adult”)
- Time and willingness to learn the details of the UrbanPlan case

The length of City Council sessions vary with the number of student teams presenting plans. Typically, there are four to six teams per class. City Council sessions range from approximately 2½ to 4 hours.

Thank you for your interest in UrbanPlan—we hope you will consider joining us!

“UrbanPlan is in a class by itself—advancing ULI’s mission and brand while enriching students, the broader community and ULI members alike.”

— Rick Dishnica, Multi-Family Council Blue, President of the Dishnica Company, Point Richmond, CA