



ULI ATLANTA TECHNICAL ASSISTANCE PANELS APPLICATION

Background:

Since 1947, the Urban Land Institute (ULI) has harnessed the technical expertise of its members to help communities solve difficult land use, development, and redevelopment challenges. The Urban Land Institute Atlanta (ULI Atlanta) has adapted this model of Technical Assistance Panels (TAPs) since 1996 for use at the local level, assisting public agencies and community-based nonprofit organizations within Georgia, Alabama and Eastern Tennessee.

Program Description:

TAPs are one- to two-day, intensive working sessions where our expert panelists address a set of questions proposed by the sponsoring organization about a specific development issue or policy barrier within a defined geographic area.

ULI Atlanta assembles an interdisciplinary, unpaid volunteer panel that explores the project, interviews stakeholders, and makes recommendations. Panelists approach the assignment from all perspectives, including market potential, land use and design, financing and development strategies, governance, and implementation. This objective and diverse team of real estate and planning professionals are unique to ULI Atlanta. The strength of ULI Atlanta's Technical Assistance Panels lies in the cross-section of experts examining the issue from multiple angles and producing an implementation strategy that is based on sound information, community realities, and best practices.

Please note, due to the COVID-19 pandemic, TAP opportunities will be considered as a virtual program on a case by case basis. Virtual offerings are ideal for land use, real estate, and municipal policy challenges that may not require a site visit from ULI. Virtual programs will allow ULI and its members to continue to fulfill ULI's mission and provide strategic advice to communities on programmatic goals while incorporating social distancing as part of the program's execution

Cost:

ULI Atlanta charges a TAP fee which is determined on a case-by-case basis based on the needs of the TAP. The average range for a TAP is \$15,000 - \$20,000, which is a small portion of the total value service of TAP. If the project requires additional time, the TAP is priced accordingly. Panel members are ULI experts who volunteer their time because of a commitment to the ULI mission and the principles of redevelopment, planned growth, economic expansion, and local and regional capacity building.

Virtual projects will be priced according to the needs of the project. The range for a virtual TAP is \$10,000 - \$15,000.

We encourage you to consider a TAP for your community. If you have further questions, please contact Daphne Bond-Godfrey, Director daphne.bondgodfrey@uli.org, or call (404) 331-1800.



TECHNICAL ASSISTANCE PANELS ISSUE AREAS AND SELECTION CRITERIA

Technical Assistance Panels (TAPs) enhance community leadership, clarify community needs and assets, and advance land use policies that expand economic opportunity, maximize market potential, and conserve natural environments.

TAPs allow ULI Atlanta to fulfill its mission through site-specific needs and a variety of land use issues. In particular, TAP applications will be considered in the following areas:

- **Infrastructure and Transportation** – Transit-Oriented Development, Transportation, Corridor studies, Airports and Rail
- **Redevelopment and Reinvestment in Communities** - TAPs can generate investment in communities by indicating particular policies and organizational structures that generate infill development, recruit retailers, increase housing opportunities (workforce and affordable housing), and other facets of community revitalization.
- **Responsible Use of Land** - TAPs can inform communities how to plan for population and economic growth and use best management practices to plan for their future. The sustainable use of natural resources, sufficient provision of public services, and equitable supply of housing, employment, transportation and preservation of natural resources are directly related to a community's ability to manage their future.
- **Collaboration and Leadership Capacity** - Many of the most common problems facing communities today – the matching of housing with jobs, transportation, and natural resource management – are regional in nature. Solutions are best achieved through consensus and collaboration across departmental, political, and geographic lines. Communities with strong leadership capacity and who seek out collaborations are encouraged to apply.

TAP applications must meet the following criteria:

1. Strong local leadership capacity that commits to the program's terms and conditions, respects the TAP findings by galvanizing community support, and demonstrates a sincere attempt to implement recommendations.
2. A clearly defined scope of work, and three to four well-articulated questions to be addressed during a one or two day session.
3. A clearly defined geographic boundary (a neighborhood, district, corridor, etc.) or policy question.

To review a complete list of previous TAPs conducted by ULI Atlanta or to download TAP reports, please visit: <https://atlanta.uli.org/resources/reports/>



TECHNICAL ASSISTANCE PANELS SPONSOR APPLICATION REQUIREMENTS

All applicant organizations are expected to fulfill certain obligations upon approval of application. The success of a TAP panel is dependent on the timely and thorough completion of the following items (this list is not all-inclusive): gathering briefing book materials; identifying a venue for the panel; conducting a site tour; recommending community and business leaders for the stakeholder interview process; and facilitating open communication throughout the project with ULI Atlanta. A complete list of roles and responsibilities will be provided in the contract.

Please provide the following information:

CONTACT

- Date of Application
- Lead Applicant Organization
- Contact Person, Title, and Role
- Address, Telephone, Email

SCOPE OF WORK

Working in partnership with ULI, sponsors develop a problem statement and three to four challenge questions, along with briefing materials to bolster the understanding of the scope of work. These briefing materials would include background information on the affected site/area; current or future plans or redevelopment activities; or policy context. Maps, statistics, planning documents and development goals, and other information may be attached if relevant. Provide an explanation of previous efforts to address the scope of work, including outcomes of those efforts.

QUESTIONS FOR THE EXPERT PANEL

Provide three to four specific questions about the affected site or area for the panel to address.

MANAGEMENT PLAN

Identify individuals who will participate in the panel process and their areas of responsibility. Please include those who will be responsible for the preparation of the briefing book and organization of the briefing session, tour of the study area, on-site panel support, and follow-up.

LEADERSHIP SUPPORT

Provide a letter from the sponsoring organization in support of the TAP process and agreement with the criteria outlined in this application. Letters of support from local businesses and/or community-based organizations are encouraged but are not required.

RETURN TO: Daphne Bond-Godfrey
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