



Washington

# Technical Assistance Panel (TAP): Impact

## MWCOG TPB Regional Public Transportation Subcommittee

SUKIRTI GHOSH, CO-CHAIR, ULI-W

JULY 25, 2023

## ULI Washington

- **45,000 members** worldwide
- Mission: **shaping the future of the built environment for transformative impact in communities worldwide.**
- ULI Washington serves **2,300 members.**
- 3<sup>rd</sup> largest U.S. District Council
- More info at [washington.uli.org](http://washington.uli.org)



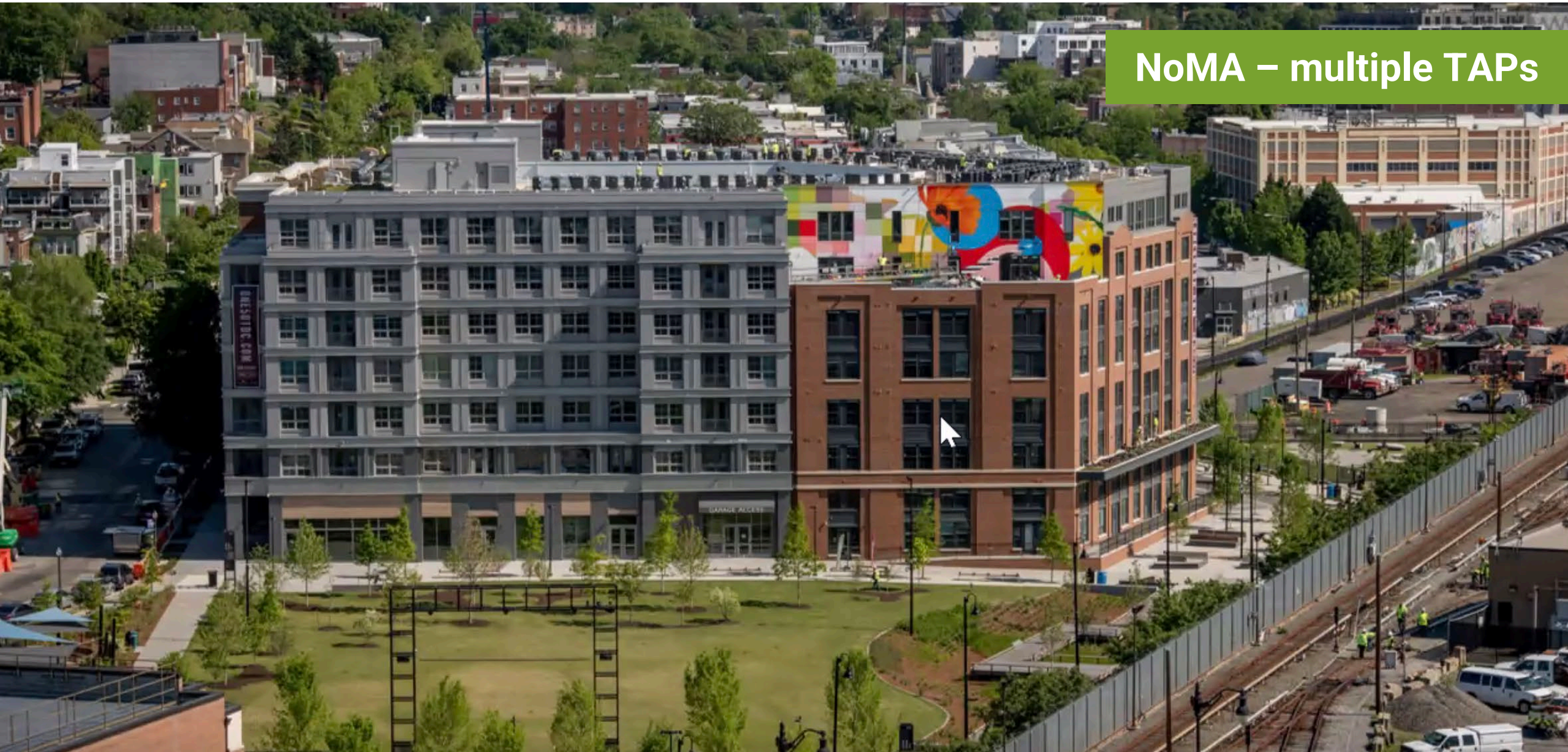
# What is a TAP?

The Technical Assistance Panel (TAP) offers technical analysis to communities and organizations facing land-use challenges.



# TAPs: TOD Implementation and Economic Success

NoMA – multiple TAPs



# TAPs: TOD Implementation and Economic Success

Pike & Rose – Pike District  
Branding TAP



# How does ULI provide this assistance?

A community group or organization approaches ULI with a request.

ULI convenes a group of experts to focus on specific questions in a concentrated, finite effort and communicates the results.

- group of experts = Technical Assistance Panel
- specific questions = defined by the sponsor
- concentrated, finite effort = 2 intense days
- communicates the results = presentation to the sponsor *and* published report

Sponsor pays a fee for service (\$25,000) to ULI Washington.



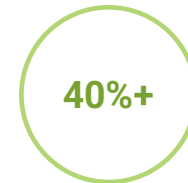
# TAPs by numbers

Number of TAPs  
(2003 to date)



TOD / Transportation

MWCOG TAPs  
(full/partial sponsorship)



# MWCOG TOD/Transportation TAPs



Technical Assistance Panel Report

## Re-Envisioning Rhode Island Avenue

Sponsored by:  
District of Columbia Office of Planning  
The Metropolitan Washington Council of Governments

September 30 – October 1, 2014



TECHNICAL ASSISTANCE PANEL REPORT

## Rockville Town Center: Strengthening Its Vitality

SPONSORED BY:  
The City of Rockville, MD  
The Metropolitan Washington Council  
of Governments, Washington D.C.  
July 9-10, 2019



Technical Assistance Panel Report | July 20 - 24, 2020

## BOWIE STATE MARC TAP Connecting to Opportunity Around the Region



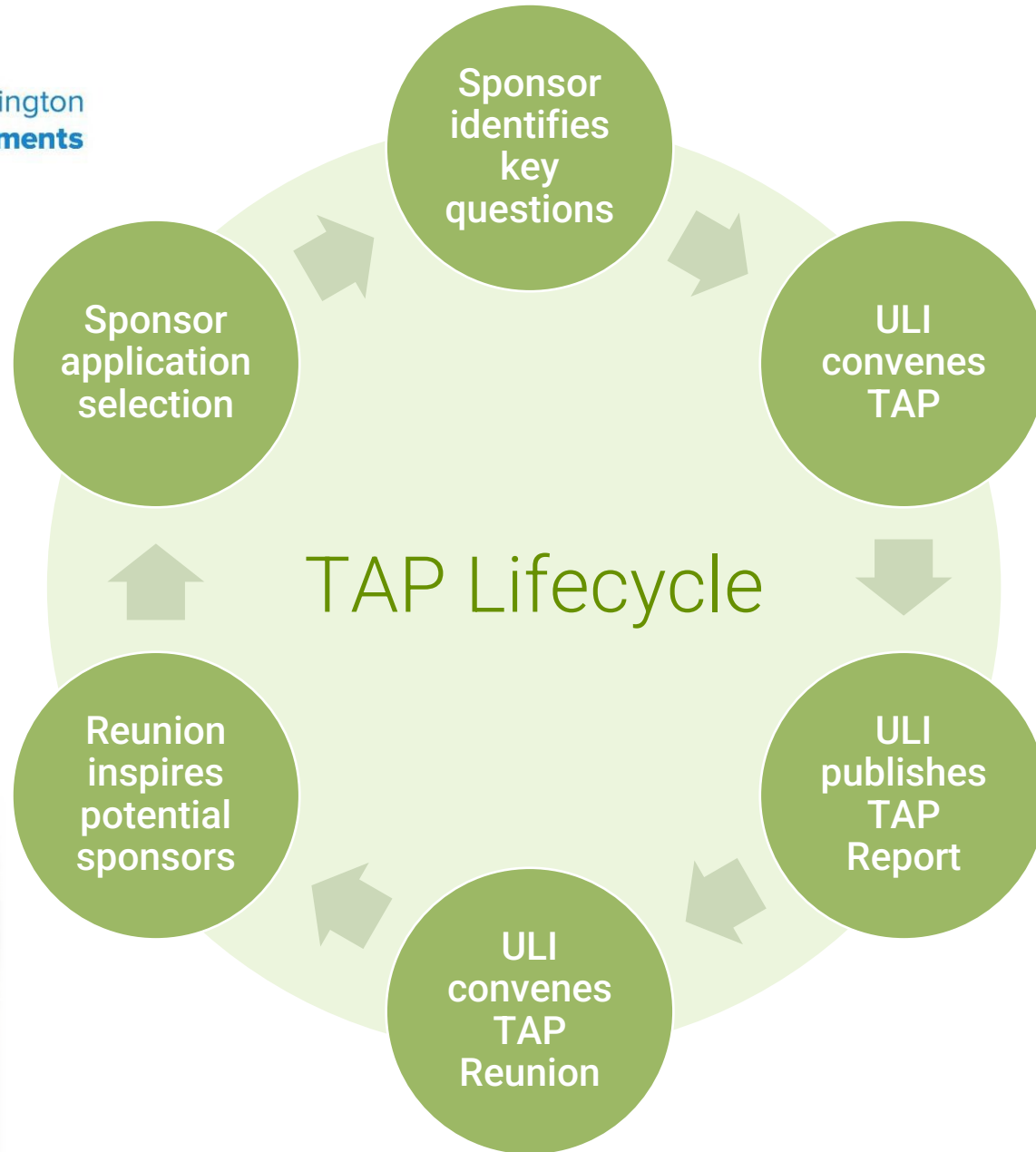
Sponsored by:  
THE REVENUE AUTHORITY OF PRINCE GEORGE'S COUNTY  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS







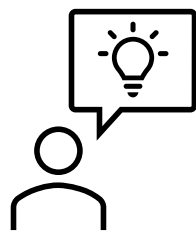
Metropolitan Washington  
Council of Governments



**KNOWLEDGE  
FINDER**

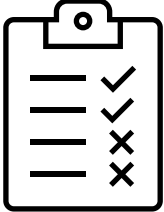


# Participant Roles



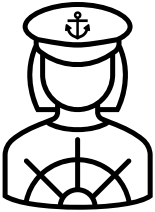
## Sponsor

Funds the project and defines scope



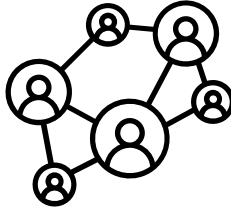
## Staff

Manages the development, preparation, execution and communication



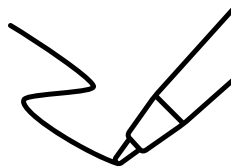
## Panel Chair

Leads panel through the TAP process



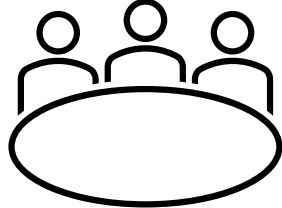
## Panelist

Collaborates in 2-day intensive discovery, analysis and presentation



## Writer

Documents the process and results



## Committee

Sets vision for program and supports TAP process

# 2-Day TAP Process

1

Site Visit



2

Stakeholder Interviews



3

Workshop



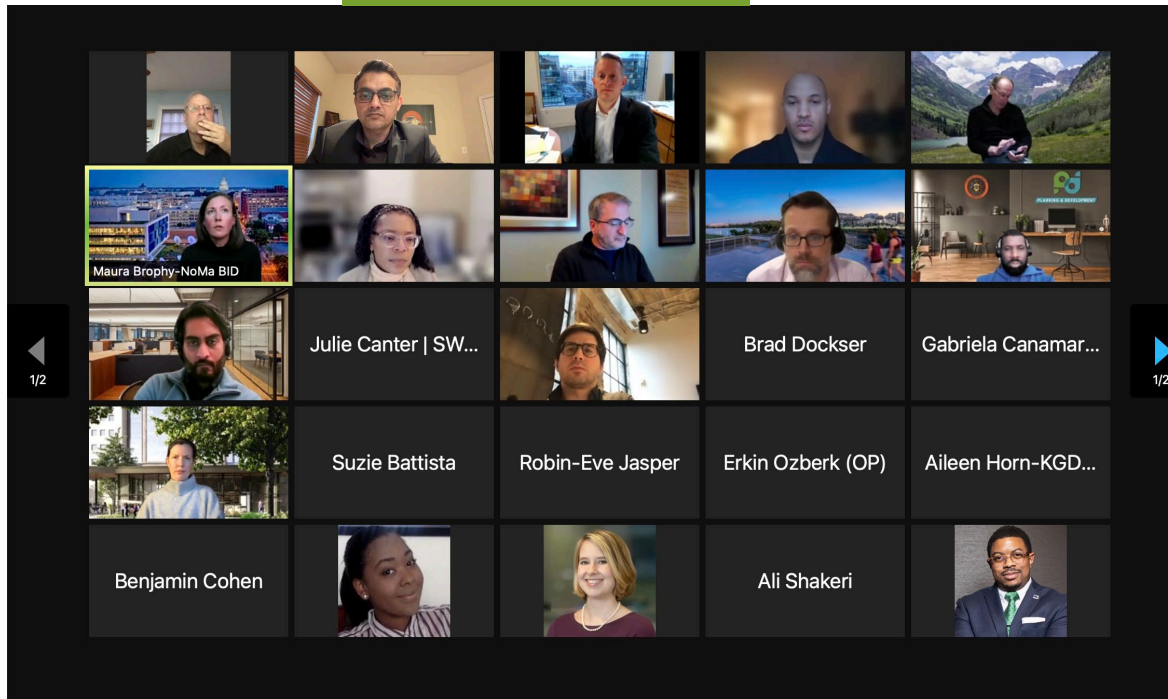
4

Presentation



# TAP Reunion

Jan 2022



Jan 2023

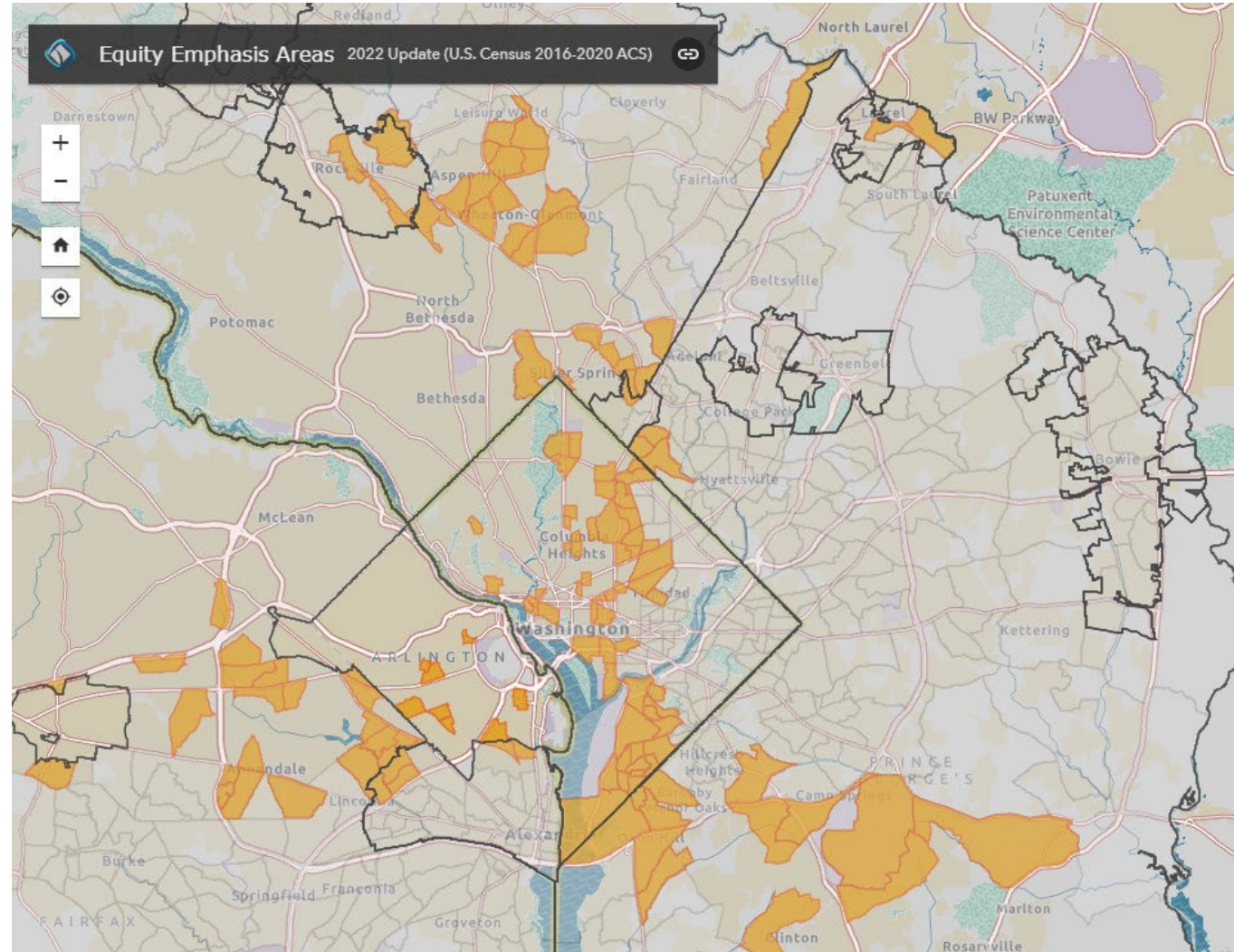


Later 2023 (TBD)

ULI Future Forum  
Celebrate 20<sup>th</sup> Anniversary of TAP

# MWCOG Sponsorship – 2023

- **Based on Equity Emphasis Areas (EEA)**
  - Adopted in 2021 by COG BOD
  - 364 of the region's more than 1,300 census tracts are identified as EEAs
  - Goals:
    - housing near transit
    - access to transit stations
    - improve roadway safety
    - alternative modes of travel
    - connecting land-use and the transportation system



Source: MWCOG

# MWCOG Funding – 2023

- 6 Applications
- 3 Selected
- Funding for each TAP:
  - COG: \$6,250 (total = \$18,750)
  - ULI-W: \$6,250
  - Sponsor: \$12,500

Bowie State MARC, 2020



# A TAP's Impact

## ULI Washington

Elevate ULI's role as a convener and "explainer" of the real estate development process  
Raise funds to support offerings

## Sponsors *(including MWCOCG)*

Recommendations for addressing land-use questions from a broad and diverse group of local expert real estate professionals

## Ambassadors and Stakeholders

Make an impact in our local community  
Build collaborative connections with a diverse group of real estate professionals

# TAP – Lessons Learned



## Composition of TAP

- Engages **broad range of expertise** – subject matter and geography
- **Balanced, non-partisan** nature
- **Voluntary** commitment without conflict of interest



## Community Engagement

- Opportunity to engage **non-traditional** stakeholders (e.g., citizens group)
- Value in **partial buy-in**
- Brings **constructive community building** tools



## Regional Stewardship & Collaboration

- Establishes **direct relationships** with other sponsors
- Leverages **transportation, land use, & real estate community**
- Opportunity to help with **broader topics** (such as TOD, Equity Emphasis Areas)





# DISCUSSION

THANK YOU!