

2018 COG - ULI TECHNICAL ASSISTANCE PANEL (TAP) APPLICATION

Program Description

Technical Assistance Panels (TAPs) are one of ULI Washington's signature programs, where a panel of 10-12 senior-level experts work over a concentrated timeline to evaluate and provide market-based feedback on a local development or land use challenge. Panelists are selected from over 2,200 ULI Washington members in the Metropolitan Washington Area based on needed skillsets and expertise to address the problem at hand. Panel member expertise typically includes developers, property owners/managers, investors, designers, planners, engineers, market and financial analysts, as well as members of the public sector. The panel takes place over 1.5 days, with a report of recommendations completed thereafter.

Through a strategic partnership, ULI Washington and COG will be accepting applications for TAPs in COG-designated Activity Centers February 1 - April 2, 2018. TAPs should focus on identifying priority, catalytic strategies to maximize the impacts of investments in Activity Centers and throughout our region.

NEW THIS YEAR: ULI is invested in holding a follow-up session for each selected TAP that will focus on implementation and next steps. These follow-up sessions may be scheduled with ULI up to one year after the TAP's conclusion.

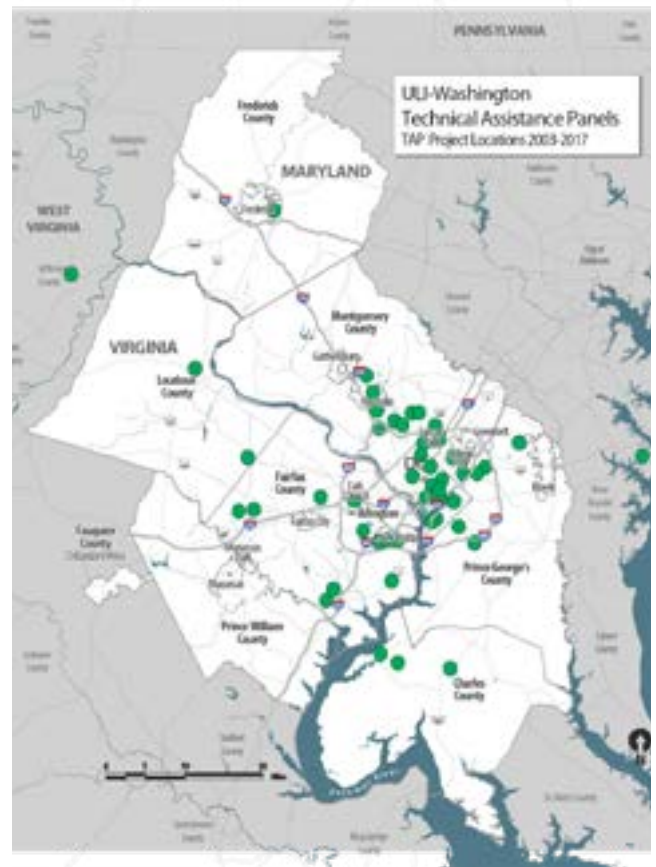
Cost of the TAP

A typical TAP costs \$20,000; TAPs selected through this partnership are reduced by 50%. The cost to the city/county sponsor for this program is \$10,000. **For those sponsors who are selected, ULI Washington will offer a one-year complimentary Public Agency Membership Package to ULI. Of note, this membership package includes:**

- One full membership and two associate memberships;
- Allows memberships to be transferred to other employees within the Public Agency;
- Should you wish to add additional individuals as members, ULI can offer a reduced rate of \$100 under this membership package.

Application Process

The application period is open from February 1, 2018 – April 2, 2018. Applications may be found on <http://washington.uli.org/what-we-do/technical-assistance-panels/uli-cog/>. Projects will be selected in May 2018 and scheduled upon selection, based on needs of the applicant.



*ULI Washington TAP 2003-2017 Locations

Application deadline for the 2018 Technical Assistance Panel program is April 2, 2018 at 4 PM!

Submit applications to Paul DesJardin (pdesjardin@mwkog.org) and Deborah Bilek (deborah.bilek@uli.org).

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FREQUENTLY ASKED QUESTIONS

1) What is the benefit of holding a TAP?

Think of a TAP as a fast-paced brainstorming session with a group of outside experts who will use their extensive professional experience to respond to a set of specific questions posed by a local government sponsor. The panel of professionals who come together to serve on a TAP are leading experts in the real estate, land use, planning and community development fields, and are hand-selected for each TAP based on the specific local challenge and on the skill sets needed to address this challenge. The multi-disciplinary nature of the panel and the quick-response nature of the TAP process often allow for new, creative ideas to be explored and vetted with a group of experts who bring “fresh eyes” to the issue. To review past TAPs conducted by ULI Washington in the Metropolitan Washington Area, visit www.washington.uli.org/TAPs.

2) What is the typical agenda for a TAP?

The TAP takes place over 1.5 days. On Day One, the panel listens and learns. They will tour the study area, hear a presentation from the city or county sponsor, and meet with key local stakeholders. On Day Two, the panel deliberates, collaborates, and develops recommendations, all of which culminate in a presentation that evening. A final written report is also developed and delivered approximately 12 weeks after the end of the TAP.

3) What are the roles and responsibility of the sponsor?

The city/county sponsor will be responsible for developing a briefing book which provides the essential background information needed for the panel to tackle the assignment. In addition to staff time required to prepare the briefing book, additional time commitment is required on the part of local staff. While ULI Washington will take the lead on coordinating logistics for the 1.5 day TAP, the sponsor is responsible for providing the meeting rooms on-site, arranging to feed the Panel throughout the program, preparing an overview presentation, leading a site visit of the project area, and inviting local stakeholders to participate.



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Sponsor/Jurisdiction:

Activity Center:

Has this sponsor/jurisdiction previously applied for a TAP through this program? Yes No

If yes to above, was sponsor/jurisdiction previously awarded a TAP through this program? Yes No

If yes to above, what was the outcome?

Is your organization willing and able to cover your share (\$10,000) of the total \$20,000 cost for the TAP?

Yes No

Main Point of Contact:

| | |
|--------|--------|
| Name: | Title: |
| Phone: | Email: |

Proposed Panel Assignment: Please list 3-5 questions that you would want the panel to address as part of the TAP. Questions should relate to one or all of the following themes:

- Catalyzing private investment and supporting implementation of locally adopted land use plans.
- Strategic partnerships needed to build consensus around the implementation of local land use plans for the Activity Center.
- Strategies needed to address displacement of residents and businesses in and around the Activity Center during and following the implementation of the plan.
- Short, interim, or long-term investments or regulatory changes that would be needed to maximize the potential of this Activity Center.

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| Question 1: |
| Question 2: |
| Question 3: |
| Question 4: |
| Question 5: |

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Statement of the Problem: Describe the area that would be the focus of the TAP, and explain the challenges this area faces with regard to plan implementation. Highlight recent plans or studies focusing on the area and explain any factors that make this proposal particularly timely (planned transit expansion, significant development underway nearby, rapidly changing property values, etc.). Finally, explain the ultimate objective for the TAP, as well as the ways in which follow-up discussion with TAP panelists would be useful. Please limit answer to the space provided at the end of this sentence.

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