



**Urban Land  
Institute**  
Washington



METROPOLITAN WASHINGTON  
**Council of Governments**

## 2015 TECHNICAL ASSISTANCE PANEL PROGRAM

### ***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 the over 1,900 ULI members in the Washington District Council based on the specific nature of each assignment. 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 this strategic partnership, ULI Washington and COG will deliver three TAPs in 2015 focused on identifying priority, catalytic strategies to maximize the impacts of investments in COG-designated Activity Centers.

### ***Application Process***

The application period is being reopened. Now, all applications must be submitted by 4pm on February 13, 2015 to [pdesjardin@mwcog.org](mailto:pdesjardin@mwcog.org) and [deborah.bilek@uli.org](mailto:deborah.bilek@uli.org). Applications may be found by visiting <http://washington.uli.org/uli-in-action/technical-assistance-panels/uli-cog/>.

ULI and COG recognize that communities around the region face pressing health challenges related to the built environment. ULI's Building Healthy Places is a global initiative that aims to leverage the power of the Institute's networks to shape projects and places in ways that improve health of people and communities. COG's Region Forward Initiative has emphasized the importance of health in our region, along with its connection to a multitude of issues, including land-use. Accordingly, TAP applicants are encouraged to examine the importance of health as it relates to the built environment within Activity Centers. It is our intent that at least one of the three awarded TAPs for this cycle will have a health-related emphasis.

### ***About ULI***

The Urban Land Institute (ULI) is a nonprofit research and education organization supported by its members. Founded in 1936, the Institute now has over 30,000 members in 95 countries, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service – including leading property owners, investors, advisors, developers, architects, lawyers, lenders, planners, regulators, contractors, engineers, university professors, librarians, students, and interns. To learn more about ULI Washington, visit [www.washington.uli.org](http://www.washington.uli.org).

### ***About COG***

The Metropolitan Washington Council of Governments (COG) is an independent, nonprofit association that brings area leaders together to address major regional issues in the District of Columbia, suburban Maryland and Northern Virginia. COG's membership is comprised of 300 elected officials from 22 local governments, the Maryland and Virginia state legislatures, and U.S. Congress. Policies are set through the COG Board of Directors, the National Capital Region Transportation Planning Board, and the Metropolitan Washington Air Quality Committee. These three boards are responsible for a broad range of issues under the COG umbrella, including but not limited to transportation, land-use, public health and safety, education, the environment and more. To learn more about COG, visit [www.mwcog.org](http://www.mwcog.org).

# FREQUENTLY ASKED QUESTIONS

*To note, this application has been reopened.*

## **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 National Capital Region, visit [www.washington.uli.org/TAPs](http://www.washington.uli.org/TAPs).

## **2) What is the application process and how many ULI-COG TAPs are awarded?**

The application period is being reopened. Now, all applications must be submitted by 4pm on February 13, 2015 to [pdesjardin@mwcog.org](mailto:pdesjardin@mwcog.org) and [deborah.bilek@uli.org](mailto:deborah.bilek@uli.org). Applications may be found by visiting <http://washington.uli.org/uli-in-action/technical-assistance-panels/uli-cog>. The application includes information about expected deliverables; panelists; partner responsibilities between ULI Washington, COG, and the applicant; timeline; and cost. There will be three ULI-COG TAPs awarded. It is our intent that at least one of the three awarded TAPs for this cycle will have a health-related emphasis.

## **3) 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 usually 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.

## **4) What kind of stakeholder/public involvement is involved in a TAP?**

Stakeholder involvement is a key part of the TAP process. Due to the short term (1.5 days total) timeline of a TAP, ULI Washington works with the TAP sponsor (usually a city or county) to identify a group of key stakeholders whose input will be essential to the panel in addressing the local challenge. During the first day of the panel exercise, the ULI experts meet with these stakeholders and listen to their views. The broader public is usually invited to hear the panel's presentation on Day 2, and is encouraged to share feedback at that time. It is important to note that a TAP is a very short-term, exploratory exercise that usually serves as one step in a broader public planning process, which would involve more extensive public outreach.

## **5) 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.

## **6) What is the cost of the TAP?**

The cost to the city/county sponsor for this program is \$7,500. ULI Washington and COG will each contribute \$3,750 to cover the remainder of the TAP fee which totals \$15,000.

## **7) Who should I contact for more information?**

Additional information can be found at the ULI-COG TAPs at <http://washington.uli.org/uli-in-action/technical-assistance-panels/uli-cog>. Questions may be directed to Deborah Bilek at ULI Washington via email at [deborah.bilek@uli.org](mailto:deborah.bilek@uli.org).

## 2015 TECHNICAL ASSISTANCE PANEL APPLICATION

For those sponsors who are selected, ULI will offer a one-year complementary Public Agency Membership Package to ULI for one year. 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.

Find out more about the specifics of what this package offers visit <http://uli.org/membership/join/>.

Jurisdiction:	Activity Center:
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### ***Main Point of Contact***

Name:	Title:
Phone:	Email:

### ***Secondary Point of Contact***

Name:	Title:
Phone:	Email:

***List the lead staff person who will be responsible for the day-to-day management of the TAP process:***

Name:	Title:
Phone:	Email:

***Is your organization willing and able to cover your share (\$7,500) of the total \$15,000 cost for the TAP?***

**Yes**  **No**

**Statement of the Problem:** Please 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.). Please limit answer to the space provided at the end of this sentence.

**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.*

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

**Application deadline for the 2015 Technical Assistance Panel program is February 13, 2015 at 4 PM!**

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

*To note, this application has been reopened.*