

MWCOG and ULI Washington 2014 TECHNICAL ASSISTANCE PANEL Program Description

The Metropolitan Washington Council of Governments and ULI Washington are partnering to offer Technical Assistance Panels focused on identifying priority, catalytic strategies to maximize the impact of investments in Activity Centers. A Technical Assistance Panel (TAP) is a program where 10-12 senior-level real estate and land use experts work over a concentrated timeline to evaluate and provide market-based feedback on a local development or land use challenge. Depending on the issues being tackled, panelists may include developers, property owners/managers, investors, designers, planners, engineers, market and financial analysts, and public sector planners and officials. The panel takes place over a one-and-one-half day timeline, with a report of recommendations completed thereafter.

MWCOG is currently developing an Activity Center Strategic Development Plan, which seeks to make the region's Activity Centers more livable, resilient and inclusive. The Plan will provide a framework to guide local governments, developers, transit agencies, community organizations, business groups and other stakeholders in making strategic investments that enhance quality of life in these places and strengthen the local and regional economy. MWCOG and ULI Washington will offer three subsidized TAPs per year targeting Activity Centers located throughout the region. The proposed TAPs will align with the goals of the Strategic Development Plan and will focus on the type, scale, and timing of targeted investments in specific Activity Centers that will be most effective for each Center. Areas that are not designated Activity Centers are not eligible for this program. Communities that have had a TAP conducted in the past three years may not submit the same site. MWCOG and ULI will select the three proposals based on these criteria:

- Timeliness of the proposed problem statement
- Potential benefit of a TAP to the city/county applicant
- Geographic diversity (one project from each VA, DC and MD will be selected each year)
- Potential for knowledge transfer with other cities/counties
- Capacity of the city/county applicant to support the TAP process

To the extent possible based on applications received, COG and ULI will aim to select proposals from similar place types (existing urban centers, priority growth areas, traditional towns, and transit hubs) each year. Priority will also be given to areas where new transit investment is scheduled to occur or in underutilized areas with existing transit.

DELIVERABLES

The recommendations of the panel will be presented in a slideshow at the culmination of the 1.5 day TAP. Once each TAP is completed, the recommendations will be written into a printed report that can serve as a useful resource to the TAP sponsor cities/counties and also to other jurisdictions in the region facing similar challenges.

PANEL ASSIGNMENT

Applicants are asked to outline a set of specific questions they would want the panel to address. In each of the selected jurisdictions, ULI Washington and COG will work with the local sponsor to refine those questions into a panel assignment. The questions should be focused on one or all of the following themes:

- Priority, near-term investments or regulatory changes that are needed in the Activity Center
- 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?

PANELISTS

MWCOG and ULI Washington view this program as an opportunity to foster peer-to-peer learning between the local leadership who will ultimately be essential to the implementation of local plans in Activity Centers. For this reason, each panel will include 2-3 panelists who are local government staff (e.g. Planning Directors, Economic Development Executives, Housing Authority Directors, etc.) from jurisdictions that are comparable to the city/county that is sponsoring the TAP. This will allow for improved relationship building and knowledge exchange between the jurisdictions that make up the National Capital Region.

PARTNER RESPONSIBILITIES

- ULI Washington:
 - o With COG, review and select participating city/county sponsors
 - o With local sponsor, develop panel assignment and scope of work
 - o Identify panelists
 - o Develop TAP agenda, coordinate logistics for 1.5 day panel
 - o Write, print and distribute final report
- COG:
 - o With ULI, review and select participating city/county sponsors
 - o Distribute application and program information to member jurisdictions
 - o Develop demographic/economic analysis for each TAP site as part of panel briefing book
- Local City/County Sponsor:
 - o With ULI, develop panel assignment and scope of work
 - o Develop briefing materials to provide background information for panelists
 - o Provide venue for 1.5 day TAP
 - o Lead site tour and give presentation to panel during TAP
 - o Take the lead on identifying and inviting key invitees for stakeholder roundtables

TIMELINE

- December 13, 2013 – TAP Application Solicitation release
- January 31, 2014, 4:00pm – TAP Applications due via email to pdesjardin@mwkog.org and

Deborah.bilek@uli.org.

- Late February/Early March – TAP projects selected through selection panel
- March/April 2014 – TAPs further scoped and refined
- May – September 2014 – TAPs conducted
- September – December 2014 – Final reports developed and delivered

COST

ULI Washington typically charges \$15,000 for a TAP. For this program, there will be a three-way partnership with regard to cost sharing:

- \$3,750: ULI Washington discount/subsidy
- \$3,750: MWCOG
- \$7,500: Local TAP Sponsor

MWCOG and ULI Washington 2014 TECHNICAL ASSISTANCE PANEL APPLICATION

Application deadline for the 2014 Technical Assistance Panel program: January 31, 2014, 4:00pm

Please submit applications via by email to Paul DesJardin at PDesJardin@MWCOG.org and to Deborah Bilek at Deborah.Bilek@ULI.org_____)

JURISDICTION:
ACTIVITY CENTER:
CONTACT NAME/TITLE:
CONTACT E-MAIL:
CONTACT PHONE:

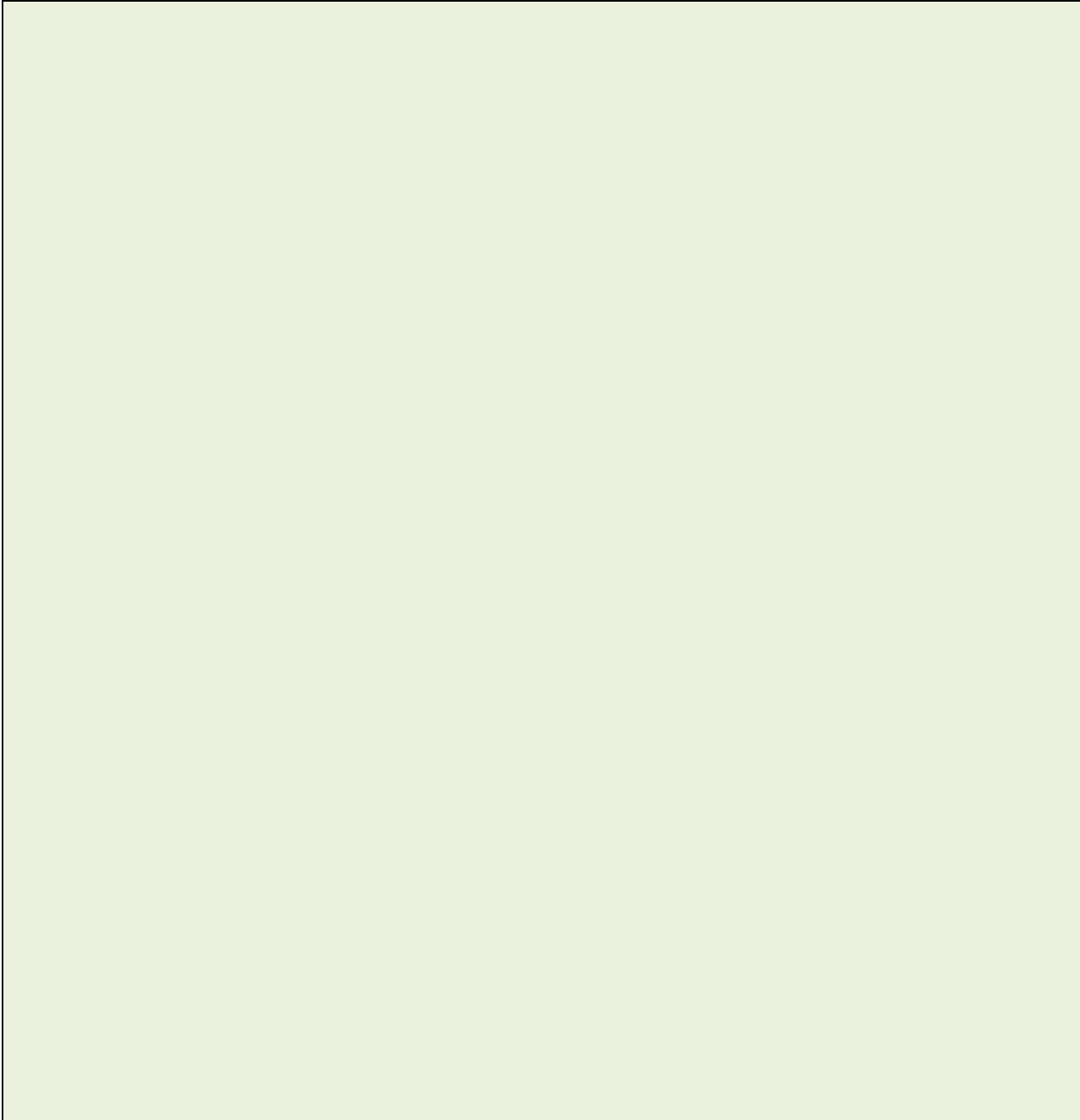
PROJECT OVERVIEW:

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 (1 page).

PROPOSED PANEL ASSIGNMENT:

Please list 3-6 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:

- Priority, near-term investments or regulatory changes that are needed in the Activity Center
- 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?
-



ROLES AND RESPONSIBILITIES

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 typically provides the meeting rooms on-site, prepares a presentation and leads a tour of the project area for the panel, and coordinate invitations to local stakeholders. Below, please list the lead staff person who will be responsible for the day-to-day management of the TAP process:

NAME/TITLE:**E-MAIL:****PHONE:****COST**

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

- \$3,750: ULI Washington discount/subsidy
- \$3,750: MWCOG
- **\$7,500: Local city/county sponsor**