ULI ADVISORY SERVICES PROGRAM

Practical Solutions for Complex Land Use Issues

uli.org/advisoryservices
Virtual Advisory Services Global Activity Summary

ULI completed 14 virtual Advisory Services panels and 10 virtual project analysis sessions globally since pivoting the program digitally in Spring 2020.

United States & Canada

Advisory Services Panels
Montgomery County, MD
Dallas, TX
Washington, D.C.
Nashville, TN
Hammond, IN
Sonoma County, CA
Philadelphia, PA

Moline, IL
San Antonio, TX
Rochester, NY
Ada County, ID
Vancouver, B.C.
Elkhart, IN
Norfolk, VA

Project Analysis Sessions
Rochester, NY
Brampton, ON
Hammond, IN
San José, CA
Philadelphia, PA
Sewanee, TN

106 panelists in virtual offerings

63 Men
43 Women

53 New and returning panelists

53 New panelists

New and returning panelists

106 panelists

63 Men
43 Women
Since 1947, the ULI Advisory Services program has helped communities find strategic, practical solutions for the most challenging issues facing today’s urban, suburban, and rural areas. Advisory Services offerings are ideal for governments and nonprofit, public, and private organizations that need independent, timely, and unbiased solutions for specific land use and real estate development challenges.

In response to the worldwide COVID-19 pandemic, the ULI Advisory Services team has created a suite of new virtual programs that 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.

### Virtual Advisory Services Panel (vASP)

Though a pivot from ULI’s traditional five-day panel offering, a virtual Advisory Services panel similarly is designed to help break though obstacles, jump-start conversations, and solve tough challenges.

This two-and-a-half-day virtual offering is tailored to meet a sponsor’s needs. In a vASP, ULI members are briefed by the sponsor, engage with stakeholders through in-depth interviews, deliberate on their recommendations, and make a final presentation of those recommendations.

Final vASP deliverables include a video recording of the sponsor presentation and Q&A between the sponsor and panelists; a digital copy of the final presentation materials; a video recording of the final presentation of the panel’s recommendations and follow-up Q&A between the sponsor and panelists; and an optional summary memo synthesizing the panel’s findings.

### Half-day vPAS

This is a three-to-four-hour analysis of a specific challenge that occurs in an intimate, conversational format. The offering begins with a sponsor-led brief overview of the challenge that complements briefing materials provided to the panel. Panelists engage in deliberations with the sponsor, then among themselves prior to reporting out their findings.

### Full-day vPAS

This is an eight-hour offering that builds on the half-day program and includes an opportunity for more deliberation and engagement in a limited capacity with area stakeholders. After engaging with stakeholders, panelists deliberate both with the sponsor and among themselves in order to develop strategic recommendations.

Final vPAS deliverables include a video recording of the sponsor presentation and Q&A between the sponsor and panelists; a digital copy of the final presentation materials; a video recording of the final presentation of the panel’s recommendations and follow-up Q&A between the sponsor and panelists; and an optional summary memo synthesizing the findings.

### District Council Virtual Technical Assistance Panel (vTAP)

Many ULI district councils are in the process of adapting in-person technical assistance panels as virtual offerings. ULI’s TAPs are one of a series of products offered under the ULI Advisory Services program designed to be run and implemented by district councils. Though modeled on ULI’s successful Advisory Service panels, TAPs draw on local member expertise to solve uniquely local challenges.
Panel Topics

Panels focus on a variety of challenges, including:

- **Housing** – workforce/affordable/attainable housing, housing finance, etc.
- **Infrastructure and Transportation** – transit-oriented development, ports and airports, rail, public transit, etc.
- **Universities and Institutions** – hospitals, student housing, university development, adaptive reuse, etc.
- **Metropolitan Policy** – regional growth, redevelopment, private/public partnerships, etc.
- **Parks and Open Space** – health and wellness, design solutions, community engagement, implementation, etc.
- And **many more**

Panel Opportunities

**Five-Day National Panels:**

Five-day Advisory Services panels involve ULI members engaging with the community, conducting in-depth interviews, and creating a presentation that leads to the publication of a detailed report. Examples of past high-impact panels include those addressing Union Station in Washington, D.C.; the Navy Pier in Chicago; the Houston Astrodome; and downtown Oklahoma City after the 1995 bombing. Objectivity and candidness are the hallmarks of the program.

**Technical Assistance Panels:**

Technical Assistance Panels (TAPs) are run and implemented by ULI District Councils. Panelists for these one- to two-day work sessions are selected from the District Council’s membership to address land use challenges that require local knowledge to resolve. An objective team of seasoned ULI members forms the panel, and its recommendations often build upon the community’s existing accomplishments.

**Project Analysis Sessions:**

A Project Analysis Session is a two-hour, over-the-shoulder look at a specific land use challenge. The intimate, conversational format encourages creative thinking and problem solving between the sponsor and the panelists. Project Analysis Sessions often help to define assignments for subsequent five-day national panels.
Through volunteering on Advisory Services panels, ULI members affect real and lasting change in the communities they serve. Panels bring together the best and brightest from our diverse membership, including developers, planners, financiers, market analysts, designers, economists, architects, and public officials to provide practical and objective advice. The combination of industry leaders, outside perspectives, and multidisciplinary subject matter expertise creates advice that cannot be found elsewhere.

**ULI ADVISORY SERVICES PROGRAM**

**Make an Impact with ULI Advisory Services**

To learn more about how to partner with Advisory Services and receive impactful solutions to your community’s land use and real estate challenges, please visit  [uli.org/advisoryservices](http://uli.org/advisoryservices) and contact  [advisoryservices@uli.org](mailto:advisoryservices@uli.org)

Apply to  [serve as a panelist](http://uli.org/advisoryservices) or learn more about becoming a  [panel sponsor](http://uli.org/advisoryservices) visit Navigator  [navigator.uli.org](http://navigator.uli.org)

Search all Advisory Services panel reports on Knowledge Finder at  [knowledge.uli.org](http://knowledge.uli.org)