

Strategic 2017 2020 **Plan**

Mission Statement

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Three-Year Plan

Looking forward to the year 2020, the Triangle District Council has developed several key strategic efforts intended to increase our level of engagement and impact in our communities. These efforts and specific objectives include:

1 Engage our members at a higher level.

The ULI Triangle District Council would not exist without our highly passionate and talented members. Leveraging our member's expertise, passion, and talent to the benefit of our communities will improve quality of life as well as increase ULI member satisfaction. We seek to maximize our member engagement in the following ways:

- 1. Identify and catalogue our member's various individual expertise in a sustainable database that our District Council can tap to solve problems.**
- 2. Establish several key "Leadership Committees" to provide a platform for our members to engage on specific issues that are important to our community.**
To that end, we will develop a structure of leadership within each committee that maximizes both the talent and the passion of key individuals that will make each committee successful.

2 Deliver Impact to our community.

Our District Council will have direct impact in our communities by focusing on the following specific activities:

1. Establish more diverse and intense problem-solving capability by focusing on two fronts:

- 1.1 Develop a problem-solving toolbox. Begin by leveraging proven ULI programs (e.g. TAPs) and expand the toolbox through growing relationships with partners to address issues and influence land use decisions. Establish a “Community Partnership Committee” to develop strategies to connect with partners.
- 1.2 Identify the top 5-5-5 key organizations within the community that ULI can partner with to provide impact in our communities, including, but not limited to:

- » Institutions
 - › Hospitals
 - › Universities
 - › Schools
- » Governments
 - › Raleigh
 - › Durham
 - › Chapel Hill
 - › Cary
- » Business
 - › Technologies Companies (e.g. Red Hat)
 - › Bio Tech
 - › Real Estate

2. Continue our efforts in education.

Continue and improve our historical educational efforts in the community, including roundtables, large education programs, and specialized initiatives.

3. Establish a research protocol.

Provide platforms for research in our community. Explore partnerships with institutions and businesses to address on-going community issues.

3 Focus on specific issues.

As a method of achieving the greater goal of “Building Healthy Communities,” our District Council will focus on the following specific pillars:

- 1. Housing**
- 2. Transportation, Mobility, & Infrastructure**
- 3. Technology & Innovation**

4 Implement organizational adjustments.

We will study and modify our District Council organizational structure, committees, and activities to maximize the objectives of membership engagement and delivering impact.

- 1. Focus Study Areas/Product Councils**
- 2. Operational Committees**
- 3. Governance**

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