



# ULIsf Strategic Plan Framework

## MISSION

ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULIsf brings together multi-disciplinary land use and policy practitioners to share innovative and realistic solutions for the long-term success of the Bay Area and Northern California.

## POSITIONING STATEMENT

ULI San Francisco (ULIsf) is the Bay Area's preeminent organization focused on creating and sustaining communities through wise land use, development, and re-development decisions. We bring together a thriving and dedicated multi-disciplinary community of professionals that deliver market-based, innovative and implementable solutions to the Bay Area and beyond.

As integrators, we share real-world knowledge and best practices and offer a wide range of in-depth educational programming, discussion papers, and resources for members and the broader Bay Area community.

## GOAL AREAS

A.

Inform and  
Influence Land  
Use Practices

B.

Share Knowledge  
through High  
Quality Educational  
Programs

C.

Create  
Professional  
Development  
Opportunities

D.

Develop New  
Insights and  
Solutions on the  
Future of Cities

## PRIORITY INITIATIVES

Identify major  
policy  
and practice  
themes

Coordinate  
programs around  
thematic  
framework

Develop  
programs for  
mid-career  
professionals

Develop a  
research agenda  
and reports

## ORGANIZATIONAL EFFECTIVENESS

If ULIsf is to enhance its role as a key organization in the lives and careers of members as well as a collective voice for rational, sustainable development in the Bay Area and beyond, an efficient and collaborative foundation is critical to future success. ULIsf is a strong organization with a leadership made up of dedicated volunteers. It is the Board and Executive Director's responsibility to steer the organization and those most dedicated to it to accomplish the objectives in this plan and shape the organization itself to serve members well and efficiently.

# ULI's Strategic Plan Goals



## GOAL AREA A. INFORM AND INFLUENCE LAND USE PRACTICES

- Be a leader in market-based, implementable solutions to the land use, development, and redevelopment problems facing the Bay Area to positively benefit regional development
- Serve as an inclusive forum for people from different disciplines and sectors to come together to discuss and collaborate on a wide range of land use and development issues



## GOAL AREA B. SHARE KNOWLEDGE THROUGH HIGH QUALITY EDUCATIONAL PROGRAMS AND OTHER INITIATIVES

- Reinforce and continually improve ULI San Francisco's status as a "University without Walls" for land use and development professionals throughout the Bay Area
- Offer a range of activities and delivery methods to ensure a diverse set of offerings that will benefit all members
- Differentiate ULI San Francisco as an organization that offers high quality, substantive programs and initiatives



## GOAL AREA C. CREATE PROFESSIONAL DEVELOPMENT OPPORTUNITIES

- Provide members with valuable and engaging educational and networking opportunities that will benefit their careers through interaction with other members and participation in teaching and learning activities
- Provide targeted professional development opportunities to members at all points in their careers



## GOAL AREA D. DEVELOP NEW INSIGHTS AND SOLUTIONS ON THE FUTURE OF CITIES

- Stimulate an on-going conversation about the future of our cities
- Redefine the Bay Area's relationship with "development" so that development and redevelopment are viewed as an integral part of solving regional problems
- Conduct studies and convene discussions on pressing regional development and land use trends and issues

