



## ULI ATLANTA CENTER FOR LEADERSHIP

### 2021-2022 mTAP Program

### Request for Projects

The Center for Leadership, a program of the Urban Land Institute's Atlanta District Council (ULI Atlanta), invites qualified organizations to submit a project challenge/problem statement for the 2021-2022 Center for Leadership mTAP program. The program offers free technical assistance to public agencies and nonprofit organizations on a variety of land use issues.

### What is an mTAP?

During the "Mini-TAP" (or "mTAP") component of the Center for Leadership, mTAP teams assist their clients with a specific land use or real estate problem within ULI's mission of providing leadership in the responsible land use and in creating and sustaining thriving communities. Eligible mTAP clients include any government, public agency or non-profit organization within the Atlanta region. Participating clients must have land use, real estate, or community development challenge.

### Project Selection

From the list of pre-selected available clients, each class member will select his/her top three preferred clients. The mTAP committee will assign each class member to a team based on complementary skill sets and other factors as well as individual preferences.

In order to be considered for participation in this year's mTAP program, your mTAP application must meet the following criteria::

- The project is consistent with ULI's mission and priorities. (<https://americas.uli.org/about-uli/mission-priorities/>)
- The organization is a public agency, government, or non-profit that is formally established with the ability to act on the mTAP recommendations.
- A clearly defined scope of work
- A clearly defined geographic boundary (a neighborhood, district, building, etc.).
- The problem(s) can be addressed with expertise that either exists within the team or can be found by the mTAP team within ULI Atlanta's members and/or other local or national experts.
- The project can be completed during the duration of the Center for Leadership Program with the final presentation being completed no later than **May 12, 2022**.
- The client is willing and able to pay for any out-of-pocket costs (as long as there is written prior approval from the client) or other arrangements can be made to cover these costs. (NOTE: Most teams do not incur such costs; incurring costs is not typical.)
- The team has the opportunity to have a direct and positive impact on the client and the community.

Additionally, it is important that you acknowledge the following for this process to be successful for both the Client and the assigned CFL team:

- Be open to suggestions and considerations provided by the team of experts;
- Be willing and available to participate in scheduled meetings and conference calls with the mTAP team and schedule the final presentation before the May 12th deadline; and
- Have strong local leadership capacity that commits to the program's terms and conditions,



respects the mTAP findings by galvanizing community support and demonstrates a sincere attempt to implement recommendations.

## How to Apply

In order to be considered for participation in this year's mTAP program, you must submit:

- A challenge/problem statement
- Any background information on the possible project and provide an explanation of previous efforts to address the scope of work, including outcomes of those efforts.
- A description of your organization, including the number of full-time staff and size of advisory board (if applicable)
- The location of your office
- The name and title of the "point-person" to serve as a liaison for the CFL team

Once the statement has been reviewed and approved by the mTAP Committee, it will be presented to the leadership class on October 28, 2021 for consideration. If your challenge is selected, your organization will have the opportunity to work with a unique group of CFL participants in refining a scope of work and project objectives in order to start the process of developing a solution. By November 16, 2021, you will be notified if your project was selected, and by May 12, 2022 your group will have presented their findings.

## Timeline

- September 17: mTAP project challenge/problem statement due.
- September 27: Submitted projects will be short-listed and advised how to prepare briefing presentation
- October 28: mTAP projects pitched virtually over zoom to leadership class for consideration
- November 16: Selected mTAP projects are confirmed and applicants are notified
- December/January: initial meetings between clients and teams
- January through April: CFL participants work on the project
- April – May 12: Final presentation to each client must be completed.

## Questions

To review a complete list of previous mTAPs conducted by CFL Alumni for reference, please visit: <https://atlanta.uli.org/resources/mtaps/>.

Please feel free to contact the mTAP program chairs for more information or with any questions. We look forward to working with you this year on some great projects!

### **Kenwin Hayes**

Managing Principal

ReUrbanis Advisors

[khayes@reurbanis.com](mailto:khayes@reurbanis.com)

CFL Class of 2017

mTAP Committee Chair – 2022

### **Shirlynn Fortson**

Economic Development Director

City of Brookhaven

[shirlynn.fortson@brookhavenga.gov](mailto:shirlynn.fortson@brookhavenga.gov)

CFL Class of 2019

mTAP Committee Co-Chair - 2022