

UrbanPlan Exchange for Public Leaders

The *UrbanPlan Exchange for Public Leaders* provides a unique and engaging opportunity to learn about the fundamental forces that shape and affect the built environment. Now in its third year nationally, UrbanPlan has reached over 500 community leaders and public decision makers representing nearly 100 jurisdictions across America. Participants experience the challenging issues, public and private sector roles, complex trade-offs, and fundamental economics in play when proposing realistic land use solutions to vexing growth challenges.



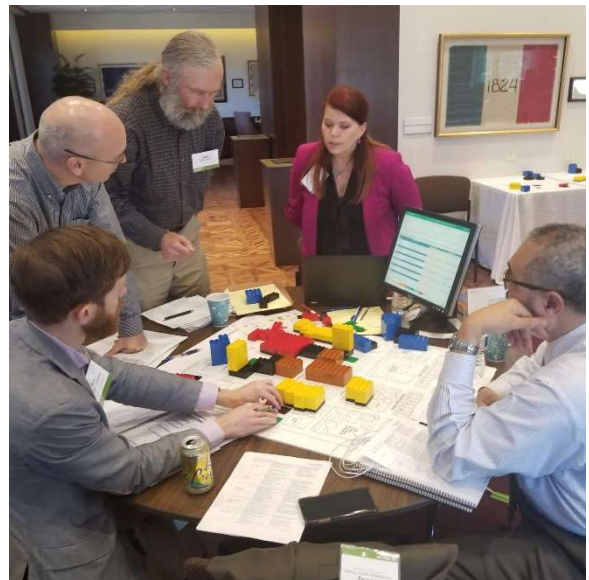
This program is important to facilitate a holistic approach to the growth occurring in Central Texas. Participants work on a day-long simulation of a planning process involving teams that work together using LEGOS, a site plan and a spreadsheet to respond to a hypothetical RFP for a fictional urban neighborhood. Teams must decide how dense to build out a 5½ block area, whether to keep or move a homeless shelter, what type of retail is appropriate, and which neighborhood groups to keep happy – all while meeting the financial projections of the City and the Developer. The exercise concludes with teams presenting to a mock City Council that will award the project to the Development Team with the best proposal.

This YouTube video provides further insight into the program: <https://www.youtube.com/watch?v=Qa4RSdHeYUs>.

Target Audience: The *UrbanPlan Exchange for Public Leaders* will be offered to policy makers, public officials, municipal staff, and community stakeholders and leaders involved in shaping the communities in which we live, work and play.

Time Commitment: The workshop is taught 8am-4pm. Since this is a team-based exercise, it is essential for participants to be present for the entire day and be able to devote undivided attention. Though there are breaks throughout the day, participants are not able work during the exercise.

Cost: \$150 per person. Each participant receives a workbook; additionally breakfast, lunch and complimentary parking is provided. We have a few scholarships available, typically reserved for Council members.



If you have any questions, contact Cheryl McOsker cheryl.mcosker@uli.org (512) 853-9803 ext 5.