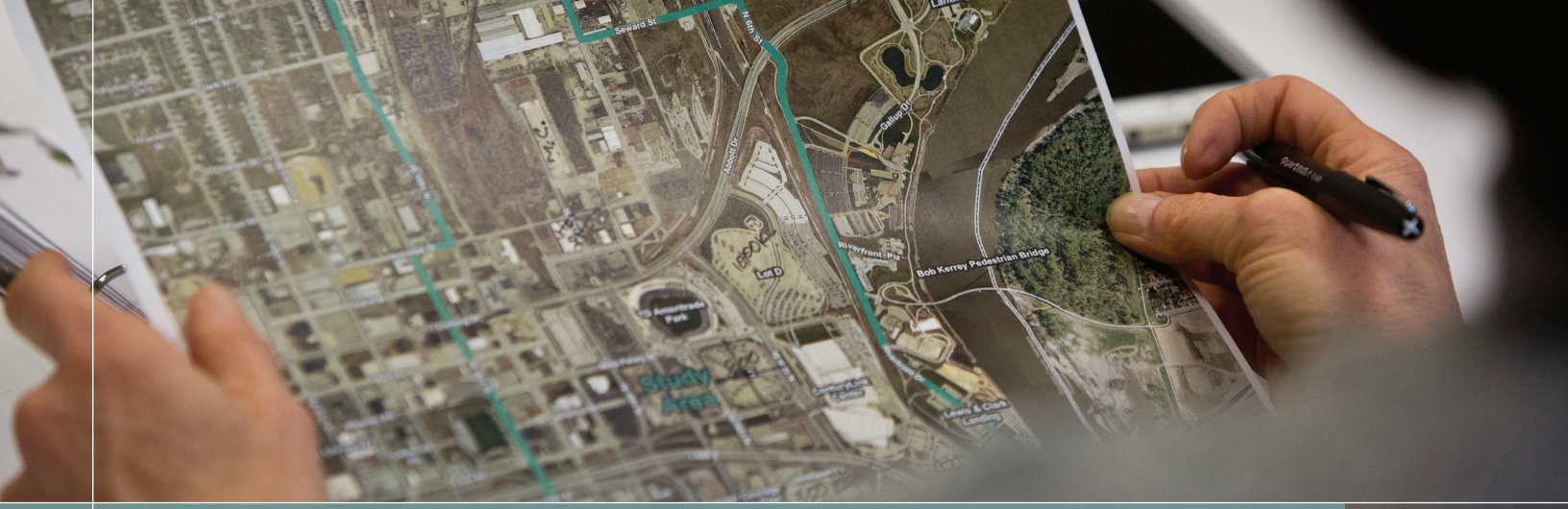


ULI Virtual Advisory Services

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.

1 **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 executive summary report synthesizing the panel's findings.

2 **Virtual Project Analysis Session (vPAS)** A virtual project analysis session encourages creative thinking and problem solving between a sponsor and a multi-disciplinary panel on a succinct and direct land use challenge. These intimate, conversational offerings are structured and facilitated to yield in-depth, project-specific, and pragmatic recommendations in a short period of time.

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 findings.

3 **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.

For further information about the differences among these virtual offerings and their cost, please contact

advisoryservices@uli.org.

Urban Land Institute
Advisory Services Program