A realistic, engaging exercise in which participants learn the fundamental forces that affect development in our communities.

Developed by the Urban Land Institute, a global membership organization with a mission to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI MEMBERS WHO ARE REAL ESTATE PROFESSIONALS VOLUNTEER WITH URBANPLAN
UrbanPlan brings the urban environment to life through an interactive exercise where teams form development companies tasked with redeveloping a hypothetical site.

**OVER 20 YEARS**

67,000+

Participants reached in the Americas

**SINCE 2016**

200+

Jurisdictions engaged in our workshops
FY22 UrbanPlan Global Impact

**EMEA**
63 Classes/Workshops with 1,683 Participants

**APAC**
7 Classes/Workshops with 179 Participants

**Americas**
230 Classes/Workshops with 5,184 Participants
IN FY22, WE WORKED WITH:

1,683 participants in 63 workshops.

50 participants and 2 workshops reached in Ireland

1,193 participants and 45 workshops reached in the UK

204 participants and 7 workshops reached in Germany

236 participants and 9 workshops reached in the Netherlands
March 2022
ULI United Kingdom, in partnership with Everfi, delivered a one-day workshop to 240 secondary students in Reading.

After a day of building and two rounds of City Council presentations, a community winner was chosen by fellow participants and judges' winner was chosen by the City Council members.
UrbanPlan Expands in the Netherlands

After COVID impacted the momentum of ULI Netherlands’s UrbanPlan launch, they delivered 9 workshops in 2021-22 reaching 236 secondary students.

Their curriculum closely aligns with the UK program but includes greater emphasis on foot and cycle paths and rainwater and flooding measures.
IN FY22, WE WORKED WITH:

179 participants in 7 workshops

114 participants and 4 workshops reached in Hong Kong

50 participants and 2 workshops reached in Japan

15 participants and 1 workshop reached in South Korea
The ULI Hong Kong team added a 3D feature to their site plan tool and completed a sustainability update to their curriculum to include a fee if a team exceeds a carbon cap. The tool will be piloted in FY23.

The materials were also translated into Chinese this year with one workshop in June delivered in English and Cantonese.
UrbanPlan Expansion in Asia

Japan & South Korea

ULI South Korea partnered with Korea Advanced Institute of Science & Technology in Deajeon to deliver UrbanPlan for the first time.

A team from KAIST later entered ULI Japan’s first-ever regional competition for university students and won!

Albert T. Han 한동훈 @albert_t_han · Jun 18
My proud students @kaistpr CEE won the UrbanPlan competition jointly hosted by ULI Japan and ULI Korea! The new @UrbanLandInst UrbanPlan is designed to address issues of climate change, social equity and justice when developing a redevelopment proposal. Congratulations!
5,184 students and participants in 230 classes and workshops.

3,561 high school students reached in 159 classes/workshops.

1,332 university students reached in 53 classes/workshops.

291 community members reached in 18 workshops.
35 District Councils ran UrbanPlan

- 25 District Councils reached **high schools**
- 23 District Councils reached **universities**
- 12 District Councils reached **communities**

3 District Councils started UrbanPlan for the first time

6 District Councils had inactive programs due to priorities, funding or COVID-19

6 District Councils are planning to start UrbanPlan in FY23
In FY22, UrbanPlan delivered its largest high school impact since 2009.

IN FY22 WE WORKED WITH:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENTS</td>
<td>3,561</td>
</tr>
<tr>
<td>SCHOOLS</td>
<td>74</td>
</tr>
<tr>
<td>CLASSROOMS</td>
<td>159</td>
</tr>
<tr>
<td>EDUCATORS</td>
<td>99</td>
</tr>
</tbody>
</table>

82% of students rate UrbanPlan as 'Good', 'Very Good', or 'Excellent'.

74% of students report that UrbanPlan changed how they view their community and its built environment.
Our Impact – High Schools

Grade Level

- 19% Grades 9 & 10
- 81% Grades 11 & 12

Course Subject

- Architecture: 11%
- Economics: 2%
- Engineering: 3%
- Geography: 4%
- Government: 4%
- Marketing: 2%
- Senior Capstone: 2%
- Other: 7%

School Type

- Public: 63%
- Private: 20%
- Parochial: 13%
- Independent: 2%
- Charter: 2%

Title I Schools

- 18

Participated in UrbanPlan Deliveries in FY22
Diversity and Equity - High Schools

Gender Makeup of Students

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>48%</td>
</tr>
<tr>
<td>Non-binary</td>
<td>1%</td>
</tr>
<tr>
<td>Other/Prefer not to say</td>
<td>2%</td>
</tr>
</tbody>
</table>

Race of Students

- American Indian, Alaska Native, or Native Hawaiian: 11%
- Asian: 4%
- Hispanic: 9%
- Caucasian: 18%
- Black or African American: 13%
- Multiracial: 4%
- Other/Prefer not to say: 1%

[Graphs showing gender and race distribution]
In FY22, our partnership with Everfi allowed for workshops to take place around the country.

In FY22, we worked with:

- **Students**: 693
- **Schools**: 21
- **Classrooms**: 29
- **Volunteers**: 150

16 Title 1 Schools Engaged in Everfi Deliveries

84% of students report that they better understand how public and private institutions influence development.
In FY22, UrbanPlan delivered its largest university impact ever.

- **Students**: 1,332
- **Universities**: 35
- **Classrooms**: 53
- **Educators**: 46

Percentage of students who rated the program “good,” “very good,” or “excellent” (FY22):
- 91%

Percentage of students who said they would recommend UrbanPlan to a peer:
- 94%
Our Impact – Universities

Course Subject

- Economics: 24.5%
- Architecture: 16%
- Urban Planning: 16%
- Business & Finance: 13.5%
- Urban & Regional Planning: 16%
- Real Estate: 7%
- Other: 7%

Program Level

- Mixed: 0
- Graduate: 20
- Undergraduate: 4
This year, the majority of our University participants were female.

### Gender Divide

- **Nonbinary**: 4.0%
- **Males**: 34.0%
- **Females**: 62.0%

### Race of Students

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>34%</td>
</tr>
<tr>
<td>Asian</td>
<td>4%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>4%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>62%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>4%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Prefer Not to Say</td>
<td>4%</td>
</tr>
</tbody>
</table>
Our Impact – Communities

IN FY22 WE WORKED WITH:

- PARTICIPANTS: 291
- WORKSHOPS: 18
- VOLUNTEERS: 167
Our Participants – Community Workshops

- **33%** Public Officials
- **33%** Community members
- **28%** Real Estate professionals
- **6%** Other

95% of participants were 'likely' or 'very likely' to draw upon UrbanPlan in their civic community endeavors.

Would recommend UrbanPlan to a friend or colleague.

92% of participants were 'likely' or 'very likely' to draw upon UrbanPlan in their civic community endeavors.
Comparisons of FY20, FY21, and FY22

COVID has continued to affect workshop delivery impact, but there has been a significant increase in high school and university deliveries.

<table>
<thead>
<tr>
<th></th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>Percent Change FY21 to FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Schools</strong></td>
<td>41</td>
<td>46</td>
<td>73</td>
<td>+58.7%</td>
</tr>
<tr>
<td><strong>HS students</strong></td>
<td>2,000</td>
<td>2,799</td>
<td>3,561</td>
<td>+38.1%</td>
</tr>
<tr>
<td><strong>HS classrooms</strong></td>
<td>97</td>
<td>130</td>
<td>159</td>
<td>+22.3%</td>
</tr>
<tr>
<td>** Universities**</td>
<td>21</td>
<td>32</td>
<td>35</td>
<td>+9.1%</td>
</tr>
<tr>
<td><strong>University students</strong></td>
<td>515</td>
<td>915</td>
<td>1,332</td>
<td>+35.4%</td>
</tr>
<tr>
<td><strong>University classrooms</strong></td>
<td>26</td>
<td>42</td>
<td>53</td>
<td>+26.2%</td>
</tr>
<tr>
<td><strong>Community Workshops</strong></td>
<td>29</td>
<td>19</td>
<td>18</td>
<td>-5%</td>
</tr>
<tr>
<td><strong>Community Workshop participants</strong></td>
<td>501</td>
<td>350</td>
<td>291</td>
<td>-17%</td>
</tr>
</tbody>
</table>
Hybrid delivery allowed incoming volunteers to onboard to UrbanPlan

- 291 volunteers trained in 37 trainings
- 7 District Councils ran trainings
In FY22, we finalized our curriculum update.

**Engage with key stakeholders**

With key stakeholders in a Working Group, via a survey, and weekly technical advisor meetings.

**Pilot test of new curriculum**

Over 1,500 students participated in the pilot which informed the final changes made to the curriculum for the update.

**Connect**

Our participants’ learning in UrbanPlan to their own communities.

**Include**

A new role, Environment & Equity director. Teams will now weigh a social impact score in their decision making.

**Update**

Building types and leasable space to reflect the realities of the industry.

**Official New Curriculum Launched in July 2022!**
50 students from 8 high schools across North America, and 25+ ULI members, participated in the third-annual national UrbanPlan competition.

Student teams responded to an addendum to the original RFP which required them to focus on long-term housing solutions for the city’s unhoused population.

We partnered with the Lotus Campaign to develop the strategy.
**National Student Competition - The Finalists**

**First Place**
Quilt Co. From the Iolani School in Honolulu, HI
ULI Hawaii

**Second Place**
Beacon from Berkeley High School in Berkeley, CA
ULI San Francisco

**Third Place**
JHM Developers from Mounds View High School in Shoreview, MN
ULI Minnesota
UrbanPlan and local District Councils partnered with the Real Estate Executive Council (REEC) for their REEX JumpStart Summer Program.

REEX JumpStart provides a 12-day immersion experience for minority high school students to learn about the intersection of commercial real estate (CRE), business fundamentals, engineering, technology and entrepreneurship.

For the 3rd year in a row, the REEX program began with a two-day UrbanPlan workshop, where students had the opportunity to experience UrbanPlan and engage with real estate industry professionals before embarking on a team project focused on a real site.
Testimonials

UrbanPlan has the power to transform the public/private dialogue.

WORKSHOP PARTICIPANT

UrbanPlan is an invaluable tool in the classroom. It is common core standards in action!

TEACHER

This program creates a safe pace for participants to navigate the experiences and challenges that occur in the real estate world on a daily basis.

VOLUNTEER

UrbanPlan inspired me to pursue a career in the development field.

STUDENT

UrbanPlan has given me a deeper understanding of development projects in my own community and how those projects effect everyone around them.

STUDENT

I thought UrbanPlan was the most hands-on experience I have had in my MBA degree program.

STUDENT