

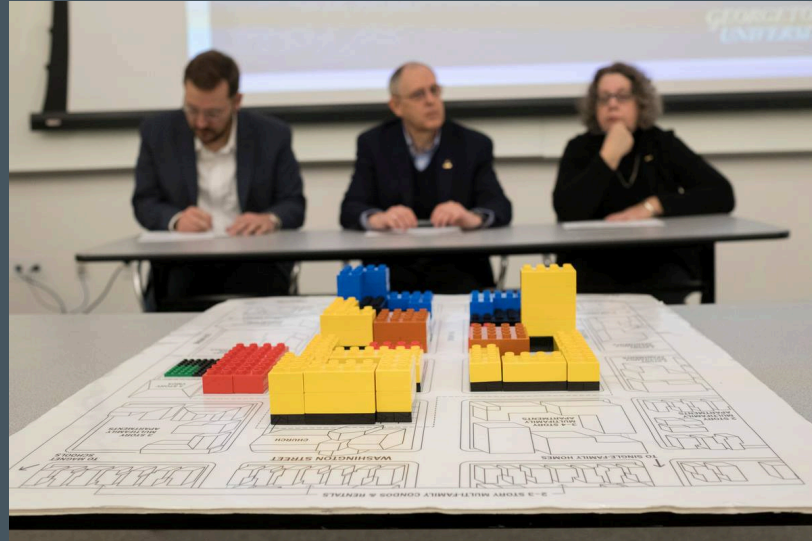
UrbanPlan

UrbanPlan Volunteers

Modeling the critical roles we play in shaping our communities

With the help of volunteers like you, UrbanPlan harnesses the power of experiential learning to demystify land-use dynamics and the complexities of real estate development. Through the interactive curriculum, students, community members, and public officials gain a deeper understanding of their critical role in shaping a better community through the built environment.

Be a leader and make an impact by volunteering with UrbanPlan.



urbanplan@uli.org | uli.org/up | [#urbanplan](https://twitter.com/urbanplan)

What Is UrbanPlan?

UrbanPlan harnesses the power of experiential learning to help participants gain an understanding of the complex nature of land use decisions and the role each of us plays in creating better communities.

Developed by the Urban Land Institute (ULI) in partnership with the Fisher Center for Real Estate and Urban Economics at UC Berkeley, the UrbanPlan program engages participants in a powerful case study that puts them in the middle of a fictional city's development project.

UrbanPlan is practical, realistic, dynamic, and challenging—and that's on purpose. By providing the chance to put theory into practice, UrbanPlan helps participants think critically about the fundamentals of real estate.

Volunteering with UrbanPlan

Trained volunteers serve in classrooms and workshops as facilitators or as members of a mock City Council for final presentations. They are tasked with challenging participants to think more critically about the UrbanPlan issues and the specific responsibilities of their roles.

As an UrbanPlan volunteer, you will:

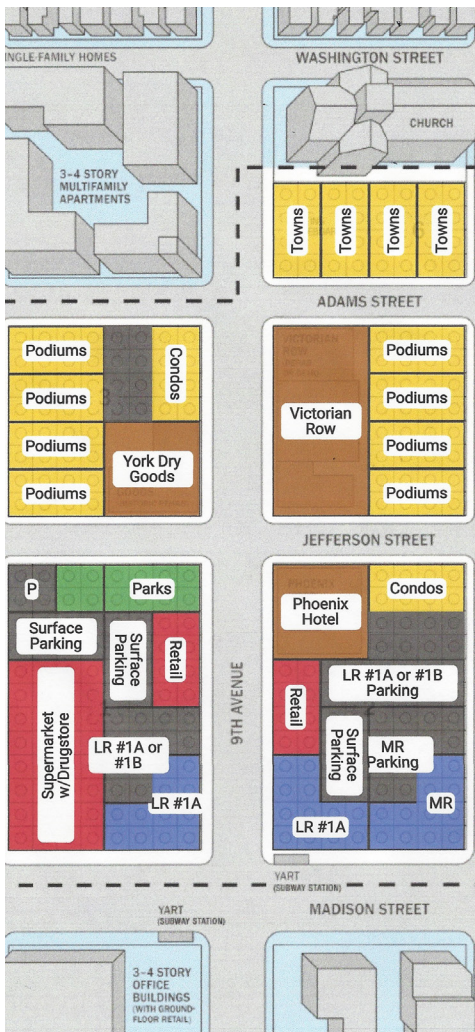
- make an impact in the community and on the next generation of citizens
- enjoy professional development and knowledge sharing
- network with peers across the real estate and land use industries

The training and volunteer time commitment includes:

- some preparation for the training session
- one day training session
- minimum of one hour of volunteering time annually—typical commitment is two hours every quarter

Learn More about UrbanPlan

To learn more about becoming a volunteer, contact us at urbanplan@uli.org or visit urbanplan.uli.org. Thank you for your interest in volunteering. We hope you'll join us!



Choose the Right Volunteer Role for You

Facilitators

The role with the greatest impact, most responsibility, and least time commitment is facilitator. Facilitators meet with participants for a half-hour session. They challenge teams to think more critically about UrbanPlan issues and the specific responsibilities of their respective roles. Facilitators draw deeply on professional experience and are rewarded by creating excitement and inspiration in participants for the urban development process.

Effective facilitators have:

- development project experience
- the patience to question rather than coach
- time and willingness to learn the details of the UrbanPlan project case

High School and University Classes: Facilitators meet twice with students during the course of the unit. Classes are 45 to 90 minutes, depending on the course and school schedule.

One-Day Workshops: Facilitators meet twice with participants during the one-day session.

City Council

Participants present their final proposals to a three-person City Council composed of ULI volunteers. By challenging the participants' work as if in an actual City Council meeting, the volunteers assess whether the proposals are responsive to the RFP, grounded in the facts of the UrbanPlan case, and consistent with reality. The City Council then awards the contract to the winning team. Being on the mock City Council is a fun volunteer opportunity, especially for those who have sat on the other side of the table.

Effective City Council members have:

- development project experience
- experience presenting to city councils, planning commissions, etc.
- time and willingness to learn the details of the UrbanPlan project case

The length of the City Council sessions vary with the number of teams presenting plans. Typically, there are four to six teams per workshop/class. City Council sessions range from 2.5 to 4 hours.



What Volunteers Are Saying about UrbanPlan

"UrbanPlan presents the opportunity to open students' eyes to the opportunities and constraints that shape their communities. I will never forget the time, early on in my involvement with UrbanPlan when a young man came up to shake my hand and thank me after the program. He said, 'Thank you, Mr. Shardlow. I had no idea that there is so much involved with real estate development. I will never look at my community the same way again.'"

—John Shardlow, senior principal, Stantec, Minneapolis, MN

*"Until you've done UrbanPlan, you can't grasp the power of the program. We senior-level development professionals must step up as volunteers. **The time commitment is minimal and the impact is powerful—immediately and long term.**"*

—Connie Moore, president & CEO, BRE Properties, San Francisco, CA

"It's tremendously encouraging to witness young people gain an understanding of their built environment. UrbanPlan teaches them not only about finance and government, but how to visualize a place, draw logical comparisons, and empathize with stakeholders. It's time spent in the classroom that easily translates to life in the world around them."

—John Nicolaus, principal, Wood Rogers Inc., Sacramento, CA