



ULI in the Community **Public Sector Outreach**



Background

Working with the public sector is a key component of ULI's community outreach. Many ULI District Councils have established Public Officials Outreach Programs to improve their understanding of land use issues and best practices and to promote the exchange of ideas and information about land development and growth issues between the public and private sectors. In addition to programs like those described here, ULI publications and educational programs, as well as local Technical Assistance Panels (TAPs), serve as important resources for public sector land use professionals.

District Council Public Officials Outreach Programs

The following are examples of District Council programs that have proven successful in engaging and educating public officials:

ULI Atlanta

ULI Atlanta teamed up with the Center for Quality Growth and Regional Development at Georgia Tech, Georgia Department of Community Affairs, Association County Commissioners of Georgia, and the Georgia Municipal Association to produce the training session, "Governments and Growth: How to Cope Successfully." The hands-on workshop for local government officials (elected, appointed and staff) focused on how to attract and implement quality growth. Leading experts in planning, law, transportation, finance, and public involvement presented lectures and hosted interactive breakout sessions on key land-use issues.

ULI Charlotte – Development 101 and 102

This introductory course was designed for public-sector staff, elected officials, and appointed officials that interact with private-sector real estate decision makers. Development 101 addresses basic real estate finance and Development 102 discusses site selection and demographics. The course is designed to provide a basic understanding of how private-sector real estate financial decisions are made and a better understanding of how government policies and tools influence private-sector decisions.

ULI Chicago

ULI Chicago has developed "Planning Commissioner On-Line" in collaboration with the University of Illinois at Chicago – Great Cities Initiative. This internet-based course is designed to teach volunteer planning commissioners about real estate development tools. Planning Commissioner On-Line is a unique learning process, facilitated by experienced practitioners. The four-week curriculum is geared for planning commissioners who want to improve their knowledge through participatory learning that addresses the real-life challenges faced in today's planning environment.

ULI Colorado – Meet the Mayors/Commissioners Program

The Meet the Mayors/Commissioners Program, developed by ULI Colorado, builds relationships between the private sector and public officials through small, informal lunches featuring mayors and planning commissioners from the Front Range region. The content is designed to facilitate candid conversation and personal relationships.

ULI Minnesota – Regional Council of Mayors

ULI Minnesota, the Local Initiative Support Corporation, the University of Minnesota and Target have established an ongoing forum for mayors and ULI members to exchange ideas, advice and expertise on a range of land use and development topics. The project is led by an Executive Committee of 17 mayors. The first event for all mayors across the region was held in 2004. Council members have decided to focus on transportation as their current priority; future work will include housing and growth on the edge.

ULI San Francisco – Public Officials Leadership Forum

ULI San Francisco has produced a guidebook and convened a forum to help Bay Area city and county policymakers implement effective local conservation and development practices. Supported in part by a Community Action Grant, the Public Officials Leadership Forum initiated dialogue between ULI members and public officials. The forum curriculum, developed by the District Council and UC Berkeley, included leadership techniques, development economics, infrastructure financing, and public involvement. The forum has become an annual event.