ULI Philippines will be among the first National Councils in Asia Pacific to incorporate UrbanPlan in the senior high school and university curriculums. Come and take part of this groundbreaking and educational experience. Volunteer for UrbanPlan.

The mission of UrbanPlan is to create a more sophisticated level of discourse among local stakeholders involved in land use decisions through education of tomorrow’s voters, neighbors, community leaders, public officials, and land use professionals so, together, we can create better communities.

UrbanPlan is a class-based educational program of the Urban Land Institute.

In the 15 class hours of the curriculum, students form development teams and respond to an RFP to redevelop a 5½ block blighted site in a fictional city.

Each team member assumes one of five roles:

- Financial Analyst
- Marketing Director
- City Liaison
- Neighborhood Liaison
- Site Planner

Through the process, students discover the dynamic fundamental challenges of development: how market forces (supply and demand, availability of capital, risk/reward expectations, etc.) clash and collaborate with non-market forces (regulation, politics, advocacy groups, etc.) to create the built environment.

Through these roles, students develop a deeper understanding of the various stakeholders in the development process and the challenge of reconciling their often-competing agendas to create a well designed, market responsive, financeable, and buildable project.
Volunteering with UrbanPlan

Volunteers accepted into the program are invited to a 1-day training session for hands-on experience with the program and tools. Trained volunteers serve in the classroom as Facilitators and/or as members of a mock City Council for final student presentations.

Volunteer Criteria:
- Work in the real estate and land use industries
- Have at least 5 years of work experience
- Commitment: A one-day training session, and minimum of three hours of classroom time per semester.

Being an UrbanPlan Volunteer:
- Make an impact on the next generation of citizens
- Professional development and knowledge sharing
- Networking with like-minded professionals
- Rewarding engagement with students

Facilitators

Facilitators challenge the students to think more critically about the 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 students for the urban development process.

Effective Facilitators have:
- Development project experience,
- Patience to question rather than coach, and
- Time and willingness to learn the details of the UrbanPlan project case.

Facilitators meet twice with student teams during the semester. Classes are 45 to 90 minutes, depending upon the school.

ULI facilitators challenge the students to think more critically about the UrbanPlan issues and the specific responsibilities of their roles.

City Council

Students present their final proposals to a mock City Council comprised of volunteers. By challenging the students’ 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. This is a fun volunteer opportunity, particularly for those who have sat on the other side of the table.

Effective City Council Members have:
- Development project experience,
- Previously presented to City Councils, Planning Commissions, etc., and
- The time and willingness to learn the details of the UrbanPlan project case.

UrbanPlan is supported by local ULI volunteers who are professionals in a variety of disciplines within land use and development and selected for their depth of experience and knowledge.

For questions and further information, kindly email ULI_Philippines@uli.org