



**ULI Philadelphia
Technical Assistance Panel Writer
Call for Proposals
Date Issued: November 15, 2018
Date Due: December 7, 2018**

Background

The Urban Land Institute is a nonprofit education and research institute whose mission is to provide responsible leadership in the use of land and in creating and sustaining thriving communities worldwide. Established in 1936, ULI today has more than 40,000 members around the globe representing the entire spectrum of land use and development disciplines. The Philadelphia District Council has about 1,000 members throughout Eastern and Central Pennsylvania, the southern half of New Jersey and the State of Delaware. It is one of the most robust district councils in the country, experiencing strong growth and introducing new initiatives to advance the ULI mission; facilitate the open exchange of ideas, among industry leaders and policy makers dedicated to creating better places and raise awareness of cutting edge land use issues to enhance the business experience of members through high-quality programs, resources and relationships.

For more information, please visit www.philadelphia.uli.org

ULI Philadelphia Technical Assistance Program

Through the ULI Philadelphia Technical Assistance Panel (TAP) Program ULI members provide expert, multidisciplinary advice to public agencies, nonprofit organizations or consortium of entities facing complex land use and real estate issues. Panels consist of unpaid volunteers from the local ULI membership chosen specifically for each TAP assignment. A typical TAP is a two-day, intensive working session where expert panelists address a set of questions proposed by the sponsoring organization about a specific development issue or policy barrier typically within a defined geographic area. A TAP consists of preparatory activities, participation on a two-day panel and the completion of a written report of the recommendations. A full scope of these duties as they relate to the write for a TAP are outlined below.

For more information, please visit <https://philadelphia.uli.org/community-outreach-initiatives/technical-assistance-panel/>

For more information regarding the January 2019 TAP sponsored by Southeastern Pennsylvania Transportation Authority (SEPTA), scheduled to take place on Jan 31 – Feb 1, please visit <https://philadelphia.uli.org/news/now-recruiting-members-for-septa-69th-street-terminal-tap/>

Call for Proposals

ULI Philadelphia is seeking proposals from writing professionals with experience in the land use, real estate, development or planning industries interested in serving as the contracted writer for an upcoming TAP sponsored by SEPTA. The contracted writer will participate on a high-profile TAP in early calendar year 2019, with the opportunity to participate on future projects as they are scheduled. The writer will lead execution of a written TAP report with the follow goals:

- Concisely synthesize background information on TAP location, history, sponsor, etc.
- Summarize the TAP sponsor organization and ULI Philadelphia
- Describe the scope and goals of the particular assignment and process of the TAP
- Create a narrative of the considerations discussed by the panel
- Provide clear and actionable recommendations from the TAP panel in a written report

Scope of TAP Writer Services

The following provides an overview of the tasks that ULI Philadelphia will expect the selected Writer to complete in order to execute this TAP:

- Review background documents and reading to prepare for onsite panel



- Participate on prep call with panelists and staff to discuss background materials and logistics (1-2 hours)
- Participate on two-day TAP in an observational and recording capacity for the following activities:
 - Morning briefing
 - Site tour
 - Record TAP, i.e. note taking and photography
 - Listen to stakeholder interviews
 - Join participant dinner
 - Listen and notetake during panel working session, collect all participant and staff notes as report inputs
 - Attend public presentation and consider content presented and dialogue
- Complete comprehensive written report of TAP background information, TAP process and recommendations, including the following activities:
 - Draft written report
 - Edit with ULI staff; receive feedback and review from TAP panel
 - Include pertinent photos and visuals
 - Outline final copy and visual layout for execution of graphic design contractor (graphic design and layout is currently handled separately by ULI staff)

Expected timeline to deliver a final report is approximately 8 weeks. Interim activities include providing a draft report to staff, reviewing and addressing comments, edits and feedback with staff, panel chairs and one review by the sponsoring organization.

Proposal Requirements & Details

- Describe the approach that would be employed for participation in and completion of this TAP
- Address your background and general experience working on similar projects or with clients with a similar structure, mission or objective.
- Include bios and/or skill summaries for staff who may be assigned to this project.
- If you will be working with partner organizations for any aspects of the Scope of Services, please specify those partners including relevant pricing in the itemized budget.
- One relevant writing sample attached
- Please limit responses to three (3) pages or less
- Pricing for services; cost of food, transportation or lodging for travel is covered by the program

Deadline and Contact

Please submit proposals by Wednesday, **December 7th at 5 pm** by sending electronic submissions through email with the subject line: "ULI TAP Writer Proposal – NAME" to:

Laura Slutsky, Executive Director
Laura.slutsky@uli.org
215-845-8994

Abby Rambo, Manager
Abby.rambo@uli.org
215-845-8996

If documents are too large for email, please set up drop box files or mail materials to the address below, postmarked by the due date as well as send an email notifying ULI that the submission was submitted in the mail:

c/o Langan Engineering
1818 Market Street, Suite 3300
Philadelphia, PA 19103