



TAPs Webinar:

Best Practices for Organizing a TAP

December 15, 2009

Agenda

- TAP Characteristics
- Responsibility of Sponsor
- Briefing Book, Maps and Diagrams
- Meeting Space/Food
- Site Tour
- Interviews
- Panel Deliberations
- Report/Presentation Preparation



Guest Presenters

- Tom Eitler, ULI Georgetown
- Carrie Dietrich, ULI Georgetown
- Phyllis Alzamora, ULI Orange County
- Jonathan Curtis, ULI Los Angeles



TAPs Characteristics

- Managed by District Councils
- Panelists from District Councils
- 1-2 Days Format
- Questions are answerable in 1-2 Days

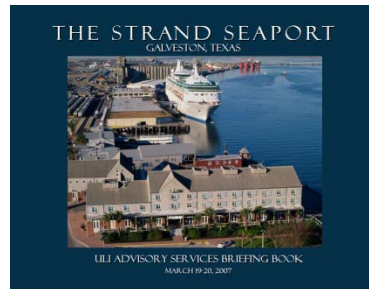
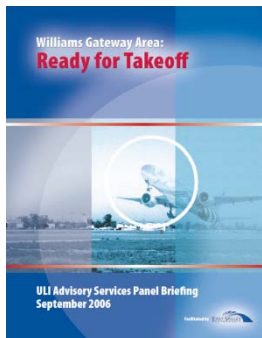


Sample Agenda – One Full Day

- 7:30 am Welcome and Introductions
- 8:00 am Site Tour / Sponsor Briefing
- 9:30 am Interviews
- 11:00 am Panel Working Session
- 11:30 am Sponsor Answers Additional Questions (optional)
- Noon Working Lunch
- 3:30 pm Wrap-up and finalization of the PowerPoint Presentation
- 4:15 pm Run through of the panel's presentation on its findings & recommendations
- 5:00 pm Summary of Recommendation
- 6:30 pm Adjourn

Briefing Book, Maps and Diagrams

- Introduction
- List of sponsors
- The Assignment
- History
- Description of the Study Area (as relevant)
- Physical description
- Economics of the study area
- Demographics
- Housing market
- Commercial development
- Geographic Information System (GIS) Data
- Government
- Interviewee Information
- Private Sector Involvement
- Length – 100 to 150 pages max
- Binding- wire or spiral (no 3 ring behemoths)



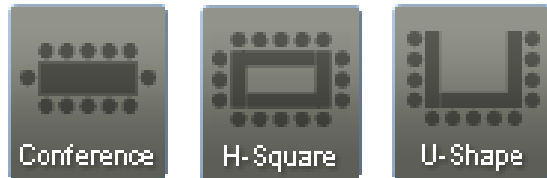
Map and Diagrams

- Parcel Map
- Aerial Map
- Scale
- One set mounted
- One set flat and not mounted
- Maps with other important features such as open space, infrastructure, transportation
- Try to keep maps simple



Meeting Space

- Location
- Room Size (600 sq. ft. min, 800 to 1,000 sq ft preferred)
- Big Tables for Panel
- Sturdy Work Tables for Designers
- Limit Public Access/Minimal disturbance from Hotel staff
- Electrical Needs, Lighting and Ventilation



Room Capacity Chart

[Glossary of Terms](#)

100m Floor:

Space Calculator

Metric Converter

[Top](#)

[Convert to Metric](#)

Maximum number of people per seating style

mpbell	196	14.00' x 14.00'	8	n/a	n/a	n/a	n/a	1	n/a	n/a
oom	714	21.00' x 34.00'	0	54	77	64	n/a	30	30	n/a
Room	418	19.00' x 22.00'	0	27	47	32	n/a	18	18	n/a

Site Tour

- Map Out and Time Test Tour
- Designate Tour Guide
- Utilize a large bus if possible with intercom system
- Stick to touring sites germane to panel topic
- Build in bathroom breaks
- Small fold-out maps are useful
- Take pictures
- Let the panelists and sponsors use this time for informal discussion
- Stick to Schedule!



Responsibility: Sponsor's (with guidance from District Council)

Interviews

- List of Participants, no last minute walk-ins
- Roundtable format 5-8 individuals per 1 hour session
- Ensure each interviewee has time to speak
- Have maps available
- Keep question from panel to a minimum
- **Confidentiality!** Do not refer to other interview sessions or reference names from other sessions
- Perhaps have a one-pager explaining who ULI is and why they are being interviewed

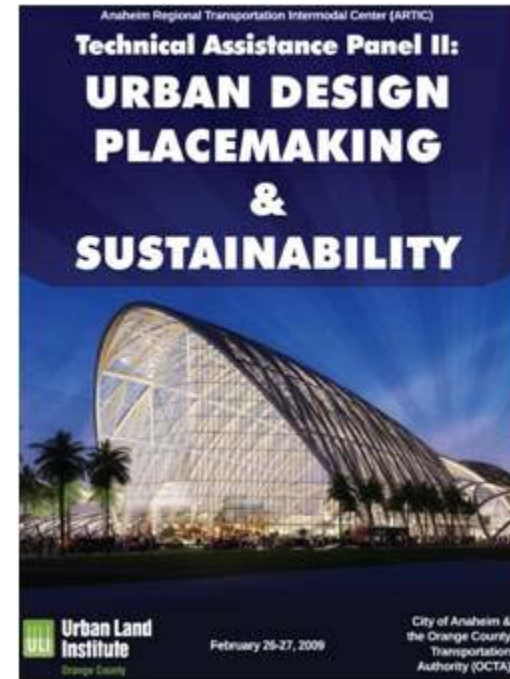


Panel Deliberations

- Clear Out Interviewees, Guests, Sponsor Etc.
- Take a breather before beginning
- Chair needs to take charge
 - Frame Major ideas
 - Assign Teams
 - Set Deadlines
- Use the “Parking Lot” for issues that are important, but not critical. Don’t waste time on tangent issues.
- Try to have an outline completed fairly quickly so that the designers can begin drawing
- No minority reports!
- Use Feedback Loop
 - Be sure market potential leads to development and design ideas and that implementation is consistent with same.
- Allow time to frame and prepare PowerPoint presentation

Responsibilities of Sponsors

- Designate a liaison for the panel
- Prepare and send briefing materials
- Prepare appropriate maps and diagrams of the study area
- Arrange and conduct morning briefing and site tour
- Identify local resource people for roundtable discussions/interviews
- Arrange for presentation location and attendees



Responsibilities of ULI District Council

- Reserve meeting space for panel
- Choose TAP Committee liaison, TAP chair and panel members
- Assist sponsor with necessary arrangements
- Prepare PowerPoint presentation
- Confirm author of final TAP Report



Resources

Tom Eitler
Advisory Services
(202) 624-7186
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Heidi Sweetnam
Community Outreach
(202) 624-7170
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PowerPoint presentation:

www.uli.org/CommunityBuilding/AdvisoryService/TechnicalAssistancePanels/Resources