



## **ULI Memphis UrbanPlan Coordinator RFP**

ULI Memphis received a grant to launch ULI's National UrbanPlan program in Memphis. UrbanPlan workshops are hands-on, interactive, planning simulations that will allow Memphians to experience a planning process as they work in teams with legos, a map, and a spreadsheet to respond to a RFP for the fictional city of Elmwood. Workshops will initially be offered to community leaders in each of the 14 development districts of Memphis' 3.0 efforts to introduce the concepts of comprehensive planning in a fun and meaningful way that de-mystifies the process and encourages participation in neighborhood planning.

The UrbanPlan (UP) Coordinator for the Memphis District Council is responsible for managing the launch and implementation of UP. This position will coordinate resources to make the program effective. The goals for the UP Program are to grow the UrbanPlan program in a manner and rate that will:

- Result in 12-24 UrbanPlan programs throughout Memphis.
- Support participation in the 3.0 planning efforts.
- Increase neighborhood understanding of planning principles.
- Maintain and expand the enthusiasm and commitment of trained volunteers for UrbanPlan programs.
- Create a perception of the program as highly prestigious and desirable.
- Create and institutionalize the human and financial resource infrastructure to support long term growth.

More info on UrbanPlan can be found on the ULI national website and several videos are located on YouTube.

ULI Memphis seeks proposals for an independent contractor, retained for a period of twelve (12) months. The position is a part-time position, calling for between ten (10) to twenty (20) hours per week. Time is expected to be heavier in the earlier months when launching the program in Memphis. The Coordinator reports to Anna Holtzclaw and the ULI Memphis UrbanPlan Committee Chair. The Coordinator will work with the UP Committee to accomplish the work set out in the UP program annual calendar. Please submit proposals with fees and references to [Memphis@uli.org](mailto:Memphis@uli.org).

## **UrbanPlan Program Coordinator Responsibilities**

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### **A. Program Management**

1. Manage all aspects of UP implementation including:
  - a. Being on-site to manage all UP Programs.
  - b. Identify Program Champions for each site who will recruit participants.
  - c. Identify venue, and help with logistics for each UP implementation.
2. Market and recruit Volunteers from ULI Memphis members, sponsors and partner organizations. Plan and conduct training sessions for volunteers as needed.
3. Recruit, ensure training and build a small pool of instructors to facilitate programs.
4. Complete post-program activities including: debriefs, evaluations, and thank you letters.

### **B. Administration**

1. Manage and maintain all UP documents, annual calendar, and database.
2. Prepare and manage UP budget.
3. Purchase, inventory and maintain UP supplies and materials: Legos, Computers, Maps, etc.
4. Help enhance UP Program nationally by providing input and feedback on content for curriculum development and support to the ULI National UrbanPlan Program Director.
5. Provide information about UP for ULI Memphis fundraising efforts.

### **C. Communication**

1. Keep UP info current on ULI Memphis website, newsletter, brochures and other materials.
2. Communicate with volunteers and keep them informed and engaged.
3. Work with ULI Media/PR consultant as needed
4. Manage Video Production to create a promotional video about UP program and its impact.

### **Requirements:**

- Demonstrated organization, initiative and program management. Ability to initiate tasks, assume responsibility, and work with minimal supervision.
- Software skills (Word, Excel, Power Point, and social media)
- Strong professional oral and written communication and interpersonal skills to work with senior business and public-sector executives.
- Ability to build relationships and manage personalities.
- Ability to work in a team environment.
- Related experience (real estate, urban land economics, urban planning, policy) desired but not required.

To apply, send proposal and references to [Memphis@uli.org](mailto:Memphis@uli.org).