



"This project has influenced my decision on future professions and college education. With the skills I have gained through UrbanPlan, I can envision myself becoming very successful in the business field. Again, thank you for this rewarding opportunity and I hope you continue to expand this program in the future."

Katie Cooney, Roseville High School

UrbanPlan

Educating tomorrow's voters, neighbors, community leaders, and land use professionals

UrbanPlan is a realistic, engaging and academically challenging classroom-based curriculum providing high school seniors hands-on experience with the issues, tradeoffs and economics of urban redevelopment. Students learn how market forces (e.g. supply and demand) interact with non-market forces (e.g. regulations, politics, and interest groups). *UrbanPlan* is an award winning curriculum developed by the Fisher School of Economics, University of California Berkeley. All expenses of *UrbanPlan* are fully supported by ULI Minnesota for each participating school.

How does *UrbanPlan* work in the classroom?

Over the course of three weeks, students form development teams to respond to a "Request for Proposals" for the redevelopment of a mythical redevelopment area with the goal of winning the contract. Each team member assumes one of five roles: finance director, marketing director, city liaison, neighborhood liaison, and site planner. Through these roles, students develop an understanding of the various aspects of redevelopment and experience the challenge of reconciling competing agendas to create a successful project.

Teams address challenging financial, social, political, and design issues, develop a business proposal and a three-dimensional model of their plan, and present their proposal to a "City Council" made up of ULI members that award the contract to the winning team. Over the course of the three-week project, local land use professional who have attended *UrbanPlan* volunteer training, will challenge students to think more critically about the issues and their specific "job" responsibilities as well as share their own experiences in dealing with similar issues in local projects.



"I came into this class expecting nothing more than a ton of worksheets and a small short speech at the end. I was wrong. UrbanPlan is a well put together process to work as a team and develop a wonderful project. This was the greatest experience of my high school career."

Wade Piche, Roseville High School

The Minnesota *UrbanPlan* experience

UrbanPlan Minnesota began in Roseville High School in 2006 with teacher Steve Bekemeyer, it was expanded into Benilde-St. Margaret's High School, under the guidance of teacher Amy Weisgram in the Spring of 2009.

What the teachers say

"As a teacher, I have been impressed with the professionalism, collaboration and support I have received by the Urban Land Institute and its members. Whether it's the director, another UrbanPlan teacher, or the professional volunteers working with us in the classroom, all participants have exhibited a profound dedication to the same goal as me—the positive effect on my students' learning experience."

Amy Weisgram, teacher
Economics, Political Science
Benilde-St. Margaret's Social Studies

"As a real world simulation, UrbanPlan is engaging to the students and incredibly effective in teaching economics, local government function and team building. Students grasp numerous economic standards in a more concrete manner by actively participating in various engaging activities. UrbanPlan is an excellent example of a productive collaboration realized through public and private entities."

Steven L. Bekemeyer
Roseville Area High School Teacher

Get *UrbanPlan* in your school!

For more information about how your school can get involved with *UrbanPlan*, please contact Chris Kennelly at at Chris.kennelly@theexcelsiorgrp.com.