



Urban Studies & Planning
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Urban Land Institute, San Diego/Tijuana District Council

Dear ULI -

I teach Applied Urban Economics at UCSD's Urban Studies & Planning Department (USP) as a Professional Practice Lecturer. I understand that Phu Dang is applying to the Etkin Scholar program. Phu was an exemplary student out of a class of almost sixty. He demonstrated a focused interest in how urban economics applies to real estate development and value creation. He was also interested in the public policy implications of land use and development. As a double major in Data Science and Real Estate Development, with a minor in Urban Studies & Planning, Phu combines an analytical approach to feasible real estate development with a desire to achieve positive social and environmental outcomes for communities where he intends to practice – eventually his home metro in Vietnam.

Phu applied himself and did diligent work on exams and papers, including an economic base analysis of San Francisco City/County and a SWOT assessment of a community plan in the City of San Diego. He received a high A in the course.

Phu took his interest beyond the course. He often asked questions before and after class as he was thinking about how the week's lesson could be applied to improve real estate development practices in Vietnam.

I'm a member of the American Planning Association (former national President) and active in its International Division, which this past year built a relationship with the new Planning Association in Vietnam. I invited Phu and he attended the on-line Memorandum of Understanding Signing Ceremony. He was eager to meet some of his fellow citizens who are also interested in urban planning and real estate and intends to help the new organization when he returns.

At UCSD, Phu received a 2024 Emerging Innovator Award from the Urban Studies & Planning Department and participated in the USP Expo. He has shown an interest in ULI and its networking opportunities for emerging professionals by attending ULI events locally.

As a full member of ULI for several decades, including serving on the founding Board of Directors of the San Diego-Tijuana District Council, the leadership team of the Curtis Infrastructure Forum, and recently as Vice-Chair of ULI's Urban Revitalization Council, I recommend Phu for Etkin Scholar program. I believe he'd approach it with enthusiasm and will apply what he learns to help foster a successful and evolving real estate industry while achieving social improvements – universal knowledge that will help him contribute to the building of Vietnam.

Sincerely,

A handwritten signature in black ink, appearing to read "Willian Anderson".

Willian Anderson, FAICP
Lecturer, Urban Studies & Planning
University of California, San Diego