

The background of the entire page is a photograph of the San Francisco Bay Bridge at night. The bridge's towers and suspension cables are brightly lit with yellow and white lights, creating a starburst effect. The bridge spans across the water, with the city skyline visible in the distance under a dark night sky.

ULI San Francisco

# **FY 2019 Impact Report**



# [ ABOUT ULI ]

Founded in 1936, the Urban Land Institute is a 501(c)(3) nonprofit research and education organization dedicated to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI has over 44,000 members worldwide, representing the entire spectrum of land use and development disciplines. With over 2,300 members across the Bay Area, ULI San Francisco (ULI SF) is one of the Urban Land Institute's largest district councils.



## **ULI San Francisco**

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San Francisco, CA 94111  
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Kim Diamond  
**ULI San Francisco Chair**  
Managing Director, Trumark Urban



## **ULI San Francisco Staff (left to right):**

**Michelle Malanca Frey** | Executive Director  
**Natalie Sandoval** | Senior Director  
**Casey Pond** | Senior Associate

**Julie Luu** | Senior Associate  
**Adrian Garcia Hernandez** | Associate  
**Nate Hanson** (Not pictured) | Senior Associate

# 44,000+

global members

# 2,359

local members

# 26

committees, product councils, and  
working groups

# 395

committee, product council, and  
working group members



# [ SPREADING IDEAS, SHARING KNOWLEDGE ]

## EDUCATIONAL PROGRAMS

ULI SF provides engaging multidisciplinary content to members of the Bay Area land use community. At ULI SF, members can deepen their knowledge of the defining land use trends and issues in the Bay Area. ULI SF provides educational programming to help our members build their skills and understanding as well as professional relationships that can last a lifetime.

**“** *ULI SF is unlike any other real estate organization here in the Bay Area. Every event offers not only compelling and timely perspectives and deep understanding of topics, but also a widely diverse group of attendees that spans across the industry.”*

– Mona Lovgreen, Dialog

 **71** FY19 forums, events, and workshops

 **3,919** total event registrations

 **2,223** unique event attendees

 **94%** of events rated excellent or good by attendees





## LOCAL PRODUCT COUNCILS

The ULI San Francisco Local Product Councils provide an opportunity for Associate and Full members to meet in a peer-to-peer environment to share and discuss issues that real estate and land use professionals face on a daily basis. Sharing many characteristics with ULI's National Product Councils, the ULI SF Local Product Councils are consistent with ULI's tradition of sharing experiences gained, mistakes made and lessons learned.

This year we launched a new Local Product Council, the Innovation Council, which is a leadership forum for gathering and



learning more about how technology and innovation are changing the world of real estate. Council meetings have a range of compelling content, from exclusive building tours to presentations on real deals and insider market intelligence – all with respected speakers including industry leaders, elected officials, and educators.



# [ INFLUENCING LAND USE ]



7

public lead-up events  
engaging **440+** unique  
members and nonmembers



9

Bay Area non-  
profit partner  
organizations

Since early 2017, ULI SF has been working on Housing the Bay, a member-driven initiative to foster solutions to the Bay Area housing crisis in the realms of financing, building costs, policy, and the public process. Through ongoing events, workshops, dialogue, and research, we are working together with our members and partners to break down barriers and take steps toward finding lasting housing solutions for the Bay Area.



In May of 2019, ULI SF hosted its second annual Housing the Bay Summit. The event engaged diverse industry leaders, policy makers, and innovators in a solutions-oriented dialogue as speakers from around North America brought new initiatives and big ideas to the table. Summit highlights included insights from four Bay Area Mayors and two State Senators, new cost saving construction techniques, and in-depth examinations of the intersection between the housing crisis and issues of equity and displacement.



498

Housing the Bay Summit attendees



41

Housing the Bay Summit speakers/panelists



# [ BUILDING CAREERS AND CULTIVATING LEADERSHIP ]

ULI SF has multiple member-driven initiatives to enable current and future land use leaders to grow, advance, and thrive in their work.



## YOUNG LEADERS GROUP

Our Young Leaders Group (YLG) creates opportunities for members aged 35 and under to develop skills and build relationships to help advance their careers and gain an understanding of thoughtful development practices. ULI SF's YLG has created several unique events and programs including Learn from the Best, Development 360, and the perennially popular YLG Mentor Program.

This year, our YLG also used one of their annual events, Venture in the Vineyards, as an opportunity to raise over \$10,000 for a Santa Rosa High School farm that was devastated in the 2017 North Bay fires.

### YLG Mentor Program

**22** Mentors **148** Mentees

### YLG Development 360 Program

**85** applicants **35** students **8** classes



**681**  
**29%**

Our 681 Young leaders  
compose 29% of ULI  
SF members





## NEXT

ULI is a place to grow and make meaningful connections within the real estate industry at any place in your career. That's why ULI SF's NEXT initiative engages and supports our members with events and programming tailored to mid-career professionals age 35 and over. NEXT provides a range of benefits to participants as they continue to develop their leadership skills and build lasting relationships amongst peers, with ULI leadership, and throughout the broader ULI network.



**40+**

Engaged 40+ new NEXT cohort program participants for a total of **97**



**230**

Had a total of 230 individuals attend NEXT events



**32%**

Since program launch in 2017, there has been a 32% increase in NEXT-aged membership



## WOMEN'S LEADERSHIP INITIATIVE

The mission of the ULI Women's Leadership Initiative (WLI) is to raise the visibility and increase the number of women leaders in the real estate industry and in ULI. ULI SF's WLI Committee delivers programs to help achieve this goal, serving as a way for women to connect, learn, and share leadership skills while closing the gender gap in the Bay Area land use industry.



*Participating in WLI has been invaluable to me. It's helped me grow in my career and been a wonderful opportunity to create more pathways for women coming up in the industry."*

– Carolyn Powell,

Pacific Coast Capital Partners (PCCP)



**38**

students engaged at WLI's "In for an Internship" event



**139**

attendees at the 2019 ULI SF WLI New Year Kickoff



## STUDENTS

This year, ULI SF relaunched its Student Committee. Following a competitive application process, ULI SF selected 18 students to participate in the Student Committee, giving each student a ULI SF membership and funds to spend towards District Council events. This committee engaged undergraduate and graduate students from four different Bay Area universities, and included several meetings, guest speakers, and exclusive tours.



**18-4**

18 undergraduate and graduate students from 4 Bay Area Universities



# [ MAKING AN IMPACT ]



ULI SF is a place where real estate professionals can make an impact. Through ULI SF offerings like UrbanPlan, UrbanPlan for Communities, and our Technical Assistance Panels, ULI members can donate their time and specialized skill sets to contribute to the greater good throughout the Bay Area.




## URBANPLAN

The UrbanPlan mission is to generate more positive and informed dialogue about land use at the local level through the education of students – our future voters, neighbors, public officials, and land use professionals.

### UrbanPlan was active in

**8** high schools **1** university **30** total classrooms

 **862** students engaged in the UrbanPlan program

 **73** new UrbanPlan volunteers trained in FY19, for a total of **394** active UrbanPlan volunteers

 **749** volunteer hours donated by ULI SF members to UrbanPlan



## URBANPLAN FOR COMMUNITIES

UrbanPlan for Communities (previously known as UrbanPlan for Public Officials) workshops help local decision makers and other stakeholders understand the fundamental forces and processes that shape and affect the built environment. Participants gain a deeper understanding of their own role in shaping the built environment and the tools needed to create a collaborative relationship with private sector partners to make projects a success for all stakeholders.

Local participants have included elected officials such as mayors, city council members, and planning commission members as well as other stakeholders from a single jurisdiction or regional area.

 **1-14-22** 1 session held with 14 volunteers and 22 attendees (mayors, vice mayors, planning commissioners, and councilmembers)

 **43** volunteer hours donated by ULI SF members in FY19

## TECHNICAL ASSISTANCE PANELS

Technical Assistance Panels (TAPs) provide expert, multidisciplinary advice to local governments, public agencies and nonprofit organizations facing complex land use and real estate issues in the greater Bay Area. Drawing from our seasoned membership base, ULI SF offers objective and responsible guidance on a variety of land use and real estate issues ranging from site-specific projects to public policy questions.

Both TAPs we held this year were centered around revitalizing commercial and retail districts. Last August, the TAP we held for the City of Napa was focused on place branding efforts for the Oxbow district. This Spring, the City of Mountain View asked us to help them find a vision for their downtown and how they can plan for the future of retail.



 **15** number of TAP panelists volunteered in FY19

 **43** number of stakeholders engaged

**“**On behalf of the City of Napa, working with ULI through the TAP process was a rewarding experience. The caliber of the panelists and their expert advice yielded innovative yet pragmatic recommendations, and a strategic direction to move forward with tangible next steps. I would highly recommend a TAP to any city addressing a complex issue related to land use, real estate, and the built environment.”

– Robin Schabes, City of Napa

**“**The TAP is always the highlight of my year. They provide an unmatched opportunity to give something back to our local communities while learning from a diverse group of experienced peers. I always leave energized, much more aware of the challenges our communities face, and impressed with the incredible difference ULI members can make when they work together through this process.”

– Jim Heid, UrbanGreen

# [ DEVELOPMENT PARTNERSHIP TRAINING ] [ + CITY COUNCIL TRAINING ]



ULI SF's Development Partnership Training is "Real Estate 101" for public sector staff from a variety of city and public agency departments. The training is comprised of five to seven sessions customized for each city or agency's needs, and helps to break down longstanding silos separating public and private sectors involved in the real estate and land use industry.



**50**

**7** training classes held in 2019, engaging 50 public sector staff from the City of San Jose from multiple departments.



**15**

Engaged over 15 ULI member volunteers to create and teach each session.



**1**

Conducted one City Council training session on Real Estate Finance to the City Council & Mayor.



# [ ULI SAN FRANCISCO ]

## EXECUTIVE BOARD

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# [ ULI SAN FRANCISCO ]

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# [ LEADERSHIP PROFILES ]

## Diane Oshima



**Planning & Environment  
Deputy  
Director, Port of  
San Francisco**

**ULI Member Since:** 2009

**Current roles at ULI:** Policy & Practice Co-Chair, Management Committee Member, Executive Board Member

**How did you first get involved with ULI:** ULI SF was actively seeking members from the public sector. I appreciated the opportunity to bring a larger urban context and public policy lens to developing best practices to enrich neighborhoods and communities, and to learn more about real estate market and development requirements. This need for common focus and creative collaborations has never been greater, as we all grapple with planning for climate change and continuing adaptation.

**Favorite ULI Memory:** ULI SF's Housing the Bay program, 2018-2019, which provides a model for other district councils to broaden its reach and engagement with developers, government, labor, neighborhood and community stakeholders, and to actively address social and economic equity.

**What keeps me engaged with ULI San**

**Francisco:** The people/members – smart and creative, with diverse expertise and a passion for vibrant, sustainable communities.

## Rick Dishnica



**President,  
The Dishnica  
Company, LLC**

**ULI Member Since:** 1990

**Current roles at ULI:** Multifamily (Blue) Product Council (former Chair), Residential Local Product Council, ULI SF Executive Board (former Chair), ULI SF Governance Committee (former Chair), ULI Trustee, former Vice Chair of Product Councils, former member of ULI Governance and Nominating Committee, and both a panelist and chair on 16+ ULI Advisory Services Panels and 3 Technical Assistance Panels (TAPs)

**How did you first get involved with ULI:** In 1990, I became a member of the Residential Council, which was the predecessor of the Multifamily Council. At that time the ULI had about 5,000 members. The district council structure was a new system and I didn't get involved locally until the early 2000s.

**Favorite ULI Memory:** In the early 90s, we were in a recession, the industry was in turmoil, and developers and lenders were at war with each other. At my first Fall Meeting, the new ULI Chair Jim Klingbeil addressed the Opening Session with the key point that those of us in the development side of the business needed the capital providers and those of us who were lenders and investors needed the developers. In essence we each had key roles to play in surviving during the recession and we should work together instead of against one another to solve the problems.

**What keeps me engaged with ULI San**

**Francisco:** The people. I've been delighted to see the growth of the Young Leaders. When I was ULI SF Chair, YLG was a start-up and it's blossomed into over 600 members. I'm also a big supporter of UrbanPlan. The opportunity to give back to our community through education is one of the best examples of how we can make a difference.

## Xiomara Cisneros



**Policy Director,  
Bay Area  
Council**

**ULI Member Since:** 2010

**Current roles at ULI:** Housing the Bay Steering Committee, Co-Chair of the Public Process Working Group, Policy & Practice Committee

**How did you first get involved with ULI:** ULI SF was my first job out of college. The organization's mission statement really resonated with me: "To provide leadership in the responsible use of land, and in creating and sustaining thriving communities worldwide." The built environment has major impacts on people and families, and I wanted to learn how industry leaders shape our communities.

**Favorite ULI Memory:** Watching Housing the Bay come into fruition has been a rewarding experience, and I'm excited we were able to elevate equity and inclusion as a theme. What I remember most from the Summit is how I felt: proud of my working group colleagues, impressed with our District Council team, moved by the speakers' stories and leadership, and motivated to continue the collaborative work of addressing our housing crisis.

**What keeps me engaged with ULI San**

**Francisco:** I'm humbled to be surrounded by intelligent, thoughtful and creative leaders in the land use industry. I learn something new with every interaction, meeting, or event. ULI provides the opportunities to make friends, build your network, engage with thought leaders, and throughout the journey, make a difference.



# [ THANK YOU TO OUR 2019 SPONSORS ]

Our sponsors are comprised of the leading real estate industry companies in the region. Sponsors receive a number of benefits for their contributions, in addition to the satisfaction of knowing 100% of their funds are going to support ULI San Francisco's local programs, educational activities, and research.

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