

ULI TORONTO

MEMBERS SURVEY SUMMARY

Diversity Equity & Inclusion (DEI) -
Demographic & Professional Experience Survey

CONTEXT

BACKGROUND INFORMATION

METHODOLOGY & LIMITATIONS

This report presents the results and findings from the Diversity Equity & Inclusion (DEI) - Demographic & Professional Experience Survey that was made available online from December 20, 2020 to January 15, 2021. All ULI Toronto members and associated non-members were invited to participate in the survey on a voluntary and anonymous basis. This was a voluntary survey sent to ULI Toronto's distribution list of 12,000+ subscribers.

The purpose of the Survey was three-fold:

To provide initial insights into the issues and challenges facing our members and non-members with respect to Diversity, Equity and Inclusion in the real estate and land development industry, primarily from a workplace and career perspective.

To provide baseline demographic statistics and measurements for internal use by ULI Toronto.

To provide resource(s) informing future programming based on comments provided in the survey.

Survey limitations:

Some categories may not add up to 100% exactly due to rounding errors. Larger percentages were rounded to the nearest full number. Responses to all questions were not mandatory. As such some questions are listed as "No Response" which is different from respondents selecting "Prefer Not to Answer".

THEMES



Ethnicity

- More than 4 out of 10 survey respondents identified as a racialized person
- 51% of racialized respondents believe there are barriers to advancement for people of diverse backgrounds in their organizations; almost double the percentage of non-racialized respondents.
- 2 of 3 respondents who identified as racialized women perceived barriers to advancement.

*Note: Respondents who self-identified as anything other than North American, Eastern European, Western European were considered racialized individuals.



Age & Position - The Perception Gap

- Respondents who were 55 years of age and up and typically in senior, leadership positions, believed much more strongly that their organizations reflected the diversity of Toronto, and that a large variety of ideas and opinions were encouraged and supported, as compared with younger respondents in the early years of their professional careers.
- While almost all older respondents believed that persons of diverse backgrounds were treated fairly by their organizations, more than one in three younger respondents did not perceive this to be true.
- Among junior respondents, there were more who felt that their workplace does not represent the diversity of Toronto, whereas most senior respondents felt that their workplace represents the diversity of Toronto.
- More junior staff than senior staff perceive there to be barriers to advancement for people from diverse backgrounds.



Gender Perspectives

- Women and men were generally aligned in their perceptions that a diversity of ideas and opinions were sought by their organizations.
- Almost one in two women noted that barriers did exist, where only one in four men noted this.



Immigration

- Two of three survey respondents were born in Canada. The perception of both groups with respect to the diversity present in their organizations, as well as the barriers present to those of diverse backgrounds, was rather similar.



STORIES

"Typically discrimination isn't one big event, rather it's a series of **microaggressions** such as: being mistaken for another black person that looks nothing like you, people wanting to touch my hair, facial expressions showing that clients/whomever was not expecting someone who looked like me to show up, etc. So while I may not be able to pinpoint an exact date and time of discrimination, it's a number of small events that result in me feeling 'othered'."

"Too often organizations take a 'one and done' approach to addressing issues of racism. Creating a more inclusive workplace requires **sustained accountability** to remove barriers to racism."

"It is great that ULI has acknowledged and is working to tackle the racism and discrimination rampant in the industry. However, it will require **the industry as a whole** to confront its historic and current wrongdoings against racialized communities (and to be willing to take a hit to its bottom line) in order to meaningfully do so. I am looking forward to seeing ULI's work on that front."

"Attending conferences and events, it feels quite apparent that the majority of those in senior leadership positions are still **predominantly cis-gendered white males**, and does not represent the diversity of peoples living in and around the GTHA."

"I lead large building projects and my team is made up of a large proportion of women and LGBTQ leaders. Its unusual and that makes it notable in and of itself. The point being our team is unique and it is because it is led but the diverse leadership group, who formed it. More **opportunities for diverse leadership** lead to more diversity."

"While my workplace is very inclusive, the clients I work with are not. It is actually the rare meeting when someone at the table I'm meeting with doesn't say something outrageous and **discriminatory about disabled people**. When talking about accessible design requirements it is not unusual to get extremely unprofessional behaviour in response including eye-rolling, scoffing, ridicule and even sometimes yelling. I often wonder if they would do these things if a) I was a man and/or b) if I was a wheelchair user"

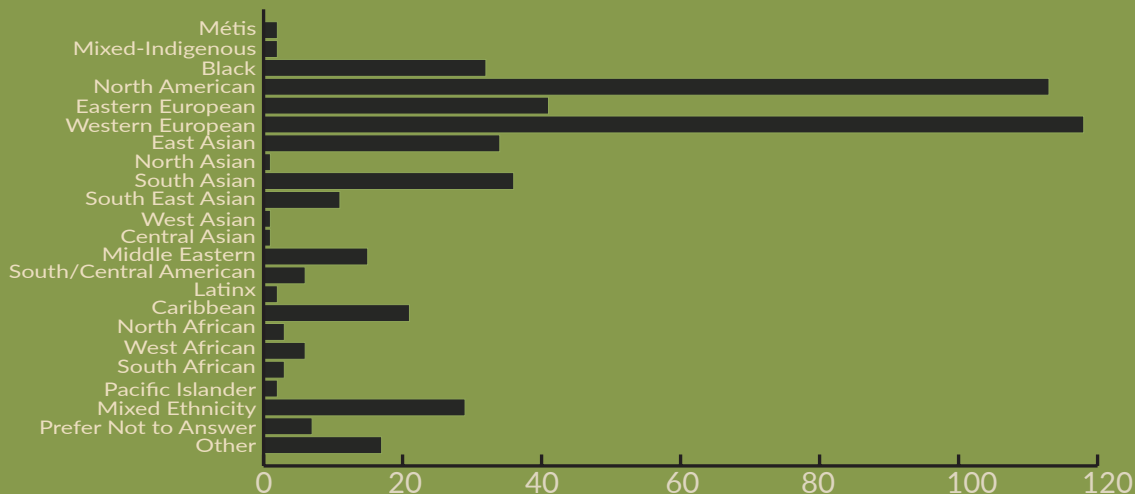
"As a woman architect I have found it extremely valuable to work for a woman - she has provided me with much **guidance and mentorship**, and I see in her an example of how to succeed in a male-dominated field."

"Attitudes are changing. There is more support for DEI conversations within the office. In addition, we are being **challenged by our clients** to answer the question - 'how is DEI incorporated in our work for them?'"

"My work place is exceptional in terms of its response to this issue- very **proactive** and very much working to change the face of our company to reflect diversity, equity and inclusion."



THE SURVEY RESPONDANTS IDENTIFY AS:



RECOMMENDATIONS:

01

ULI Toronto

- Publish data on the ULI Toronto Leadership and Strategic Plan to address DEI issues.
- Collect demographic data on ULI Toronto's membership.
- Elevate the profiles of minority leaders in the industry.
- Award organizations that have committed themselves to inclusive practices both internally and externally.
- Lead Diversity, Equity and Inclusion practices by example to create an inclusive environment and appeal to a wider audience.

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02

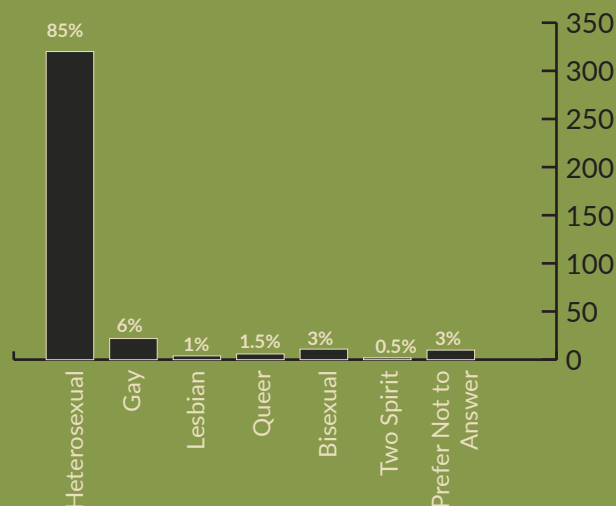
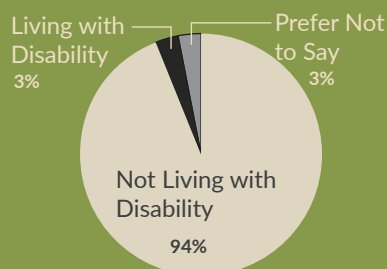
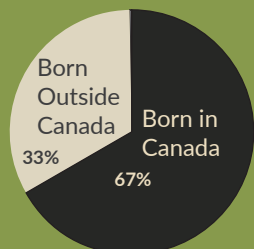
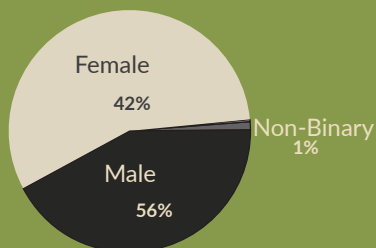
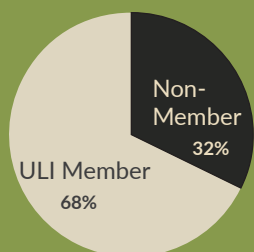
ULI Membership

- Offer reduced rates for minority registrants.
- Connect ULI student members to internship opportunities in different organizations.
- Offer subsidized or free registration for some ULI courses to a quota of minority students or early-career professionals.

03

ULI Events & Programs

- Ensure more diverse panels.
- Ensure that there is a wide range of programs that attract a more diverse audience.
- Create a workshop for membership on how to succeed in the industry.
- Establish a podcast that focuses on allyship, celebrating successes, and inclusive models.
- Partner with school boards to develop a high-school internship program.
- Continue to support and expand the work of WLI including podcasts, events, and awards.
- Expand reach to minority students to provide workshops on city building.
- Ensure that there is a price range for programming, with certain programs remaining affordable.
- Providing speaker training for to encourage speaker diversification.
- Establish a scholarship fund in collaboration with ULI sponsors.



04

ULI Mentorship

- Ensure that mentors are as diverse as mentees to allow for better suited matches to occur.
- Marketing & Communications to ensure that ULI mentorship calls reach a more diverse audience.
- Ensure that all mentors receive EDI training or a document that provides important information on the topic.
- Prepare a loose document that frames the mentorship program and includes topics like networking, elevating profiles, upward mobility etc.

"I'm not sure what you already do, I know there's a strong advocacy for women's mentorship. I would really like to start seeing more racial diversity and open acceptance of LGBTQ+ identities in this industry."

05

Industry Collaboration

- Ensure that marketing and communications are able to reach a wider and more diverse audience encouraging more memberships from Community Benefits Organizations (CBOs) and Non government organizations (NGOs) that are involved in city building.
- Establish a roster of (minority owned/led) CBOs & NGOs that focus on city building.
- Create a task force that works with minority owned/led CBOs & NGOs, focusing on financing models and development insight that could enable CBOs to start their own community-based development models/solutions.
- Lead in collective action partnering with other real estate groups.
- Collaborate with other similar organizations to gather data on the industry and make common recommendations for the industry.
- Set a frequency for surveys and develop a strong methodology for future surveys including repeatability and professional administration and analysis.

06

Sponsorship & Partnerships

- Encourage sponsors to register employees from all levels of the organization with intentional attention to diversity and inclusion.

"I would like to see action. I would like to see every leader take part in education series. You do not need to be speaking to the masses. You need to target the white men in positions of power. I really do not want to attend another WLI event with women only talking about problems and barriers that we need to overcome."

