



Washington

ULI Washington's Diversity Equity and Inclusion Working Group Recommendations and Action Items of 2020

ULI Washington	
Priority 1	
Action Item	ULI leadership training
Deliverable	Provide opportunity for all Co-chairs, ULI Leadership, and future leaders to participate in implicit bias or other DEI related training.

Action Item	Communications Content
Deliverable	Feature anti-racist content in social media feed and email communications
Goals/Measures	at least 3 DEI articles/week on social

Action Item	Web-based portal with DEI resources
Deliverable	Create resource hub for members to access information in the industry and country on race and equity – articles, materials, training information, best practices, organizations, etc. tools. e, vet and exchange ideas.

Education and Awareness	
Priority 1	
Action Item	DEI Webinar and Discussion Series
Deliverable	Building on Color of Law program, establish regular DEI-focused webinars and small group discussion opportunities. Topics would focus on racial disparities created and perpetuated by real estate and land use policies and practices with particular emphasis on policy solutions that address these disparities - e.g. zoning , LIHTC , rent control, public housing , rental voucher, policies to address the wealth gap (down payment assistance, tax reform, etc.). Events will consider including post-webinar discussion groups to facilitate further discussion of topic among attendees.
Priority 2	
Action Item	Roundtable discussions - COMBINED WITH ABOVE
Deliverable	Dialogue with leaders about their experiences with race and racism

Action Item	21-day challenge
Deliverable	Education challenge modelled on ULI Memphis program providing curated list of readings, video and other resources on DEI topics with weekly opportunities for discussion.

Goals/Measures	Provide self directed ways for ULI members to deepen their knowledge and awareness of DEI and its impact on our industry and our region.
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Action Item	Trivia quiz
Deliverable	

Priority 3	
Action Item	Statement on equity
Deliverable	Develop with input from HQ and other District Councils a statement on equity that Real estate firms could adopt

Engaging & Connecting Diverse Talent	
Priority 1	
Action Item	Demographic survey & ULI Committee Member data collection
Deliverable	Collect and synthesize DEI data on 1. Current ULI membership base, 2. ULI Committees, and 3. Stakeholder Companies (including DEI sentiment within their own organizations)

Action Item	Enhance recruitment of diverse members into ULI
Deliverable	Process document including guidelines and Best Practices
ULIW Ideas	Action 1: <u>Streamline & Re-engineer Member Recruitment Strategy (working with ULI membership committee - update this)</u> . Establish a streamlined membership recruitment strategy by leveraging existing university, industry and community partnerships. Public schools, universities & civic groups, national leadership organizations for talent pipeline & program sustainability .
	Action 2: <u>Promote Existing Programs as Entry Points to Membership</u> . Promote existing ULI programs & groups to external professionals & partners to attract membership. Pathways to Inclusion; Leadership Institute; Young Leaders; Trends Conference; Existing YLG Mentoring Program Local Universities, HBCUs, AAREP, NAHREP, etc. Should we expand partnerships to include community colleges? Membership fees on a sliding scale?
	Action 3: <u>Engage with ULI Programs for Youth to Facilitate Expansionary Efforts</u> . Cross-promote adjunct professorships amongst ULI members and promote Urban Plan as course credit. UrbanPlan, WLI & Others to possibly focus on schools located in areas experiencing significant redevelopment (Wards 5, 7 and 8) Urban Plan; WLI
	Action 4: <u>Develop a Youth Internship Program</u> . Develop an Industry-Sponsored Internship Program for Young Talent
	Action 5: <u>Enhance Existing Youth Program Outreach</u> . Develop a replicable model for expansion of Urban Plan & other youth outreach initiatives (WLI) Targeting high under-represented populations, such as low performing Title 1 Schools in the DC metro region.
Industry Ideas	Action 1: <u>Leverage College & University Partnerships</u> . Integrate ULI into university graduate school new student orientation fairs with a table, etc. to drive membership – staff to speak . ULIW to partner with university RE programs to host a ULIW Day to network/drive membership George

	Mason University Center for RE Entrepreneurship, Georgetown Masters in RE, AU MS RE, HU School of Business & Architecture College
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Priority 2	
Action Item	Establish benchmarks and goals for improvement of DEI metrics
Deliverable	Year over year data comparison

Action Item	ULI member organizations: Expand internal DEI mentorship and recruitment of diverse talent
Deliverable	Develop partnerships w/local universities and career fairs Highlight case studies of successful mentorship models for member organizations to consider Facilitator of talent introductions and paths into organizations - pathways, forms model (multi-gen) Develop a job referral program within ULI (now single jobs get emailed out occasionally)
Goals/Measures	Over time membership organizations show an increased level of diverse staff at the all levels

Priority 3	
Action Item	Develop membership engagement milestones - MEMBERSHIP COMMITTEE LED
Deliverable	Survey results of how ULI is doing on DEI over time

Strengthening Diverse Communities	
Priority 1	
Action Item	UrbanPlan for Communities
Deliverable	Expanded pilots in targeted communities in DC/MD/VA

Priority 2	
Action Item	Annual Awards
Deliverable	Create new award criteria for existing ULI award categories to embed an equity lens into selection process for local awards. Inform and advise national awards process

Priority 2	
Action Item	Equitable development training for members
Deliverable	Series of 3 trainings conducted by JSA or other outside trainer