



San Francisco

FISCAL YEAR

2020

IMPACT REPORT

About ULI San Francisco

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 45,000 members worldwide, representing the entire spectrum of land use and development disciplines. With 2,200 members across the Bay Area, ULI San Francisco is one of the Urban Land Institute's largest district councils.



San Francisco

2 Bryant Street, Suite 300
San Francisco, CA 94105
(628) 231-2197 | www.sf.uli.org

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

45,500+ GLOBAL MEMBERS

2,194 LOCAL MEMBERS

23 COMMITTEES, WORKING GROUPS, & PRODUCT COUNCILS

336 COMMITTEE, EXECUTIVE BOARD, & WORKING GROUP MEMBERS

Dear ULI San Francisco Members,

Reflecting on this past year with ULI San Francisco brings upon a wave of emotions.

When the year began, we had just published our new strategic plan for the next few years and were eagerly awaiting the incredible events and initiatives ahead of us. With the kick-off of the largest Young Leader Mentor Program in ULI SF's history, holding ULI Night at the top of Salesforce Tower, and a calendar full of TAPs, tours, socials, Local Product Council meetings, and most of all, the upcoming ULI Fall Meeting 2020 in San Francisco — we had a lot to be excited about and proud of.

March 2020 brought sudden and unprecedented health and economic challenges around the world, forcing us all to stop what we were doing and adapt to these personal and professional changes to adopt a 'new normal' in the face of the COVID-19 pandemic.

As an organization that serves to bring people together over shared passions, challenges, and ambitions, ULI SF's staff and member leaders worked hard to continue to connect ULI members to our mission and to each other. Although a few flagship events such as the Housing the Bay Summit had to be rescheduled, a wide range of activities such as UrbanPlan and TAPs, as well as committee meetings, panels, and socials, all successfully took on a new virtual format.

2020 also led ULI to grapple with the truth that as an organization, we have not prioritized racial diversity and inclusion and equity. In addition, we continue to live with the history and legacy of racist land use policies and practices. We believe Black Lives Matter and have begun taking action to become more inclusive and to prioritize racial equity in our work. We will be reporting back on this work over the course of the coming year.

In all this dramatic change, we see incredible opportunities and the chance to do meaningful work and have a lasting impact on not only our organization, but the Bay Area as a whole. We hope you enjoy this look back at FY20 and will be inspired to work with us to pave a new path forward in this world of unknowns.

Sincerely,



Drew Hudacek

ULI San Francisco Chair
Chief Investment Officer, Development Properties at
Sares Regis Group of Northern California



Spreading ideas, sharing knowledge

EDUCATIONAL PROGRAMS

ULI SF provides engaging and multidisciplinary content through its many panels, presentations, workshops, tours, and socials for members of the Bay Area real estate land use community.

Members of ULI SF can deepen their knowledge of land use policies and practices, as well as keep up-to-date with the newest real estate trends and issues in the Bay Area. ULI SF provides educational programming to help our members build their skills and understanding as well as create lasting relationships with other industry professionals.



63 IN-PERSON &
ONLINE EVENTS



4,060 REGISTERED
PROGRAM
ATTENDEES



2,541 UNIQUE PROGRAM
ATTENDEES



3,189 COMMITTEE &
URBANPLAN
VOLUNTEER HOURS



945 PRO BONO EXPERT
& SPEAKER HOURS





LOCAL PRODUCT COUNCILS

The ULI San Francisco Local Product Councils provide an opportunity for Associate and Full members to meet in an intimate, leader-to-leader setting to share and discuss challenges and best practices that real estate and land use professionals confront 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's fall LPC meetings featured 25 of the Bay Area's most prominent real estate professionals as speakers, and as ULI went virtual, our LPC members came together for their spring meetings to discuss the pandemic's impact on the industry.

 **3** LOCAL PRODUCT COUNCILS: RESIDENTIAL, COMMERCIAL, INNOVATION

 **154** LOCAL PRODUCT COUNCIL MEMBERS



Making an **impact**

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





Michael Chielmetti



Jacob Adiarte



Rosalynn Hughey



Eric Tao



HOUSING THE BAY

Since early 2017, ULI SF has been working on Housing the Bay, a member-driven initiative to support the vision of a Bay Area with healthy, sustainable, and affordable housing options for everyone.

Through ongoing events, workshops, dialogue, and research, we are working together with our members and partners to ensure that more people in the Bay Area have homes they can afford and we can maintain the quality of life that our region is known for.

Although the 2020 Housing the Bay Summit was rescheduled to September 2020 as a result of COVID-19, our Housing the Bay Steering Committee and working groups continued to work hard and put together a number of Summit lead-up events.



5 SUMMIT LEAD-UP EVENTS
AND WORKSHOPS



URBANPLAN

The UrbanPlan mission is to generate more a 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.

As classrooms around the nation rapidly transitioned to online formats in March, so did ULI SF's UrbanPlan program, which went fully remote under a tight turnaround.



"Our first remote facilitation at Gunn High was coordinated within 48 hours and worked beautifully. The students took to the new format like fish to water. And while in-person interaction is rarely replaceable, we certainly replicated it effectively with the tools available today."

OLYA KRASNYKH, Assistant Vice President at Sares Regis Group of Northern California and UrbanPlan Volunteer



27

CLASSES AT
9 HIGH SCHOOLS,
1 UNIVERSITY



743

STUDENTS
ENGAGED



78

NEW VOLUNTEERS
TRAINED



531

ACTIVE
VOLUNTEERS



689

VOLUNTEER
HOURS DONATED



"I was lucky enough to do UrbanPlan as a junior at Berkeley High School. I was inspired by complexities of creating an Elmwood development and by how it changed my perceptions of the built environment around me. In college, the memory of UrbanPlan steered me to pursuing a career in mixed-use real estate. It has been thrilling to join UrbanPlan once more – this time as a volunteer."

MADELEINE ROBERTS, Research Analyst, Grosvenor Americas and UrbanPlan Volunteer



2 UP4C WORKSHOPS



33 MAYORS, VICE MAYORS, PLANNING COMMISSIONERS, COUNCIL MEMBERS, & COMMUNITY MEMBERS PARTICIPATED



84 VOLUNTEER HOURS DONATED

URBANPLAN FOR COMMUNITIES

UrbanPlan for Communities (UP4C) workshops help local decision makers and other stakeholders understand the fundamental forces and processes that shape and affect the built environment. The workshop enables participants to better understand the trade-offs and risk at play in the entitlement and negotiation process associated with development, and the tools needed to create a collaborative relationship with private sector partners to make projects a success for all stakeholders.

Participants include elected officials such as mayors, city council members, and planning commission members as well as other stakeholders from a single jurisdiction or regional area.

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. Drawing from our seasoned professional membership base, TAPs identify strategic, practical advice and solutions for the most challenging problems our communities face.

This year ULI SF completed three TAPs – for the City of Brentwood, the City of San Jose, and our first ever virtual TAP for the City of Morgan Hill. Panelists on these TAPs provided insights on complex land use and real estate questions, ranging from site specific Plan Areas and sustainability and parking management, to broad land use potential.



 **23** TAP
PANELISTS

 **477** PRO BONO HOURS
CONTRIBUTED

 **15** COMMITTEE
MEMBERS

"We welcome the insights of the ULI panel experts on an innovative, sustainable approach to our parking policies. It is imperative that on behalf of our residents and business community, we find cost-effective parking solutions while progressing to our climate and development growth goals."

MAYOR SAM LICCARDO
City of San José

"The ULI SF Technical Assistance Panel program delivers ULI's core value of bringing together leaders from across land use and real estate sectors to collaborate, exchange best practices, and serve community needs."

STEVE CHAMBERLIN
Founder, Chamberlin Associates

EDUCATIONAL PROGRAMS FOR CITIES

City Development Partnership Training

ULI SF's Development Partnership Training is comprised of five to seven sessions customized for each city or agency on the real estate and development process ranging from finance and negotiation, to construction and the public process.

This year, ULI SF completed the last of seven sessions of a series for the City of San Jose, engaging 50 public sector staff from multiple departments.

ULI SF also completed one virtual study session on real estate finance and development for the City of Santa Clara's Planning Commission. This 3-hour study session was designed to increase understanding of the private sector development process and to better inform the Commission's decision-making regarding development.



Building careers, cultivating leadership, & connecting members

ULI SF has multiple membership-driven initiatives to support current and future land use leaders to learn, advance, and thrive in their work.

ULI NIGHT

To celebrate the ULI San Francisco community and to recognize all that our members do throughout the year, we held our first ULI Night. Held on the top floor of the Salesforce Tower, on a gorgeous night with sweeping views of the Bay Area, ULI Night brought together 300 members for an evening of fun and friends, and to honor esteemed members for their contributions and commitment to ULI SF and the Bay Area land use and real estate industry.

Rick Dishnica was honored with the **Decades of Giving Back** award. As an outstanding long-term ULI SF volunteer and true advocate of ULI, Rick represents the spirit and mission of our organization.

Young Leaders Group's Venture in the Vineyards received the **Three C's Award**, recognizing a new initiative or a twist on an existing initiative that demonstrates creativity, collaboration, and community.

Lauren Krause and Libby Seifel were the winners of the **People's Choice Award for Super User**, as members who go above and beyond and dedicate significant time and effort to multiple District Council committees, initiatives, and events.

Alexandra Stoelzle won the **People's Choice Award for Mover and Shaker**, as a Young Leader making an impact in the real estate and land use industry, for ULI, and for the communities where we live and work.

Mona Lovgreen carried away the **Highest Event Attendance** award, having attended (and organized!) more ULI SF events than anyone else in FY20.



YOUNG LEADERS GROUP

ULI SF's Young Leaders Group (YLG) creates opportunities for young professionals (members aged 35 and under) to develop skills and form lasting mentor and peer-to-peer relationships to help advance their careers and expand their knowledge and understanding of the best development and land use practices. ULI SF's YLG has created several unique events and programs that have since been adopted nationally, including Development 360, Learn from the Best, and the YLG Mentor Program.

Our YLG also used one of their annual events, Venture in the Vineyards, as an opportunity to raise funds for a valuable cause for the second year in a row. This year, they raised over \$22,000 to provide emergency housing assistance and financial aid to low income families affected by the Sonoma County floods.



YLG MENTOR PROGRAM:

24 MENTORS 168 MENTEES

YLG DEVELOPMENT 360 PROGRAM:

30 STUDENTS 9 CLASSES



STUDENTS

This year, ULI SF brought together its Student Committee for a second year. Following a competitive application process, ULI SF committee leaders selected 20 students to participate on the Student Committee, giving each student a complimentary ULI SF membership and funds to spend towards District Council events. This committee engaged a diverse range of undergraduate and graduate students from five different Bay Area universities and held several meetings with industry speakers.



"NEXT is a valuable time investment for the mid-career professional not only to expand your network and stay connected with peers, but also to promote career growth with intimate forums to collaborate on new business, glean market insights and share industry best practices."

CAROLYN POWELL
Managing Director, PCCP, LLC



80 NEXT COHORT PROGRAM PARTICIPANTS



160% GROWTH IN NEXT COHORT PROGRAM



207 ATTENDEES AT NEXT EVENTS

NEXT

Members of ULI often become members for life. ULI is a place to learn and make significant and purposeful connections within the land use industry at any stage in your career. ULI SF's NEXT initiative engages our members with events and programming tailored to mid-career professionals age 35 and up. NEXT provides a range of benefits to support our members as they continue to develop their leadership skills and build meaningful relationships amongst peers and throughout the broader ULI network of Bay Area real estate and land use professionals.

"When I transitioned into real estate development from the construction industry later in life I felt like I had already missed out on a lot of networking opportunities. I was excited to join ULI NEXT and it has provided an excellent opportunity to connect with other mid-career professionals and develop lasting relationships with the future leaders in our industry."

ERIC HANSON, VP of Construction,
Summerhill Apartment Communities



WOMEN'S LEADERSHIP INITIATIVE

ULI's Women's Leadership Initiative (WLI) serves 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 and events to help achieve this goal by providing as a way for women to connect, learn, and share leadership skills while promoting the advancement of women and closing the gender gap in the Bay Area land use industry.

One of WLI San Francisco's most popular programs, the Boardroom After Dark series, continued into its fifth season – but this year, it went virtual. Attendees joined some of the most dynamic and engaging Bay Area female real estate and land use leaders for intimate Zoom chats, and even enjoyed a bottle of local wine delivered right to their doorsteps!



43 STUDENTS AT
"IN FOR AN
INTERNSHIP" EVENT



123 ATTENDEES AT
WLI'S ANNUAL
HAPPY HOUR



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