



DIVERSITY INITIATIVE

Program Panels Diversity Analysis

July 2020

Analysis Parameters

I. Time Frame

- FY 2020
- YOY Comparison FY18 – FY20

II. Programs

- Programs Committee Events
 - StimULI Breakfast, Meet & Greet, Case Study, Luminary
- Signature Events (if held)
 - Urban Marketplace, FutureBuild, TOLA

III. Attributes

- Racial diversity
- Gender diversity

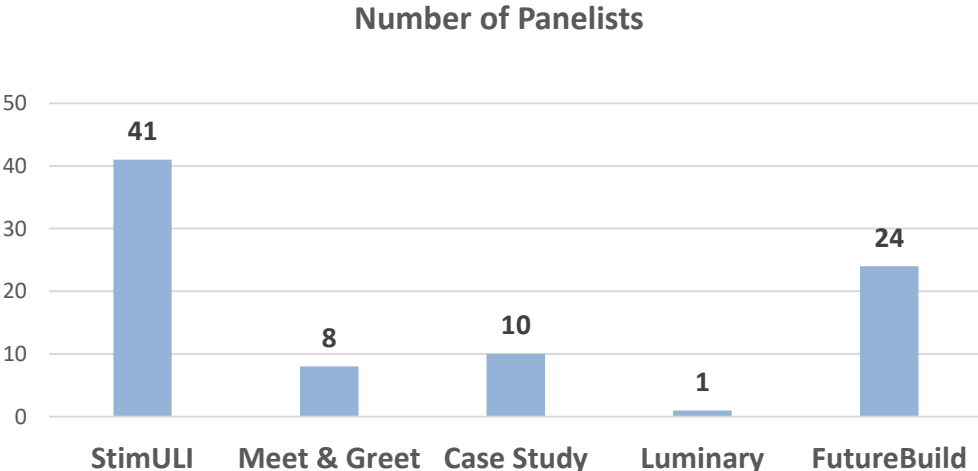
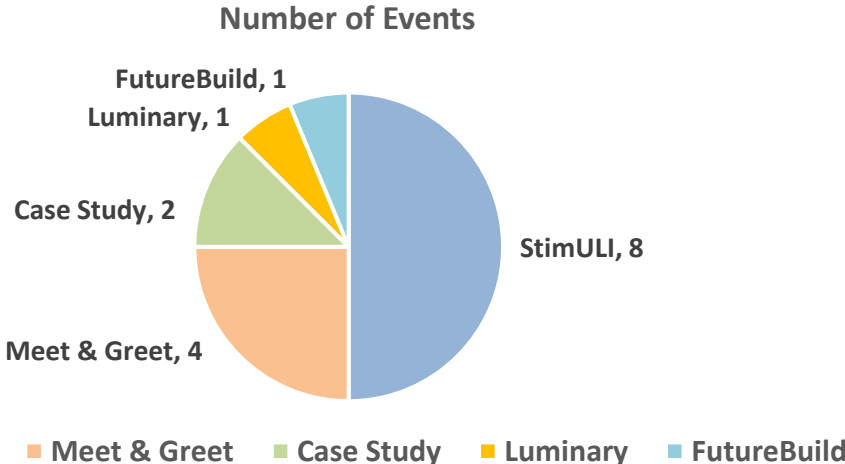
IV. Benchmarks

- ULI-LA Membership Demographics
- Los Angeles County Population Demographics

FY20 Events and Panelists

- 16 events and 84 panelists included in the analysis
- Urban Marketplace and TOLA were not held in FY20

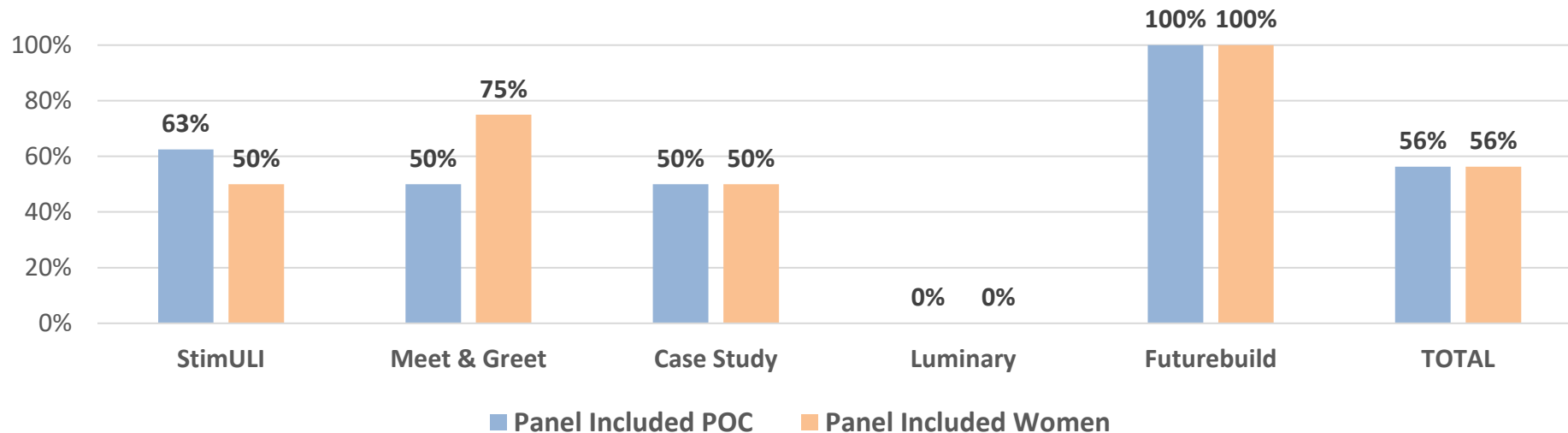
	StimULI	Meet & Greet	Case Study	Luminary	FutureBuild	TOTAL
Number of Events	8	4	2	1	1	16
Number of Panelists	41	8	10	1	24	84



FY20 Panel Diversity – Event Level

- Number and Percentage of Events with POC or Women on the Panel

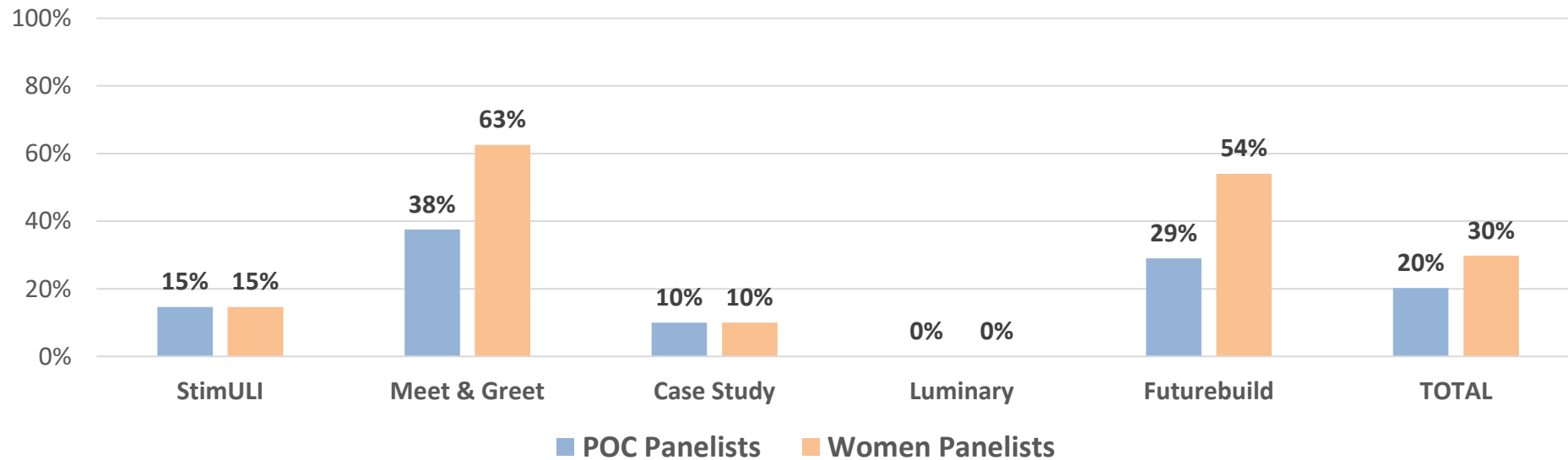
	StimULI	Meet & Greet	Case Study	Luminary	Futurebuild	TOTAL
Number of Events	8	4	2	1	1	16
Panel Included POC	5	2	1	0	1	9
As % of Total Events	63%	50%	50%	0%	100%	56%
Panel Included Women	4	3	1	0	1	9
As % of Total Events	50%	75%	50%	0%	100%	56%



FY20 Panel Diversity – Panelist Level

- Number and Percentage of Panelists who were POC or Women

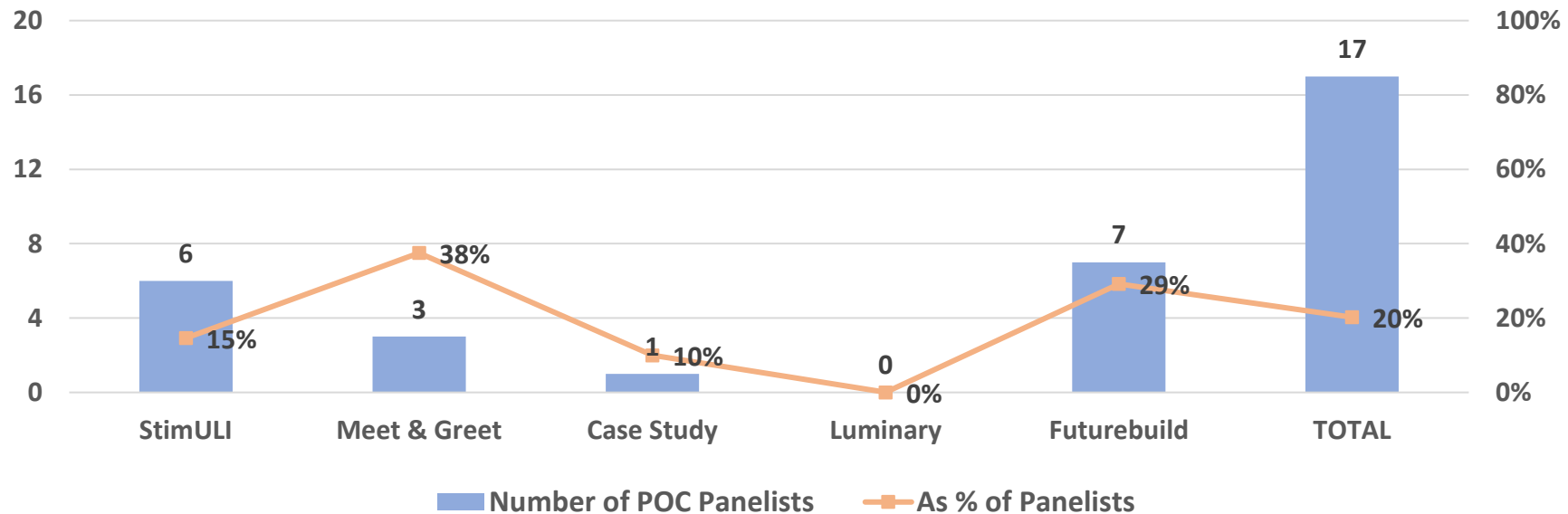
	StimULI	Meet & Greet	Case Study	Luminary	Futurebuild	TOTAL
Number of Panelists	41	8	10	1	24	84
Number of POC	6	3	1	0	7	17
As % of Panelists	15%	38%	10%	0%	29%	20%
Number of Women	6	5	1	0	13	25
As % of Panelists	15%	63%	10%	0%	54%	30%



FY20 Panel Diversity – POC Representation

- Number and Percentage of POC Panelists by Program

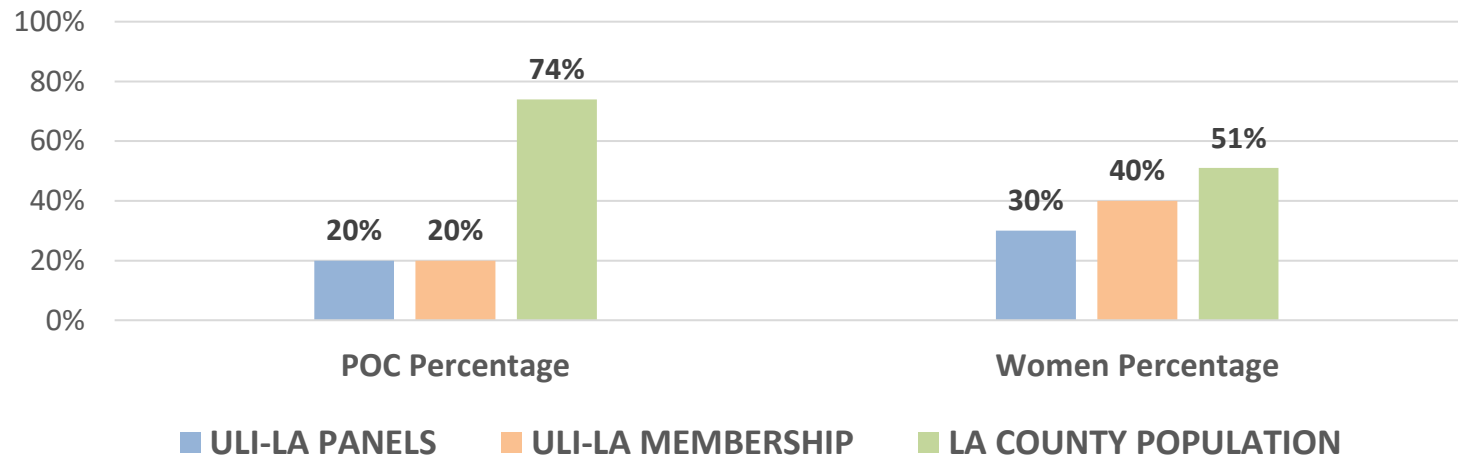
	StimULI	Meet & Greet	Case Study	Luminary	Futurebuild	TOTAL
Number of Panelists	41	8	10	1	24	84
Number of POC	6	3	1	0	7	17
As % of Panelists	15%	38%	10%	0%	29%	20%



FY20 Benchmark Comparison

- Compares Panel Diversity (A) to ULI-LA Membership (B) and broadly to LA County Population (C)
- ULI-LA Membership data based on member survey; LA County Population based on Census Bureau data

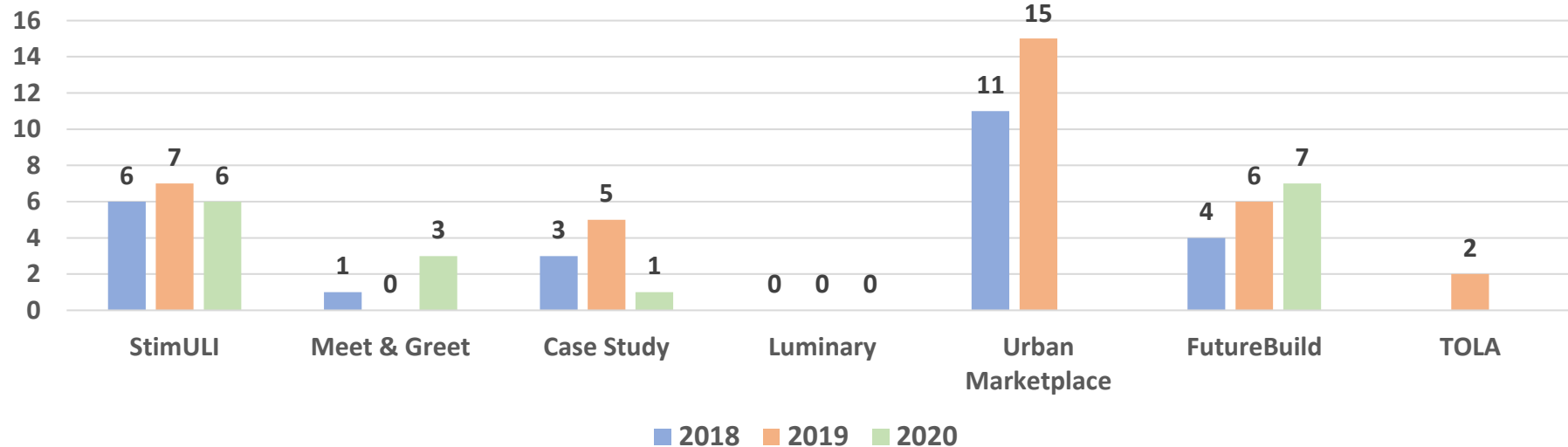
	(A)	(B)	(C)			
	ULI-LA PANELS	ULI-LA MEMBERSHIP	LA COUNTY POPULATION	A : B RATIO	B : C RATIO	A : C RATIO
POC Percentage	20%	20%	74%	1 : 1	1 : 3.7	1 : 3.7
Women Percentage	30%	40%	51%	1 : 1.33	1 : 1.3	1 : 1.7



YOY Comparison – POC Representation

- Number of POC Panelists by Program by Year

	2018	2019	2020
StimULI	6	7	6
Meet & Greet	1	0	3
Case Study	3	5	1
Luminary	0	0	0
Urban Marketplace	11	15	NA
FutureBuild	4	6	7
TOLA	NA	2	NA

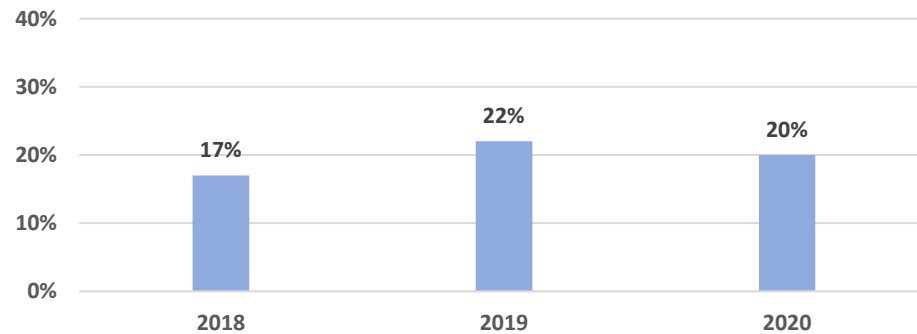


YOY Comparison - Overall

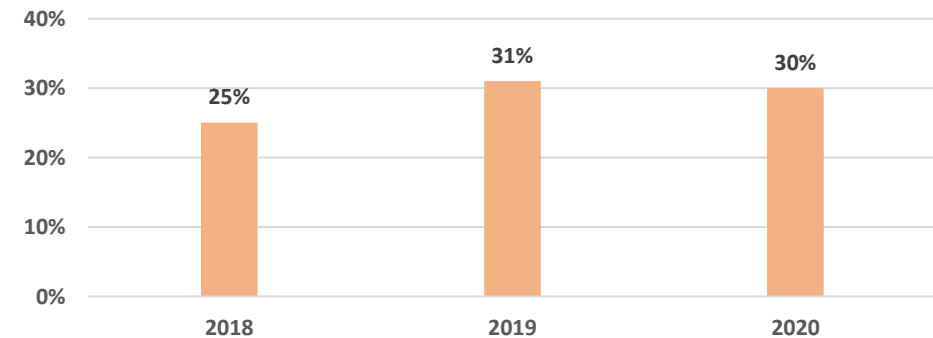
- Overall percentage of POC and Women panelists
- FY20 data does not include Urban Marketplace and TOLA; FY18 data does not include TOLA

Fiscal Year	2018			2019			2020		
	# of Panelists	# of POC	# of Women	# of Panelists	# of POC	# of Women	# of Panelists	# of POC	# of Women
StimULI	37	6	11	34	7	5	41	6	6
Meet & Greet	6	1	0	8	0	3	8	3	5
Case Study	24	3	3	26	5	6	10	1	1
Luminary	2	0	1	1	0	0	1	0	0
Urban Marketplace	42	11	11	45	15	15	NA	NA	NA
FutureBuild	35	4	11	35	6	16	24	7	13
TOLA	NA	NA	NA	13	2	5	NA	NA	NA
TOTAL	146	25	37	162	35	50	84	17	25
As % of Total		17%	25%		22%	31%		20%	30%

POC Representation YOY



Women Representation YOY

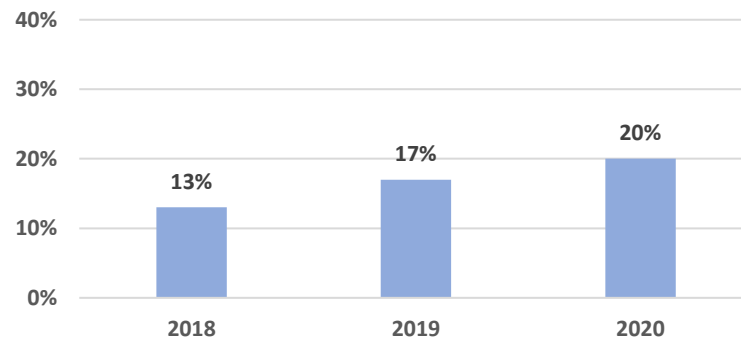


YOY Comparison - Subset

- If adjusted for programs not held
- Compares programs held in each of the three years

Fiscal Year	2018			2019			2020		
	# of Panelists	# of POC	# of Women	# of Panelists	# of POC	# of Women	# of Panelists	# of POC	# of Women
StimULI	37	6	11	34	7	5	41	6	6
Meet & Greet	6	1	0	8	0	3	8	3	5
Case Study	24	3	3	26	5	6	10	1	1
Luminary	2	0	1	1	0	0	1	0	0
FutureBuild	35	4	11	35	6	16	24	7	13
TOTAL	104	14	26	104	18	30	84	17	25
As % of Total		13%	25%		17%	29%		20%	30%

POC Representation YOY



Women Representation YOY

