



Los Angeles

# 2020 Year in Review

DECEMBER, 2020



# Year in Review

A vibrant night street scene in a city, likely London, featuring historic buildings with illuminated windows, a street covered in falling light trails, and pedestrians walking on the sidewalks. A 'TAXI' sign is visible on the right.



## STRATEGIC PLAN 2019-2024

### ULI MISSION

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

### ULI LOS ANGELES MISSION

To be the preeminent regional real estate organization providing inclusive and trusted leadership influencing public policy and practice.

### FIVE PILLARS



#### CONVENE

*Bring together conversations to learn, collaborate and improve communities.*



#### ENGAGE

*Facilitate increased engagement among cross-disciplinary stakeholders.*



#### INCLUDE

*Embrace diversity inclusion policies and practices to broaden perspectives.*



#### GROW

*Invest in current and future industry leaders throughout all stages of their careers.*



#### SHARE

*Share knowledge to increase awareness and understanding of critical land use issues.*

## KEY PRIORITIES

### HOUSING/ HOMELESSNESS

Impact land use and public policy to implement solutions to the homelessness and housing crisis in the Los Angeles Region.

### MOBILITY

Improve mobility impacts on our region and cities.

### BUILDING HEALTHY PLACES

Engage the real estate land use and health-related communities to enhance the livability and sustainability of our communities.

### DIVERSITY AND INCLUSION

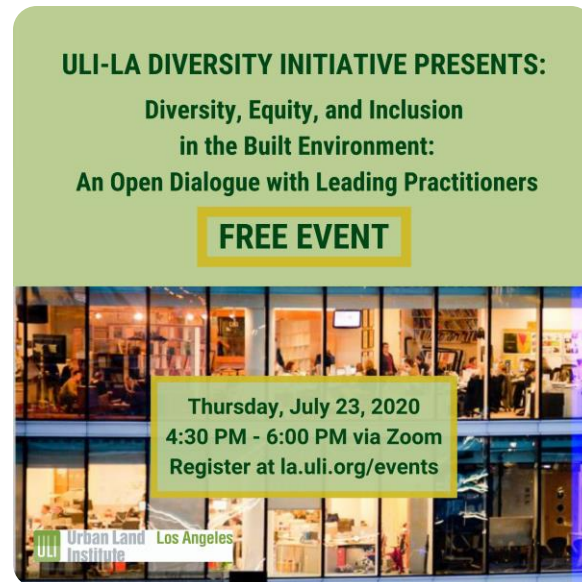
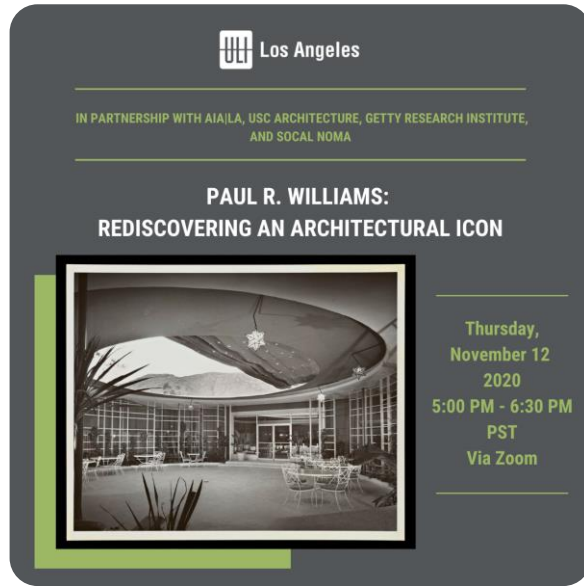
Promote diversity that increases inclusivity across all events, committees, and councils.





# A Few 2020 Metrics...

- 50 programs
- 4,744 event registrants
- 1,857 District Council members
- 18 active Committees and Councils with over 230 committee members
  - Over 60 Committee meetings since March
- 600+ participants in professional development programming
- 75% of FY21 sponsorship campaign goal met
- Daily staff meetings since March



# Diversity Advancement Highlights

- Introduced AB Scholarship
- USC Ross Minority Program Partnership
- Special Programs:
  - DEI in the Built Environment
  - State of the City 3.0
    - Topic: Land use policies that have divided Los Angeles
  - Rediscovering Paul R. Williams
    - Engagement of regional diversity real estate orgs

**Lusk**  
*Ross Minority  
 Program in*





## Collaborations

- Internal committee collaborations
- External collaborations with:
  - USGBC
  - Project Destined
    - City of Los Angeles
    - LACCD
  - CCA
  - LAUSD
  - AIA|LA, USC Architecture, SoCal NOMA, Getty Research Institute

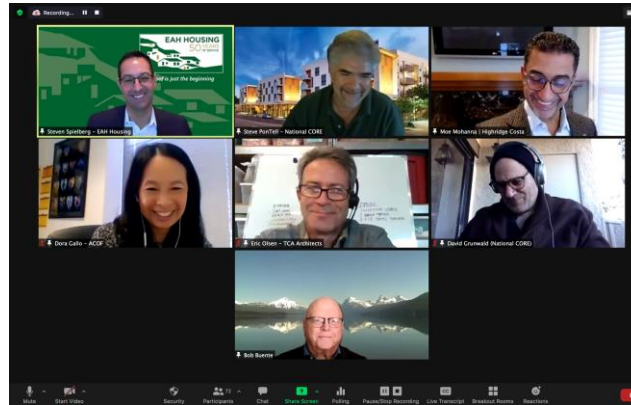


Urban Land Institute Los Angeles

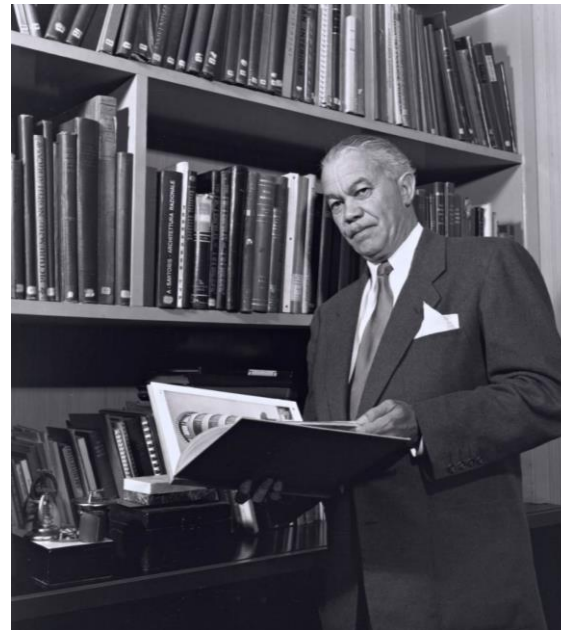
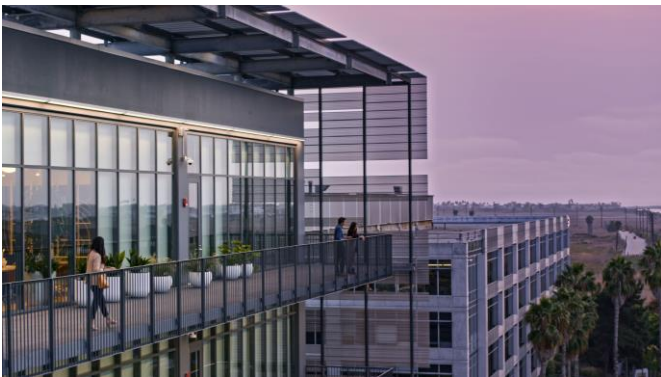


# Council Events

- **CAPITAL MARKETS**
  - Capital Markets Breakfast
- **HOUSING COUNCIL**
  - *What is Affordable Housing* presentation X2
- **LAND USE LEADERSHIP COUNCIL (LULC)**
  - Homelessness Summit
- **LEADERSHIP COUNCIL**
  - Annual Professional Development Series
    - Virtual program: *The Storm Makes You Stronger* with Jeremy Hunter



# Committee Events & Accomplishments



## ■ Programs Committee

- Long Beach Regional Spotlight
- Al Fresco Dining During and Beyond covid-19
- Urban Micro-Living
- Water's Edge
- The Row
- Meet and Greet with Marie Rumsey (CCA)
- Post-COVID Office Building Market

## ■ Special Programs

- State of the City (SOTC) three-part series
- Rediscovering Paul R. Williams



# Committee Events & Accomplishments

Over 60 Committee meetings, involving over 250 committee members.

- BHP

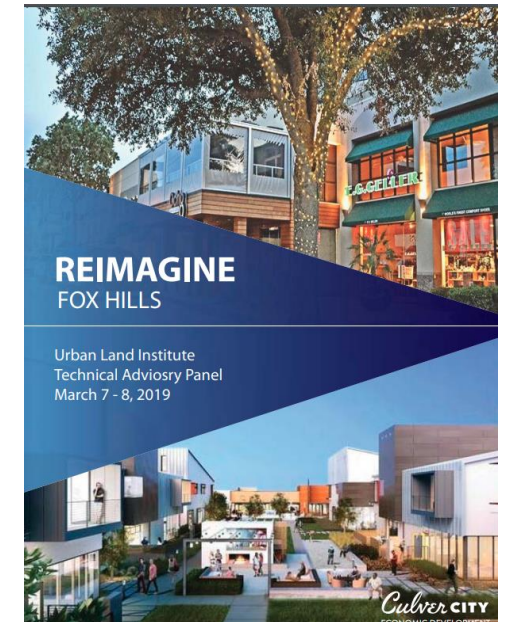
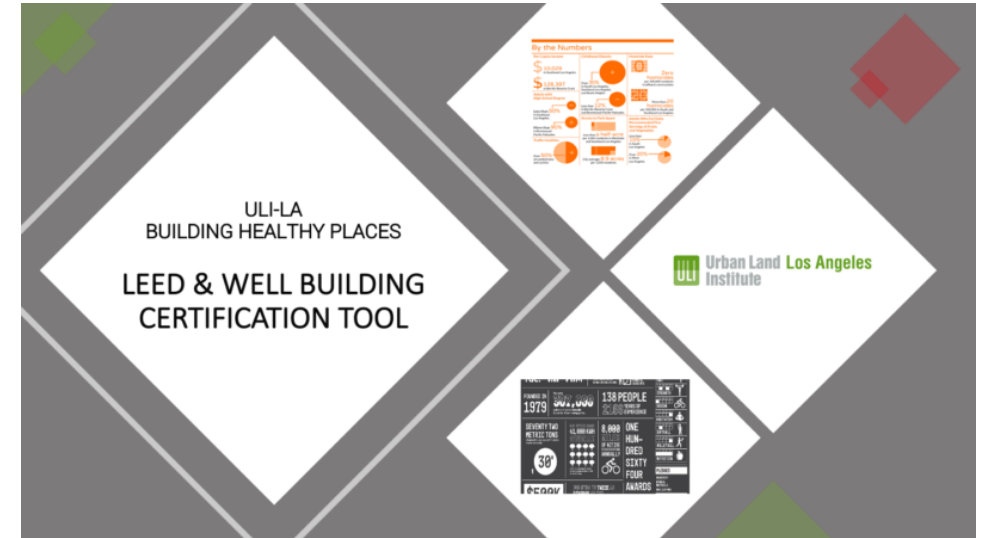
- Partners for Health – City of Bell
- 10 Minute Walk
- USGBC collaboration

- TAP

- New Horizons
- Fox Hills Culver City

- UrbanPlan

- Virtually trained volunteers, participated in virtual nationwide UrbanPlan programs







# Committee Events & Accomplishments

- **Diversity Committee**
  - DEI in the Built Environment
- **WLI**
  - Gender Equity Panel two-part series
- **YLG**
  - Introduced *Evening With* series
- **Urban Marketplace**
  - 20<sup>th</sup> Anniversary Series
- **Mobility**
  - Launched new committee
- **Innovation**
  - Innovations in Construction Panel
  - Amenity Innovation for a Healthy Future
- **NEXT**
  - Launching ULI-LA NEXT



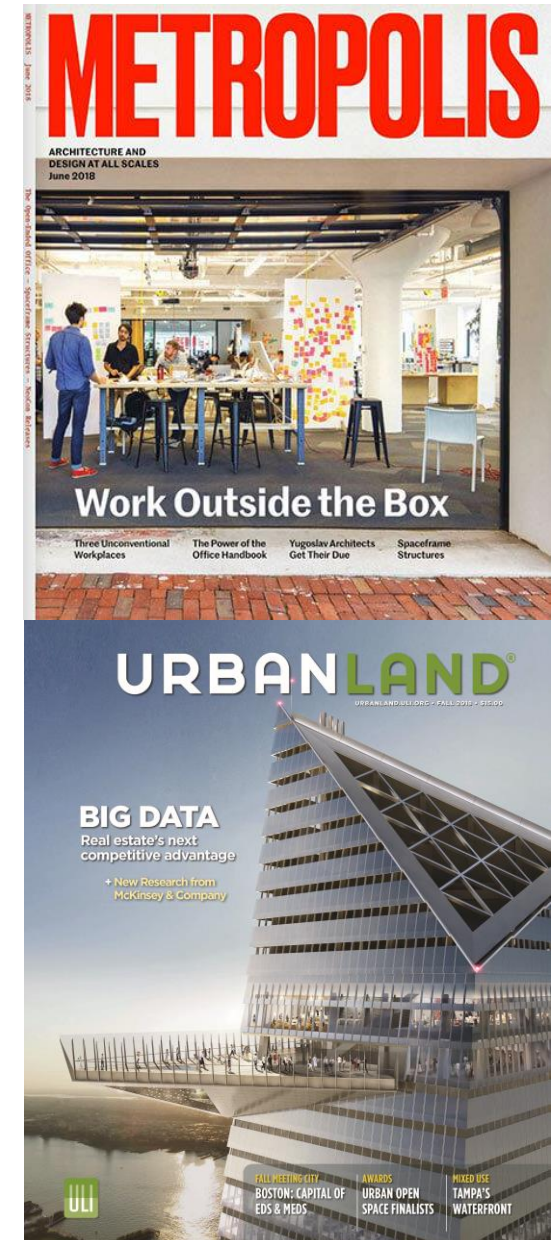
**Diversity, Equity, and Inclusion in the Built Environment:  
An Open Dialogue With Leading Practitioners**

				
<b>Ada Peng</b>	<b>Gabrielle Bullock</b>	<b>KeAndra D. Cylear Dodds</b>	<b>Alicia Bramble</b>	<b>Garland Fuller</b>
Senior Analyst, HR&A Advisors	Principal, Director of Global Diversity, Perkins & Will	Executive Officer, Equity and Race, Los Angeles County Metropolitan Transit Authority	President, <b>African-American Real Estate Professionals Los Angeles (AAREP)</b>	Senior Diversity Recruiter, CBRE



# Committee Events & Accomplishments

- Membership
  - 3 New Member Social events
- Sponsorship
  - Engaged with new sponsorship committee, currently at 75% of target FY21 goal
- Communications
  - Articles in *Metropolis* and *UrbanLand* for Urban Marketplace and Paul Williams events
- Advisory Board
  - AB Connect – Over 40 pairings with 15 AB members
  - LAUSD
  - AB Scholarship





A vibrant night scene of a city street, likely in London, decorated for the holidays. The street is lined with multi-story buildings, their windows glowing with warm light. A dense canopy of warm white string lights hangs over the road, creating a magical atmosphere. In the background, a red double-decker bus and a white taxi are visible on the street. Pedestrians are walking on the sidewalks, and a 'TAXI' sign is posted on the right. The overall mood is festive and celebratory.

THANK YOU!