

# ULI Orange County/ Inland Empire

## Strategic Plan 2023-2026

Shaping the future of the built environment  
for transformative impact worldwide.

ULI's mission is at work in Orange County and the Inland Empire through its 930+ members—real estate professionals from across the land use industry. Informed by data gathered from those same ULI members, ULI OCIE's Advisory Board is shaping the future of ULI across the region, laying the groundwork for the next three years of ULI's work in Orange County and the Inland Empire.



WHERE THE FUTURE IS BUILT

## ULI's Mission Commitments

**CONNECT** active, passionate, diverse members through the foremost global network of interdisciplinary professionals

**INSPIRE** best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

**LEAD** in solving community and real estate challenges through applied collective global experience and philanthropic engagement



In the August of 2023, the member leadership team guiding ULI Orange County / Inland Empire met to chart ULI's path forward in the region. With information gathered from a recent membership survey and their personal and professional experience with ULI, this leadership team identified the following priorities for the district council.

## Initiatives for ULI Orange County/Inland Empire

Engage



Educate



Impact



# 2023 Member Survey

In the summer of 2023, ULI Orange County surveyed members from across the region to gauge their reactions to the following questions. Responses were gathered from 141 individuals of Orange County's 900 members, and those insights will be used to drive programming into 2024 and beyond.

## Key Survey Findings

### Most Valuable ULI Initiatives

1. Networking
2. Peer-to-peer Conversations and Social Gatherings
3. Educational Programming
4. LPC and Affinity Groups

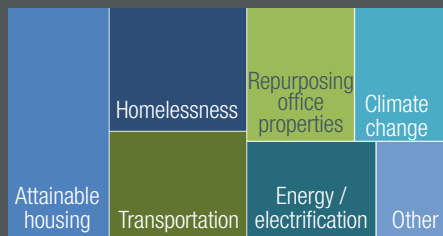
### Major Issues Facing Real Estate in the Region

1. Attainable Housing
2. Homelessness
3. Repurposing office buildings  
Transportation [tied for 3]

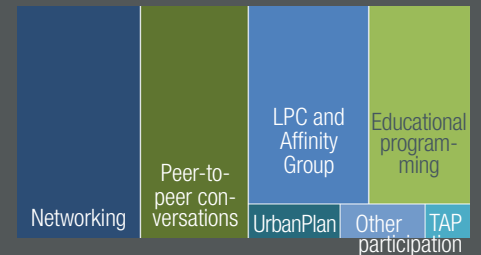
Which ULI events and programs are highest quality/most valuable to you?



What is the most important issue facing the OCIE region?



What are the top three reasons you are a member of ULI?



With answers to the strategic planning questions in hand, the Advisory Board considered ULI Orange County's programs and initiatives, sorting each into the following action categories—explore, expand, sustain, and sunset.

## Explore

- Annual & Marque program
- University partnerships
- Emerging Trends in projects
- Mentorship
- Measuring performance

## Expand

- Annual programs
- Tours
- Mentorship
- Affinity groups (WLI, NEXT)
- New member onboarding

## Sustain

- Tours
- Socials
- Local Product Councils
- UrbanPlan
- Technical Assistance Panels (TAPs)

## Sunset

- 100% panels without audience engagement (need Q&A, strong moderators)
- Emerging Trends in its current format

