

## Fall 2015 Council Day Survey Results

Council	The Day Had Take Home Value			The Day Was Organized			There Was Time For Q&A			My Chair Kept the Program On Track			Figures below are the same for page 1 and 2						
	Yes	No	Some what	Yes	No	Some what	Yes	No	Some what	Yes	No	Some what	Average Score	# of Responses	% Mbr Attendance	% Responding to Survey	Attended	On Council	
	AWHC	74%	5%	20%	83%	3%	13%	84%	4%	11%	100%	0%	0%	90%	45	85%	73%	62	73
CDCBLUE	86%	3%	9%	93%	1%	5%	66%	11%	7%	97%	0%	3%	91%	34	84%	65%	52	62	
CDCGOLD	80%	2%	8%	79%	4%	7%	70%	5%	5%	97%	0%	3%	88%	37	88%	70%	53	60	
CDCGREEN	78%	2%	18%	89%	0%	9%	90%	1%	5%	100%	0%	0%	94%	35	89%	69%	51	57	
CDCSILVER	73%	8%	15%	88%	3%	7%	64%	8%	6%	92%	3%	5%	83%	38	89%	69%	55	62	
CRCBLUE	73%	12%	15%	73%	7%	20%	64%	13%	17%	100%	0%	0%	85%	24	85%	52%	46	54	
CRCGOLD	66%	9%	22%	68%	7%	15%	70%	1%	12%	96%	0%	4%	74%	24	89%	51%	47	53	
CRCGREEN	69%	9%	19%	85%	5%	7%	75%	8%	12%	75%	8%	17%	79%	26	83%	59%	44	53	
CRCSILVER	60%	6%	10%	71%	5%	4%	53%	9%	15%	70%	7%	22%	64%	28	87%	51%	55	63	
EDC	81%	3%	15%	93%	1%	4%	89%	0%	6%	100%	0%	0%	93%	31	78%	89%	35	45	
GEC	75%	4%	18%	88%	1%	8%	84%	1%	9%	100%	0%	0%	89%	33	78%	58%	57	73	
HCLSC	75%	8%	15%	80%	4%	14%	82%	4%	10%	100%	0%	0%	89%	29	89%	73%	40	45	
HDC	83%	2%	11%	90%	1%	5%	89%	3%	2%	100%	0%	0%	94%	38	77%	69%	55	71	
IOPBLACK	71%	3%	18%	81%	1%	9%	81%	3%	8%	100%	0%	0%	90%	19	83%	48%	40	48	
IOPBLUE	84%	3%	13%	87%	2%	11%	84%	2%	10%	93%	0%	8%	90%	41	94%	89%	46	49	
IOPGOLD	81%	4%	12%	82%	2%	13%	86%	2%	9%	100%	0%	0%	91%	23	79%	68%	34	43	
IOPGREEN	76%	5%	15%	82%	3%	12%	77%	9%	9%	96%	4%	0%	88%	25	89%	61%	41	46	
IOPCRED	83%	3%	12%	82%	3%	11%	86%	0%	9%	100%	0%	0%	91%	25	83%	63%	40	48	
IOPCSILVER	73%	6%	19%	88%	1%	9%	88%	2%	7%	100%	0%	0%	87%	24	87%	59%	41	47	
MFCBLUE	78%	2%	16%	89%	1%	6%	75%	9%	11%	97%	0%	3%	88%	36	87%	77%	47	54	
MFCBRONZE	70%	3%	14%	70%	4%	13%	65%	3%	12%	97%	0%	3%	83%	39	100%	68%	57	57	
MFCGOLD	81%	2%	10%	81%	3%	9%	77%	3%	7%	100%	0%	0%	90%	37	96%	76%	49	51	
MFCSILVER	80%	4%	11%	85%	2%	8%	79%	3%	4%	95%	0%	5%	85%	38	88%	83%	46	52	
ODC	80%	3%	16%	87%	1%	12%	76%	4%	16%	100%	0%	0%	91%	38	94%	76%	50	53	
PDIC	72%	7%	20%	90%	0%	9%	86%	2%	9%	91%	0%	9%	84%	22	69%	76%	29	42	
PPPCBLUE	73%	6%	12%	76%	3%	14%	56%	13%	12%	100%	0%	0%	84%	38	92%	84%	45	49	
PPPCGOLD	85%	3%	10%	93%	0%	4%	68%	4%	26%	97%	0%	3%	90%	30	74%	86%	35	47	
RDCBLUE	78%	10%	14%	83%	4%	13%	70%	14%	16%	76%	6%	18%	83%	34	85%	76%	45	53	
RDCGOLD	78%	4%	16%	89%	2%	7%	85%	3%	13%	100%	0%	0%	93%	30	91%	61%	49	54	
RDCRED	72%	7%	14%	79%	4%	10%	69%	8%	11%	80%	5%	15%	83%	41	98%	77%	53	54	
RNDCBLUE	69%	2%	25%	84%	1%	11%	79%	4%	8%	97%	0%	3%	81%	30	86%	68%	44	51	
RNDCGOLD	55%	9%	18%	69%	1%	13%	54%	7%	11%	100%	0%	0%	81%	29	93%	67%	43	46	
RPIC	73%	3%	16%	86%	1%	7%	57%	9%	14%	75%	4%	21%	82%	24	83%	60%	40	48	
RRC	76%	2%	12%	82%	1%	9%	70%	7%	14%	100%	0%	0%	89%	19	83%	49%	39	47	
SDC	83%	3%	13%	90%	1%	8%	85%	2%	12%	100%	0%	0%	93%	43	94%	84%	51	54	
SHC	84%	3%	9%	90%	2%	7%	87%	5%	5%	91%	0%	9%	88%	24	73%	65%	37	51	
SSDCBLUE	84%	3%	9%	90%	2%	7%	87%	5%	5%	100%	0%	0%	92%	39	92%	81%	48	52	
SSDCGOLD	77%	7%	11%	83%	4%	8%	84%	4%	6%	97%	0%	3%	90%	35	89%	73%	48	54	
SSDCSILVER	92%	2%	7%	97%	0%	3%	96%	0%	3%	91%	6%	3%	92%	32	90%	70%	46	51	
TODC	86%	0%	3%	86%	0%	3%	88%	0%	2%	100%	0%	0%	93%	41	88%	93%	44	50	
UDIC	95%	0%	5%	98%	0%	2%	72%	5%	24%	100%	0%	0%	92%	24	94%	80%	30	32	
UDMUCBLUE	85%	1%	7%	94%	0%	2%	82%	2%	13%	100%	0%	0%	92%	27	75%	68%	40	53	
UDMUCBRONZE	86%	2%	9%	94%	0%	3%	92%	2%	4%	100%	0%	0%	94%	37	89%	74%	50	56	
UDMUCGOLD	93%	1%	6%	93%	1%	6%	91%	2%	5%	100%	0%	0%	95%	23	94%	49%	47	50	
UDMUCGREEN	82%	2%	15%	86%	0%	14%	91%	1%	7%	100%	0%	0%	88%	26	82%	62%	42	51	
UDMUCPURPLE	78%	2%	18%	86%	1%	11%	78%	7%	9%	100%	0%	0%	91%	25	85%	54%	46	54	
UDMUCRED	81%	3%	13%	89%	1%	7%	89%	0%	4%	97%	0%	3%	92%	37	93%	73%	51	55	
UDMUCSILVER	79%	3%	15%	85%	3%	8%	71%	10%	11%	94%	0%	6%	83%	36	90%	64%	56	62	
UDSHC	84%	0%	12%	86%	0%	11%	80%	5%	4%	91%	9%	0%	85%	13	100%	59%	22	22	
URC	80%	3%	16%	88%	1%	10%	73%	4%	15%	97%	0%	3%	88%	36	77%	64%	56	73	
<b>Average</b>	<b>78%</b>	<b>4%</b>	<b>14%</b>	<b>85%</b>	<b>2%</b>	<b>9%</b>	<b>78%</b>	<b>5%</b>	<b>10%</b>	<b>96%</b>	<b>1%</b>	<b>3%</b>	<b>88%</b>	<b>31</b>	<b>87%</b>	<b>69%</b>	<b>46</b>	<b>53</b>	
<b>Total</b>														<b>1562</b>				<b>2279</b>	<b>2630</b>

### Fall 2015 Council Day Survey Results

Council	Chair Encouraged Engagement & Broad Interaction			Did the Team Perform to Your Expectation?			Does the Team Communicate Well With You Outside of Council Day?			The Council Day Venue Was Great!			The Council Reception and Venue Were Great!			Figures below are the same for page 1 and 2						
	Yes	No	Some what	Yes	No	Some what	Yes	No	Some what	Yes	No	Some what	Yes	No	Some what	Average Score	# of Responses	% Mbr Attendance	% Responding to Survey	Attend ed	On Council	
AWHC	96%	0%	4%	98%	0%	2%	98%	0%	2%	93%	0%	7%	93%	0%	7%	90%	45	85%	73%	62	73	
CDCBLUE	97%	0%	3%	97%	0%	3%	97%	0%	3%	100%	0%	0%	97%	0%	3%	91%	34	84%	65%	52	62	
CDCGOLD	97%	0%	3%	94%	0%	6%	94%	0%	6%	94%	0%	6%	85%	3%	12%	88%	37	88%	70%	53	60	
CDCGREEN	100%	0%	0%	100%	0%	0%	100%	0%	0%	97%	0%	3%	73%	6%	21%	94%	35	89%	69%	51	57	
CDCSILVER	92%	3%	5%	95%	0%	5%	79%	0%	21%	87%	3%	11%	81%	3%	16%	83%	38	89%	69%	55	62	
CRCBLUE	91%	0%	9%	92%	0%	8%	100%	0%	0%	88%	4%	8%	65%	17%	17%	85%	24	85%	52%	46	54	
CRCGOLD	71%	4%	25%	74%	9%	17%	74%	4%	22%	67%	4%	29%	58%	4%	38%	74%	24	89%	51%	47	53	
CRCGREEN	79%	0%	21%	79%	4%	17%	92%	0%	8%	75%	4%	21%	64%	18%	18%	79%	26	83%	59%	44	53	
CRC SILVER	50%	8%	42%	78%	4%	19%	67%	11%	22%	89%	0%	11%	61%	13%	26%	64%	28	87%	51%	55	63	
EDC	97%	0%	3%	97%	3%	0%	94%	0%	6%	100%	0%	0%	90%	0%	10%	93%	31	78%	89%	35	45	
GEC	94%	0%	6%	97%	3%	0%	85%	0%	15%	88%	0%	12%	94%	0%	6%	89%	33	78%	58%	57	73	
HCLSC	97%	0%	3%	97%	0%	3%	97%	0%	3%	97%	0%	3%	96%	0%	4%	89%	29	89%	73%	40	45	
HDC	100%	0%	0%	100%	0%	0%	94%	0%	6%	44%	11%	44%	92%	0%	8%	94%	38	77%	69%	55	71	
IOPBLACK	100%	0%	0%	95%	0%	5%	100%	0%	0%	33%	33%	33%	71%	0%	29%	90%	19	83%	48%	40	48	
IOPBLUE	100%	0%	0%	100%	0%	0%	85%	0%	15%	55%	13%	32%	92%	0%	8%	90%	41	94%	89%	46	49	
IOPGOLD	100%	0%	0%	100%	0%	0%	87%	4%	9%	61%	13%	26%	95%	0%	5%	91%	23	79%	68%	34	43	
IOPGREEN	96%	4%	0%	92%	0%	8%	96%	4%	0%	75%	4%	21%	86%	5%	9%	88%	25	89%	61%	41	46	
IOPCRED	96%	4%	0%	96%	4%	0%	96%	0%	4%	32%	52%	16%	77%	14%	9%	91%	25	83%	63%	40	48	
IOPCSILVER	96%	0%	4%	83%	4%	13%	79%	8%	13%	61%	13%	26%	95%	0%	5%	87%	24	87%	59%	41	47	
MFCBLUE	89%	0%	11%	94%	0%	6%	91%	0%	9%	63%	11%	26%	91%	0%	9%	88%	36	87%	77%	47	54	
MFCBRONZE	92%	3%	5%	92%	0%	8%	97%	0%	3%	75%	3%	22%	95%	0%	5%	83%	39	100%	68%	57	57	
MFCGOLD	97%	0%	3%	97%	0%	3%	100%	0%	0%	80%	3%	17%	91%	0%	9%	90%	37	96%	76%	49	51	
MFC SILVER	87%	0%	13%	89%	5%	5%	78%	3%	19%	76%	11%	14%	95%	0%	5%	85%	38	88%	83%	46	52	
ODC	100%	0%	0%	100%	0%	0%	92%	0%	8%	54%	11%	35%	88%	0%	12%	91%	38	94%	76%	50	53	
PDIC	82%	5%	14%	82%	9%	9%	82%	5%	14%	55%	0%	45%	95%	5%	0%	84%	22	69%	76%	29	42	
PPPCBLUE	95%	0%	5%	97%	0%	3%	92%	3%	5%	92%	0%	8%	91%	0%	9%	84%	38	92%	84%	45	49	
PPPGOLD	97%	0%	3%	100%	0%	0%	89%	0%	11%	97%	0%	3%	89%	4%	7%	90%	30	74%	86%	35	47	
RDCBLUE	94%	0%	6%	94%	0%	6%	88%	0%	12%	91%	3%	6%	85%	6%	9%	78%	34	85%	76%	45	53	
RDCGOLD	97%	0%	3%	100%	0%	0%	100%	0%	0%	97%	0%	3%	81%	8%	12%	87%	30	91%	61%	49	54	
RDCRED	98%	0%	2%	93%	0%	7%	90%	0%	10%	95%	0%	5%	80%	7%	12%	78%	41	98%	77%	53	54	
RNDBLUE	87%	7%	7%	77%	0%	23%	72%	3%	24%	90%	0%	10%	90%	7%	3%	81%	30	86%	68%	44	51	
RNDGOLD	89%	0%	11%	100%	0%	0%	100%	0%	0%	96%	0%	4%	92%	0%	8%	81%	29	93%	67%	43	46	
RPIC	92%	0%	8%	96%	0%	4%	96%	0%	4%	63%	8%	29%	100%	0%	0%	82%	24	83%	60%	40	48	
RRC	100%	0%	0%	100%	0%	0%	95%	0%	5%	58%	0%	42%	74%	0%	26%	89%	19	83%	49%	39	47	
SDC	95%	0%	5%	100%	0%	0%	98%	0%	2%	98%	0%	2%	95%	0%	5%	93%	43	94%	84%	51	54	
SHC	95%	0%	5%	95%	0%	5%	77%	5%	18%	95%	0%	5%	95%	0%	5%	88%	24	73%	65%	37	51	
SSDCBLUE	97%	0%	3%	97%	0%	3%	92%	0%	8%	41%	10%	49%	89%	0%	11%	86%	39	92%	81%	48	52	
SSDCGOLD	100%	0%	0%	94%	0%	6%	94%	3%	3%	76%	3%	21%	93%	0%	7%	90%	35	89%	73%	48	54	
SSDC SILVER	94%	3%	3%	94%	3%	3%	84%	9%	6%	74%	0%	26%	90%	3%	7%	92%	32	90%	70%	46	51	
TODC	100%	0%	0%	100%	0%	0%	93%	0%	8%	92%	0%	8%	97%	0%	3%	93%	41	88%	93%	44	50	
UDIC	96%	0%	4%	100%	0%	0%	87%	4%	9%	87%	0%	13%	95%	0%	5%	92%	24	94%	80%	30	32	
UDSHC	91%	0%	9%	91%	0%	9%	73%	0%	27%	90%	0%	10%	89%	0%	11%	85%	13	100%	59%	22	22	
UDMUCBLUE	92%	0%	8%	96%	0%	4%	100%	0%	0%	91%	0%	9%	67%	4%	29%	92%	27	75%	68%	40	53	
UDMUCBRONZE	97%	3%	0%	97%	0%	3%	92%	0%	8%	94%	0%	6%	86%	0%	14%	94%	37	89%	74%	50	56	
UDMUCGOLD	91%	0%	9%	96%	0%	4%	100%	0%	0%	91%	0%	9%	81%	10%	10%	95%	23	94%	49%	47	50	
UDMUCGREEN	92%	4%	4%	92%	4%	4%	73%	0%	27%	77%	4%	19%	58%	8%	35%	88%	26	82%	62%	42	51	
UDMUCPURPLE	100%	0%	0%	96%	0%	4%	100%	0%	0%	88%	4%	8%	77%	14%	9%	91%	25	85%	54%	46	54	
UDMUCRED	100%	0%	0%	97%	0%	3%	89%	6%	6%	78%	3%	19%	78%	6%	17%	92%	37	93%	73%	51	55	
UDMUCSILVER	82%	0%	18%	97%	0%	3%	76%	3%	21%	85%	0%	15%	79%	0%	21%	83%	36	90%	64%	56	62	
URC	94%	0%	6%	97%	0%	3%	86%	3%	11%	89%	0%	11%	92%	3%	6%	88%	36	77%	64%	56	73	
<b>Average</b>	<b>93%</b>	<b>1%</b>	<b>6%</b>	<b>94%</b>	<b>1%</b>	<b>5%</b>	<b>90%</b>	<b>2%</b>	<b>9%</b>	<b>79%</b>	<b>5%</b>	<b>16%</b>	<b>85%</b>	<b>3%</b>	<b>11%</b>	<b>87%</b>	<b>31</b>	<b>87%</b>	<b>69%</b>	<b>46</b>	<b>53</b>	
<b>Total</b>																	<b>1562</b>				<b>2279</b>	<b>2630</b>

Council Day Survey for San Francisco Fall 2015

**Q2 AWHC, Please Rate Each Council Day Session**

Answered: 45 Skipped: 0

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"National Housing Policy and Directions", Carol Galante	95.56% 43	0.00% 0	4.44% 2	0.00% 0	45
Regional Affordable Housing: "Creating Opportunities from Scarce Resources"	73.33% 33	4.44% 2	22.22% 10	0.00% 0	45
Case Study: "Tech Industry Involvement in Affordable Housing",	73.33% 33	2.22% 1	22.22% 10	2.22% 1	45
Research Presentation: "State Policies for Affordable Housing",	66.67% 30	6.67% 3	26.67% 12	0.00% 0	45
Court Ruling Update: "The Fair Housing and Disparate Impact Decision"	62.22% 28	15.56% 7	17.78% 8	4.44% 2	45
Housing Policy in California: "Finding the Balancing Point between Public Interests and Private Markets"	63.64% 28	6.82% 3	27.27% 12	2.27% 1	44
Closing Speaker: "The New Geography of Jobs"	80.00% 36	2.22% 1	17.78% 8	0.00% 0	45
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"National Housing Policy and Directions", Carol Galante	97.78% 44	0.00% 0	2.22% 1	0.00% 0	45
Regional Affordable Housing: "Creating Opportunities from Scarce Resources"	80.00% 36	4.44% 2	15.56% 7	0.00% 0	45
Case Study: "Tech Industry Involvement in Affordable Housing",	86.67% 39	0.00% 0	11.11% 5	2.22% 1	45
Research Presentation: "State Policies for Affordable Housing",	84.44% 38	2.22% 1	13.33% 6	0.00% 0	45
Court Ruling Update: "The Fair Housing and Disparate Impact Decision"	62.22% 28	8.89% 4	24.44% 11	4.44% 2	45
Housing Policy in California: "Finding the Balancing Point between Public Interests and Private Markets"	73.33% 33	2.22% 1	22.22% 10	2.22% 1	45
Closing Speaker: "The New Geography of Jobs"	93.33% 42	0.00% 0	6.67% 3	0.00% 0	45
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"National Housing Policy and Directions", Carol Galante	95.45% 42	2.27% 1	2.27% 1	0.00% 0	44
Regional Affordable Housing: "Creating Opportunities from Scarce Resources"	88.64% 39	0.00% 0	11.36% 5	0.00% 0	44
Case Study: "Tech Industry Involvement in Affordable Housing",	75.00% 33	2.27% 1	20.45% 9	2.27% 1	44
Research Presentation: "State Policies for Affordable Housing",	90.91% 40	2.27% 1	6.82% 3	0.00% 0	44

## Council Day Survey for San Francisco Fall 2015

Court Ruling Update: "The Fair Housing and Disparate Impact Decision"	<b>63.64%</b> 28	<b>18.18%</b> 8	<b>15.91%</b> 7	<b>2.27%</b> 1	44
Housing Policy in California: "Finding the Balancing Point between Public Interests and Private Markets"	<b>84.09%</b> 37	<b>0.00%</b> 0	<b>13.64%</b> 6	<b>2.27%</b> 1	44
Closing Speaker: "The New Geography of Jobs"	<b>90.91%</b> 40	<b>0.00%</b> 0	<b>9.09%</b> 4	<b>0.00%</b> 0	44

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The Regional Panel needed more Moderator direction and interplay between the panelist. The Court Ruling Presentation had nothing to do with the Court Ruling.	10/16/2015 6:55 PM
2	Too much emphasis on more general vs. project specific information, which might have been of more interest to Council members.	10/16/2015 6:33 PM
3	Top to bottom, this was the strongest and most interesting series of presentations that I can recall from our meetings. Well done.	10/16/2015 3:59 PM
4	Best AHWC session yet. Energetic, timely topics, well attended and members were engaged throughout.	10/16/2015 11:43 AM
5	California and Arizona policies and housing issues are quite different. We have no rent control, no TIF, no inclusionary zoning. However, it was very interesting.	10/15/2015 11:44 AM
6	The best council meeting ever!	10/13/2015 11:23 PM
7	the overall agenda was too California centric	10/13/2015 10:08 PM
8	The tech industry sessions were highly infomative, nnovative and interesting. The Fair Housing session was frustrating as it did not really address the issue substantively-I lerned about a project but not much about the ruling and its possible impact. The closing speaker had a very simplistic approac to housing issues which was not helpful.	10/13/2015 2:18 PM
9	I continue to believe council day is too long. I believe at minimum shortening by one hour would be very helpful. Way too much sitting.	10/12/2015 3:35 PM
10	The day, taken as a whole, was too California centric, without a clear link to value for the rest of the country. There was one statement that the problems California is facing will soon be faced by the rest of the country; however, the rest of the country has not made the same mistakes as California, and so this did not hold up for me.	10/10/2015 12:48 PM
11	With the exception of the Housing Policy in CA session, this was a particularly relevant and compelling program, with dynamic and insightful speakers and tours.	10/9/2015 2:54 PM
12	Great session. Good work all.	10/9/2015 12:00 PM
13	Panel participants need to adapt to their audience better and in real time. Moderators need to take better control.	10/9/2015 11:12 AM
14	Tech Industry Panel was intriguing. Should have allocated more time to this.Regional Affordable Housing Pane was too long. Carol Galante and Closing Speaker were terrific, thought-provoking. Robert Shepard was boring and off point.	10/8/2015 7:51 PM
15	The court ruling update didn't address the update but focused on his project instead. Although that was interesting, it could have been briefer or should have had more time. There should have been more time dedicated to the facebook project.	10/8/2015 12:37 PM
16	Everything was very interesting. There was a heavy policy (vs practioner) focus to the sessions, which I really liked. The session on Housing Policy in California was very timely, given the new rules under consideration. Carol Gallante was terrific and a very stimulating way to start the day. I really liked the closing speaker but as he was really talking from the ivory tower (Carol Gallante made that joke but she was more grounded in the day to day) it might have been interesting to have had more time for debate and discussion -- there were many in the audience who didn't like to hear what he had to say.	10/8/2015 10:41 AM
17	The sessions were very good. I thought that the Regional Aff. Housing discussion was good, but didn't dive as deep into the issues as I had hoped.	10/7/2015 11:27 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 45 Skipped: 0

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 45	0.00% 0	0.00% 0	45
My Chair Kept Members Engaged & Encouraged Broad Interaction	95.56% 43	0.00% 0	4.44% 2	45
Did the Team Perform to Your Expectation?	97.78% 44	0.00% 0	2.22% 1	45
Do You Feel That the Team Communicates Well With You Outside of Council Day?	97.78% 44	0.00% 0	2.22% 1	45

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 18 Skipped: 27

#	Responses	Date
1	Tour Day was exceptional.	10/16/2015 6:56 PM
2	An excellent venue for the Council meeting, but 'breakfast' could have been somewhat more substantial, or members could have been informed in advance of a "very light" food menu to be provided before the meeting began.	10/16/2015 6:45 PM
3	Excellent program	10/16/2015 4:20 PM
4	Excellent location and sound system. Comfortable setting.	10/16/2015 4:03 PM
5	Council sessions tend to limit ability in general sessions	10/16/2015 11:13 AM
6	The affordable housing tour arranged for Tuesday was excellent.	10/15/2015 11:52 AM
7	Stephen did an awesome job as usual.	10/13/2015 11:25 PM
8	Great interaction with other Council members-very valuable. Great tour day also.	10/13/2015 2:20 PM
9	Great meeting. Vice really enjoyed the council day experience, and appreciate the effort put in by leadership and member volunteers to bring valuable programming. Great dynamic on the council.	10/13/2015 8:31 AM
10	It is music to my ears that this council will be split in two. It has gotten way too big, and it is difficult to have good exchanges when you have to use a microphone to be heard. It also requires a large room which makes hearing an issue.	10/12/2015 3:43 PM
11	Good group with good interaction and effective leadership. Communicates well with council in between meetings and is always prepared with good material. Always like the dinner the night before, could use a longer cocktail hour to allow even more interaction.	10/10/2015 8:27 PM
12	Superb venue for the meeting.	10/10/2015 12:50 PM
13	Excellent program. While some panels were California specific, they had parallels in other geographic markets. Tour was exceptionally worthwhile and highlighted affordable housing issues of major interest. Especially appreciated the number of non traditional tools outlined in the presentations, which have potential to augment the more traditional subsidies no longer available, especially in California.	10/10/2015 11:56 AM
14	The cell phone/ipad/computer use was very distracting and RUDE to our presenters. Certain members were typing LOUDLY all day long. Should not be allowed.	10/9/2015 4:16 PM
15	The tone and content of meetings have markedly improved under Stephen Whyte's leadership.	10/9/2015 3:00 PM
16	Chinatown tour was fabulous. The credit goes to Malcolm of CCDC. He provided the historical and cultural context to understand and bring to life the housing. And the tour of Chinatown was really interesting. Future property tours should include a tour of the surrounding area as well. Walking and riding BART were a tremendous improvement over riding a bus. You get a much better understanding of the neighborhood and City. Restaurant choice was excellent because there was enough room to spread out/move around and the noise level was low enough to allow for comfortable conversations.	10/8/2015 8:06 PM
17	overall, it was very good.	10/7/2015 11:28 PM
18	A great day overall. I thought the tone of the tour on Tuesday was especially useful, more of an overview of how housing trends in particular neighborhoods were shaping the environment than a tour of specific properties. It was a welcome change from seeing more one-bedroom units...	10/7/2015 8:23 PM

Council Day Survey for San Francisco Fall 2015

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 15 Skipped: 30

#	Responses	Date
1	There is a rich history of affordable and workshop efforts and projects/developments in Philadelphia. Accordingly, locals should be able to provide a lot of food for thought for Council members.	10/16/2015 6:45 PM
2	Continued focus on end of compliance issues, including sales to existing GP's or new investors, valuation, possible re-syndication of credits. Would be interesting to get the viewpoint of existing investors and syndicators on trends in exiting investments.	10/16/2015 4:03 PM
3	More interactions w/other councils?	10/16/2015 11:13 AM
4	Important to hear whatever information available from the federal government regarding fair housing, project funding, etc.	10/15/2015 11:52 AM
5	More on SROs.	10/13/2015 11:25 PM
6	Would like to explore more ideas on how to incent and finance work force housing. Would like to explore more ideas on integrating financing affordable and workforce product into mixed use projects. Would like to see more case studies	10/13/2015 3:43 PM
7	More on workforce housing tools and experience-better showcase for marketrate developers who are working n this area.	10/13/2015 2:20 PM
8	Workforce housing - turner impact MF, recent Austin hsg authority deal w/ CDT, and a Camden rehab by rpm development.	10/13/2015 8:31 AM
9	Building using mixed income. i.e using luxury condo sales to build the affordable apartment piece. I believe Bill Witte talked about this at a general session.	10/12/2015 3:43 PM
10	Recommend further panels on Workforce Housing, and non- traditional "subsidies" or tools for keeping rent affordable for the medium to long term.	10/10/2015 11:56 AM
11	Based upon the Philadelphia location (in contrast to recent high cost, rapid growth cities), it will be interesting to focus more on the intersection between urban (re)investment, community development, and affordable housing. Interested in presentations related to new local financing mechanisms vis-a-vis tax abatements as well as multi-state regional economies (PA, NJ, DE)	10/9/2015 3:00 PM
12	More private/public partnerships, case studies or provide a workshop or presentation on a new housing prototype. We should be forming a committee to present an out of the box idea on a new prototype...break the mold...invent...a new disruptive technology.	10/8/2015 12:42 PM
13	John Kromer on the UPenn Faculty is incredibly knowledgeable about the history of local housing policy in Philadelphia: <a href="http://www.fels.upenn.edu/person/john-kromer">http://www.fels.upenn.edu/person/john-kromer</a>	10/8/2015 12:20 PM
14	cost controls, toolkits for dealing with affordable housing issues, more information on workforce housing and discussion on the disappearing middle class in gateway cities.	10/7/2015 11:28 PM
15	I think Philadelphia will provide a unique environment vs. prior ULI Meeting locations. Unlike other locations Phila is still a city on the decline. Finding land is not an issue, figuring out where and how to develop is trickier. Affordable housing history in Philadelphia should have an interesting history and I'd imagine current trends are more towards redevelopment and community building vs. the trend of accelerating rents we are seeing in many other ULI Meeting locations.	10/7/2015 8:23 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 11 Skipped: 34

#	Responses	Date
1	Less geographic specific and more universal value	10/16/2015 8:07 PM
2	Keep up the good work!	10/16/2015 6:45 PM
3	This was the best meeting that I have attended in several years on the council. Let's do it again!	10/16/2015 4:03 PM
4	Our Council does an excellent job providing programs that benefit a group that has such diverse issues in their own states and markets.	10/15/2015 11:52 AM
5	Tour was the best. Walking tour in a city like SF makes for an excellent tour opportunity.	10/13/2015 11:25 PM
6	Looking forward to the split.	10/12/2015 3:43 PM
7	The meeting provided excellent take home value and highlighted issues that will affect future affordable and workforce housing preservation and development deals. Only suggestion is a somewhat heavier emphasis on Workforce Housing for the next meeting.	10/10/2015 11:56 AM
8	Crack down on distracting and disinterested audience members.	10/9/2015 4:16 PM
9	See above	10/9/2015 11:13 AM
10	When a property tour involves a tour of a neighborhood like Chinatown, we should include lunch at a neighborhood restaurant.	10/8/2015 8:06 PM
11	More Q and A time.	10/8/2015 12:42 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 6 Skipped: 39

#	Responses	Date
1	It would be great if the Council Day meetings were not held on the same day that the master ULI meetings hold their most content-intensive sessions. I would prefer to meet on a Thursday when the ULI conference has fewer sessions of interest.	10/16/2015 4:03 PM
2	I am becoming more involved with WLI starting this year so my efforts are going to be dedicated to that endeavor.	10/12/2015 3:43 PM
3	Very little time for commentary and discussion with the broader audience. There were a few moments of great member interest and involvement that unfortunately got cut short. Might make sense to have some time for an open forum. Or small groups to discuss discussion points decided ahead of time.	10/9/2015 4:16 PM
4	Interested in volunteering for program for next meeting	10/9/2015 3:00 PM
5	I'm happy to participate or contribute in anyway I can - Tim Mustard	10/8/2015 12:42 PM
6	Sure, if needed. 206-605-2173	10/7/2015 8:23 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 45 Skipped: 0

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	93.18% 41	0.00% 0	6.82% 3	44
The Council Reception and Venue Were Great!	93.18% 41	0.00% 0	6.82% 3	44

#	Additional Comments on the Council Day Venue and Reception	Date
1	Some probably would not prefer to listen to two politicians debate affordable housing issues, but the two guys we heard from were most knowledgeable about pertinent issues, and It would have been better if the moderator had more specifically frame the disputed issues. The Tour of Chinatown was well done and fun. Interesting.	10/16/2015 6:45 PM
2	Council dinner venue and meal were excellent as well.	10/16/2015 4:03 PM
3	I respect all of the effort that goes into these council days - so I would like to register my deep appreciation.	10/12/2015 3:43 PM
4	The restaurant had the right amount of space both to encourage networking and at the same time provide a comfortable dining experience. The quality was very high. The Council Day venue was excellent.	10/10/2015 11:56 AM
5	The venue for the Council Day meetings was perfect -- beautiful building exuding the flavor of San Francisco, good size meeting room, good acoustics (when the microphone worked!), good natural light (and windows that opened!), good layout. The venue for the reception was awful -- poor light, no view, no character, depressing. It would have been better to just crack open the wine and beer in the meeting room to enjoy during the wrap up discussion.	10/8/2015 8:06 PM
6	My only complaint (and it's petty) is the room was too hot and uncomfortable but it was convenient and fun to mix with everyone.	10/8/2015 12:42 PM
7	Really nice to have windows and fresh air!	10/8/2015 12:20 PM
8	The reception space was ok but a little stuffy. Overall though a very good location.	10/7/2015 8:23 PM

Council Day Survey for San Francisco Fall 2015

**Q3 CDCBlue, Please Rate Each Council Day Session**

Answered: 34 Skipped: 6

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Membership Lightning Round – Introduce New Members and Guests	91.18% 31	2.94% 1	5.88% 2	0.00% 0	34
You Make the Call - Investment Structuring and Underwriting Decisions	97.06% 33	0.00% 0	2.94% 1	0.00% 0	34
Mission Bay - A Case Study on Best Practices for Unlocking Urban Density...	76.47% 26	5.88% 2	17.65% 6	0.00% 0	34
Dealing with Chaos: Metaphors and stories from the sea	88.24% 30	0.00% 0	11.76% 4	0.00% 0	34
Off to the Races - The redevelopment of bay meadows race track	71.88% 23	9.38% 3	12.50% 4	6.25% 2	32
Market update	90.91% 30	0.00% 0	6.06% 2	3.03% 1	33
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Membership Lightning Round – Introduce New Members and Guests	90.63% 29	3.13% 1	6.25% 2	0.00% 0	32
You Make the Call - Investment Structuring and Underwriting Decisions	87.50% 28	0.00% 0	12.50% 4	0.00% 0	32
Mission Bay - A Case Study on Best Practices for Unlocking Urban Density...	93.75% 30	0.00% 0	6.25% 2	0.00% 0	32
Dealing with Chaos: Metaphors and stories from the sea	100.00% 32	0.00% 0	0.00% 0	0.00% 0	32
Off to the Races - The redevelopment of bay meadows race track	89.66% 26	0.00% 0	3.45% 1	6.90% 2	29
Market update	96.77% 30	0.00% 0	0.00% 0	3.23% 1	31
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Membership Lightning Round – Introduce New Members and Guests	21.88% 7	25.00% 8	3.13% 1	50.00% 16	32
You Make the Call - Investment Structuring and Underwriting Decisions	87.50% 28	3.13% 1	9.38% 3	0.00% 0	32
Mission Bay - A Case Study on Best Practices for Unlocking Urban Density...	90.63% 29	0.00% 0	9.38% 3	0.00% 0	32
Dealing with Chaos: Metaphors and stories from the sea	59.38% 19	9.38% 3	6.25% 2	25.00% 8	32
Off to the Races - The redevelopment of bay meadows race track	86.21% 25	0.00% 0	3.45% 1	10.34% 3	29
Market update	53.13% 17	31.25% 10	12.50% 4	3.13% 1	32

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Excellent program.	10/16/2015 5:03 PM
2	The finance section was awesome and had great group discussion on very relevant material. The Mission Bay and Off to the Races segments were interesting, but too long for developments that are unique and not what most of the members work on day to day. Shorter sessions on these types of topics with more succinct summary of key points and best practices/lessons learned would be better. In addition to the projects being very unique, the info was very qualitative and lacked the quantitative. Shorter/quick hit segments on multiple projects or segments of projects would be great and provide the info/discussion on how developers are doing unique things to make what are otherwise typical project sites better.	10/16/2015 1:22 PM
3	This was an excellent session. The location was superb and the presentations were interesting/valuable.	10/16/2015 1:12 PM
4	Too many panelists on finance panel and bay meadows. Keep panel to no more than 3. Michael Cohen on the Mission Bay panel was outstanding.	10/16/2015 12:32 PM
5	"You Make the Call" was the best panel I've ever heard	10/16/2015 11:27 AM
6	The first session with the capital guys discussing deals was one of our best sessions ever.	10/16/2015 11:11 AM
7	We didn't give John Burns Market Update enough time. He was very rushed and didn't have time for questions.	10/15/2015 10:16 AM
8	PLEASE NOTE, I DID NOT ATTEND THE CDC BLUE COUNCIL DAY IN SF. I WAS WORKING ON FORMING A NEW 55+ COUNCIL.	10/13/2015 6:18 PM
9	From a complete program perspective - Council Day needs to be on any day that is NOT the big, main day at the main ULI conference. of the 15 other members i talked to - ALL 15 of us lamented that there were so many program items at Moscone West going on the same day, Wednesday as the Council Day. Come on ULI - you can do better than this!! Council Day should have been Tuesday or Thursday, plain and simple.	10/13/2015 2:46 PM
10	Excellent day - great content - good networking - great venue.	10/13/2015 1:58 PM
11	Mission Bay and Off to the Races were two similar style presentations just about 2 different projects. I would have liked to see something different in one of the time slots.	10/9/2015 4:14 PM
12	I did not attend my Council this session. Instead I was working on starting the 55+ council and spent the day planning.	10/9/2015 3:30 PM
13	I like the participation in "You Make the Call"	10/9/2015 3:05 PM
14	"You Make the Call - Investment Structuring and Underwriting Decisions" was the best panel I have ever heard - there were several applicable, topical, and helpful investment structuring items that I appreciated the opportunity to listen to.	10/9/2015 11:55 AM
15	Great conference and panels.	10/9/2015 11:24 AM
16	We need more You Make the Call type programming. More things that are interactive. It was one of the best sessions we have had in the last 3 years. We don't need two case studies, lets add another investment type programming. maybe one from the developers point of view and one from the money. Happy to participate as a Developer.	10/9/2015 10:49 AM
17	Very good session.	10/9/2015 10:44 AM
18	The Lightning Round should be eliminated from the agenda.	10/9/2015 10:39 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 34 Skipped: 6

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	97.06% 33	0.00% 0	2.94% 1	34
My Chair Kept Members Engaged & Encouraged Broad Interaction	97.06% 33	0.00% 0	2.94% 1	34
Did the Team Perform to Your Expectation?	96.97% 32	0.00% 0	3.03% 1	33
Do You Feel That the Team Communicates Well With You Outside of Council Day?	96.97% 32	0.00% 0	3.03% 1	33

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 14 Skipped: 26

#	Responses	Date
1	Great day; perhaps 1 too many sessions; move mindfulness session to closing; keep panels to no more than 3 speakers; more focus on member accomplishments, stories and projects; let's highlight our members!	10/16/2015 12:44 PM
2	Great location and food. Well organized. Thanks!	10/16/2015 11:18 AM
3	Great venue	10/16/2015 11:12 AM
4	Great venue! Best in last 3 years.	10/15/2015 10:17 AM
5	Great venue	10/13/2015 2:48 PM
6	the financial overview was awesome!!!!!!!!!!	10/13/2015 2:46 PM
7	Collaborative side discussions, incorporated into the sessions, was useful. Would like to see that more often.	10/12/2015 11:19 AM
8	great venue, engaged leadership!	10/9/2015 4:15 PM
9	Heidi and the rest of our Leadership team did a great job in Cynthia's absence	10/9/2015 3:08 PM
10	The venue was great and Heidi did a fantastic job as always	10/9/2015 11:57 AM
11	Very interesting	10/9/2015 11:25 AM
12	this was the most organised council meeting I have attended.	10/9/2015 10:57 AM
13	The team is fantastic. Always engaged before the meetings, during the meetings, and all year around. No one is better!	10/9/2015 10:50 AM
14	Great venue.	10/9/2015 10:45 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 32

#	Responses	Date
1	The unique challenges of urban infill MPC's	10/16/2015 12:44 PM
2	Please include site tours in future council days. These are the best way to really engage with the host city.	10/15/2015 10:17 AM
3	I would like to get to know more people in depth on the council.	10/13/2015 2:46 PM
4	Technology in land development, the new world.	10/9/2015 4:15 PM
5	I like the case studies	10/9/2015 3:08 PM
6	Yes. I will share those within leadership during our next call.	10/9/2015 11:00 AM
7	Market updates are great.	10/9/2015 10:57 AM
8	No	10/9/2015 10:45 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 7 Skipped: 33

#	Responses	Date
1	more interactive sessions; real numbers, real deals	10/16/2015 12:44 PM
2	Have it on a different day than the MAIN conference day at ULI.	10/13/2015 2:47 PM
3	see comment about similar presentations above	10/9/2015 4:15 PM
4	Perhaps better location for the overhead or just telling panelists that viewing the slides will be difficult	10/9/2015 11:57 AM
5	Limit the number of colorful sailboats racing right in front of our windows. Ha!	10/9/2015 11:00 AM
6	We haven't had a site tour since Vancouver. These tours are the best way for us to engage with the host city. I would highly recommend including them in the future.	10/9/2015 10:57 AM
7	More interaction! Loved the cards for multiple choice answers. Getting the tables involved with each other was a great idea.	10/9/2015 10:50 AM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 37

#	Responses	Date
1	More finance	10/16/2015 11:28 AM
2	TBA	10/9/2015 4:15 PM
3	Please focus more on finance - the investment structuring panel was really fantastic	10/9/2015 11:57 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 34 Skipped: 6

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	100.00% 34	0.00% 0	0.00% 0	34
The Council Reception and Venue Were Great!	96.97% 32	0.00% 0	3.03% 1	33

#	Additional Comments on the Council Day Venue and Reception	Date
1	Terrific San Francisco venue; beautiful day on the San Francisco Bay	10/16/2015 12:44 PM
2	Best venue in the past 3 years.	10/15/2015 10:17 AM
3	great job!	10/9/2015 4:15 PM
4	Exceptional meeting	10/9/2015 3:08 PM
5	Thank you as always	10/9/2015 11:57 AM
6	The venue was great (both the reception and meeting were at the same venue)	10/9/2015 10:57 AM
7	Council Day Venue was incredible!	10/9/2015 10:50 AM

## Q4 CDCGold, Please Rate Each Council Day Session

Answered: 37 Skipped: 4

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Delivering Authentic Experiences through Unique Amenities and Lifestyle Programming	83.33% 30	5.56% 2	8.33% 3	2.78% 1	36
Member Introductions	75.68% 28	0.00% 0	13.51% 5	10.81% 4	37
Reinventing Home Sales in Master Planned Communities	94.59% 35	0.00% 0	2.70% 1	2.70% 1	37
Report out from Lifestyle/Amenities Discussion	83.33% 30	0.00% 0	13.89% 5	2.78% 1	36
Technology as the Driver of Aspiration, Culture, and Community	94.59% 35	0.00% 0	0.00% 0	5.41% 2	37
Simultaneous Headwinds and Tailwinds: Strategies to Navigate the Housing Cycle	91.89% 34	0.00% 0	5.41% 2	2.70% 1	37
Member Introductions	78.38% 29	0.00% 0	10.81% 4	10.81% 4	37
Interactive Session: Around the Country in 60 Minutes—Economy, Demand & Supply, and Capital Markets	41.18% 14	8.82% 3	5.88% 2	44.12% 15	34
Was Organized					
	Yes	No	Somewhat	N/A	Total
Delivering Authentic Experiences through Unique Amenities and Lifestyle Programming	91.43% 32	0.00% 0	5.71% 2	2.86% 1	35
Member Introductions	67.65% 23	8.82% 3	14.71% 5	8.82% 3	34
Reinventing Home Sales in Master Planned Communities	97.14% 34	0.00% 0	0.00% 0	2.86% 1	35
Report out from Lifestyle/Amenities Discussion	85.29% 29	0.00% 0	8.82% 3	5.88% 2	34
Technology as the Driver of Aspiration, Culture, and Community	94.29% 33	0.00% 0	0.00% 0	5.71% 2	35
Simultaneous Headwinds and Tailwinds: Strategies to Navigate the Housing Cycle	94.29% 33	2.86% 1	0.00% 0	2.86% 1	35
Member Introductions	68.57% 24	8.57% 3	14.29% 5	8.57% 3	35
Interactive Session: Around the Country in 60 Minutes—Economy, Demand & Supply, and Capital Markets	32.26% 10	9.68% 3	16.13% 5	41.94% 13	31
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Delivering Authentic Experiences through Unique Amenities and Lifestyle Programming	81.82% 27	0.00% 0	15.15% 5	3.03% 1	33
Member Introductions	40.63% 13	9.38% 3	0.00% 0	50.00% 16	32

## Council Day Survey for San Francisco Fall 2015

Reinventing Home Sales in Master Planned Communities	<b>90.91%</b> 30	<b>6.06%</b> 2	<b>0.00%</b> 0	<b>3.03%</b> 1	33
Report out from Lifestyle/Amenities Discussion	<b>78.13%</b> 25	<b>0.00%</b> 0	<b>6.25%</b> 2	<b>15.63%</b> 5	32
Technology as the Driver of Aspiration, Culture, and Community	<b>94.12%</b> 32	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>5.88%</b> 2	34
Simultaneous Headwinds and Tailwinds: Strategies to Navigate the Housing Cycle	<b>91.18%</b> 31	<b>0.00%</b> 0	<b>5.88%</b> 2	<b>2.94%</b> 1	34
Member Introductions	<b>53.13%</b> 17	<b>12.50%</b> 4	<b>0.00%</b> 0	<b>34.38%</b> 11	32
Interactive Session: Around the Country in 60 Minutes—Economy, Demand & Supply, and Capital Markets	<b>30.00%</b> 9	<b>13.33%</b> 4	<b>10.00%</b> 3	<b>46.67%</b> 14	30

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Great day.	10/16/2015 1:11 PM
2	All presentations were excellent, the speakers were very well prepared and presented their very professionally.	10/16/2015 12:24 PM
3	Unfortunately I wasn't able to participate due to some personal circumstances that I shared with Beth.	10/16/2015 11:57 AM
4	I loved our council day - very well done. Really liked having the member intros scattered throughout the day. All the presentations were well done and very applicable.	10/15/2015 10:31 AM
5	It was my first council meeting as a member. I found the day and program to be very informative and professional. I look forward to the spring session	10/14/2015 2:02 PM
6	a valuable and informative day - as always Tom Reiman	10/9/2015 2:21 PM
7	We eliminated last session in favor of continuing some discussion items	10/9/2015 1:04 PM
8	Excellent, best CDC meeting ever!!!	10/9/2015 10:53 AM
9	Excellent programs, well organized, good content and speakers, great venue and lunch. A great day all around!	10/8/2015 11:24 AM
10	Survey was in my junk folder. Will everyone find it?	10/8/2015 9:51 AM
11	Great sessions	10/7/2015 8:21 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 36 Skipped: 5

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	97.22% 35	0.00% 0	2.78% 1	36
My Chair Kept Members Engaged & Encouraged Broad Interaction	97.22% 35	0.00% 0	2.78% 1	36
Did the Team Perform to Your Expectation?	94.44% 34	0.00% 0	5.56% 2	36
Do You Feel That the Team Communicates Well With You Outside of Council Day?	94.44% 34	0.00% 0	5.56% 2	36

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 7 Skipped: 34

#	Responses	Date
1	This meeting was one of the best and most informative that I have attended in the 32 years I've been a member!	10/16/2015 12:34 PM
2	My main comment is to do member and guest intros at the beginning.	10/15/2015 10:02 AM
3	Outstanding content and experience; highly relevant material. Chair is engaged and active.	10/14/2015 10:47 AM
4	Great day!	10/9/2015 1:05 PM
5	I find it informative and interesting; makes me think more strategically	10/9/2015 12:18 PM
6	Great day.	10/8/2015 9:00 AM
7	Great leadership	10/7/2015 8:22 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 33

#	Responses	Date
1	More on the evolution of architectural designs during the past 10 years.	10/16/2015 12:34 PM
2	Affordability as it relates to MPC's and creating communities. How do we create authentic community experiences 'for the masses'?	10/15/2015 10:32 AM
3	Add session on mixed use master plans which are becoming very popular.	10/15/2015 10:02 AM
4	Continuing Trends in the Housing Markets	10/14/2015 2:04 PM
5	I'd like to see the topics of innovation and personal / community health in future council meetings.	10/12/2015 9:54 AM
6	How to market MPC - central info desk controlled by developer? Some MPC are iconic and can't be reproduced versus the rest of us who are slogging it out in markets where there is little barriers to entry; would like to hear how they've been successful, what works and what doesn't. Maybe a "spilled milk" discussion on something that you tried and didn't work.	10/9/2015 12:18 PM
7	Like idea of panel on biggest failures.	10/8/2015 9:40 AM
8	More on sales topic	10/7/2015 8:22 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 4 Skipped: 37

#	Responses	Date
1	Just keep up the great work!	10/16/2015 12:34 PM
2	My main comment is to do member and guest intros at the beginning.	10/15/2015 10:02 AM
3	I thought Beth did a fabulous job as the leader of our council day meeting.	10/14/2015 2:04 PM
4	Fewer topics - homework assignments prior to the meeting more time for concrete next steps	10/8/2015 9:22 AM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 4 Skipped: 37

#	Responses	Date
1	yes. Doug Smith - EDSA	10/16/2015 1:38 PM
2	Will do	10/16/2015 12:34 PM
3	Greg Weaver - I am happy to help provide more feedback. Thanks	10/15/2015 10:02 AM
4	yes, over 40% of the general sessions were focused on technology. Google Fiber was a platinum Sponsor. we work Google daily. perhaps we discuss a Philadelphia session	10/9/2015 2:22 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 35 Skipped: 6

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	94.29% 33	0.00% 0	5.71% 2	35
The Council Reception and Venue Were Great!	85.29% 29	2.94% 1	11.76% 4	34

#	Additional Comments on the Council Day Venue and Reception	Date
1	Reception was terrible. Was embarrassed to have a guest and pay \$150 for lousy food., limited drink selection and overcrowded room	10/16/2015 1:00 PM
2	The reception and the venue were great. Looking at the Golden Gate Bridge thru the windows was a real treat.	10/16/2015 12:34 PM
3	Thanks to all for their time/effort in putting this together	10/9/2015 12:18 PM
4	Longer than expected bus ride to get to them, but worth it to have a nice venue. Reception food was some of the best I can recall.	10/8/2015 11:26 AM

## Q5 CDCGreen, Please Rate Each Council Day Session

Answered: 34 Skipped: 3

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Simultaneous Headwinds and Tailwinds: Strategies to Navigate the Housing Cycle	97.06% 33	0.00% 0	2.94% 1	0.00% 0	34
Roundtable market discussions	82.35% 28	0.00% 0	17.65% 6	0.00% 0	34
Flash Speaker: Consumer Confidence Update	48.48% 16	6.06% 2	45.45% 15	0.00% 0	33
Giga-What? Can Innovative Technology Transform Community Development?	79.41% 27	2.94% 1	11.76% 4	5.88% 2	34
Flash Speaker: Capital Markets Update	66.67% 22	3.03% 1	27.27% 9	3.03% 1	33
Master-planned Community Case Studies: East Coast and West Coast Communities	93.94% 31	0.00% 0	3.03% 1	3.03% 1	33
Fresh Ideas from the Most Unlikely Places	81.82% 27	0.00% 0	15.15% 5	3.03% 1	33
Was Organized					
	Yes	No	Somewhat	N/A	Total
Simultaneous Headwinds and Tailwinds: Strategies to Navigate the Housing Cycle	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34
Roundtable market discussions	97.06% 33	0.00% 0	2.94% 1	0.00% 0	34
Flash Speaker: Consumer Confidence Update	78.79% 26	3.03% 1	18.18% 6	0.00% 0	33
Giga-What? Can Innovative Technology Transform Community Development?	91.18% 31	0.00% 0	2.94% 1	5.88% 2	34
Flash Speaker: Capital Markets Update	81.82% 27	0.00% 0	15.15% 5	3.03% 1	33
Master-planned Community Case Studies: East Coast and West Coast Communities	93.94% 31	0.00% 0	3.03% 1	3.03% 1	33
Fresh Ideas from the Most Unlikely Places	84.85% 28	0.00% 0	12.12% 4	3.03% 1	33
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Simultaneous Headwinds and Tailwinds: Strategies to Navigate the Housing Cycle	96.88% 31	0.00% 0	3.13% 1	0.00% 0	32
Roundtable market discussions	64.52% 20	6.45% 2	22.58% 7	6.45% 2	31
Flash Speaker: Consumer Confidence Update	93.55% 29	0.00% 0	0.00% 0	6.45% 2	31
Giga-What? Can Innovative Technology Transform Community Development?	96.77% 30	0.00% 0	0.00% 0	3.23% 1	31

## Council Day Survey for San Francisco Fall 2015

Flash Speaker: Capital Markets Update	<b>90.32%</b> 28	<b>0.00%</b> 0	<b>6.45%</b> 2	<b>3.23%</b> 1	31
Master-planned Community Case Studies: East Coast and West Coast Communities	<b>96.77%</b> 30	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>3.23%</b> 1	31
Fresh Ideas from the Most Unlikely Places	<b>90.32%</b> 28	<b>0.00%</b> 0	<b>3.23%</b> 1	<b>6.45%</b> 2	31

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	One of the best meetings in recent memory.	10/16/2015 4:59 PM
2	Giga what was the best program	10/16/2015 12:02 PM
3	Great Session. One of the best that I have attended at ULI	10/15/2015 4:54 PM
4	Very good session, well organised interesting content	10/13/2015 2:01 PM
5	Didn't like the Giga presentation. Too long and aside from the Giga part, nothing new. MP Case Studies wasn't great. The program too long and not much new info. Schaegler spoke about what he's investing in vs. state of residential investment in general - which would have been more interesting. Last speaker on tech start up was good, although not great.	10/12/2015 1:11 PM
6	Very impressed by the entire cast of presentations and the level of organization.	10/11/2015 11:30 PM
7	Loved the encouraged exchange throughout the day. Best meeting yet! Keep the Flash Speaker concept in. Great insights from different perspectives.	10/9/2015 8:31 PM
8	Excellent day and venue! With the exception of the consumer confidence all programs were great. That one made no sense and had no value whatsoever. The speaker - Eric - comes across very arrogant; needs to know his audience.	10/9/2015 12:42 PM
9	There was a good balance between each of the presentations and dialog with the group. John's presentation on the housing economy was excellent.	10/9/2015 12:26 PM
10	Great Venue, strong program. With the reception the night before, not having a bar just made it easier to get to the sessions.	10/9/2015 12:24 PM
11	I enjoyed the day. Can not remember "fresh idea" I was my 1st at Green Council.	10/9/2015 11:08 AM
12	Overall, the sessions were excellent--interesting and useful.	10/7/2015 7:50 PM
13	One of the best councils yet - truly. John Burns presentation set up many of the following speakers and informal conversations. Great information. Only thought would be to have some snacks available.	10/7/2015 7:37 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 34 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 34	0.00% 0	0.00% 0	34
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 33	0.00% 0	0.00% 0	33
Did the Team Perform to Your Expectation?	100.00% 34	0.00% 0	0.00% 0	34
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 34	0.00% 0	0.00% 0	34

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 12 Skipped: 25

#	Responses	Date
1	Very well organized.	10/16/2015 5:02 PM
2	Program was good	10/16/2015 12:03 PM
3	Great Day. Best ever.	10/16/2015 1:09 AM
4	Connie, our new Chair, did an outstanding job!	10/15/2015 4:55 PM
5	It was a very good session. Thank you.	10/14/2015 11:53 AM
6	The meeting place was fabulous! Just missed the wine:)	10/9/2015 8:33 PM
7	Best council I've been in.	10/9/2015 7:00 PM
8	Given the number of homebuilders we had in the room it would have been great to have heard more from them. Besides labor shortages what are the challenges facing the builders? What are they losing sleep over? How are their relationships with land owners, capital partners and developers and what improvements could be made?	10/9/2015 12:52 PM
9	Connie and the team did an excellent job. the program was well balanced.	10/9/2015 12:32 PM
10	I would like to have more time to visit with each member and get to know them on a more personal level.	10/9/2015 11:12 AM
11	One of the best days I've been to in a while	10/9/2015 11:05 AM
12	Excellent	10/7/2015 7:55 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 29

#	Responses	Date
1	not at present.	10/16/2015 5:02 PM
2	Due diligence for MPCs	10/16/2015 12:03 PM
3	What is happening in build-to-rent? George Casey may have ideas...	10/14/2015 11:53 AM
4	Keep some focus on technology and how its being applied to our communities and within our communities. WE heard alot about farm to fork "adventures" just starting. Would love a follow-up as well as what else is really working; besides the new ones starting, those that have been in existence and are now back in action.	10/9/2015 8:33 PM
5	See above regarding the homebuilders. Also, town centers and retail. What's been the experience with Pop-ups and other? How do we create a greater and more profitable sense of place?	10/9/2015 12:52 PM
6	I will talk to our team in Philadelphia. There are large scale green infrastructure initiatives and transportation underway in Philly.	10/9/2015 12:32 PM
7	I will work on this!	10/9/2015 11:12 AM
8	Infrastructure and amenity financing	10/7/2015 7:55 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 6 Skipped: 31

#	Responses	Date
1	Possibly have lunch in a more interesting venue. Dinner venue possible the Barnes Collection in Philadelphia	10/13/2015 2:06 PM
2	Great job!	10/9/2015 8:33 PM
3	Knowing our audience might be good for the next meeting. Sometimes this may mean our being more spontaneous and flexible, or having an opportunity for that in the schedule.	10/9/2015 12:52 PM
4	I think case studies on innovative projects are extremely valuable. It would be good to push the boundaries more.	10/9/2015 12:32 PM
5	Will do.	10/9/2015 11:12 AM
6	No suggestions, well done	10/7/2015 7:55 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 4 Skipped: 33

#	Responses	Date
1	They already do.	10/9/2015 8:33 PM
2	Thank you	10/9/2015 12:52 PM
3	I am happy to maintain my current level of engagement.	10/9/2015 12:32 PM
4	I think they have done all I expect	10/7/2015 7:55 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 34 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	97.06% 33	0.00% 0	2.94% 1	34
The Council Reception and Venue Were Great!	75.00% 24	6.25% 2	18.75% 6	32

#	Additional Comments on the Council Day Venue and Reception	Date
1	Possibly the Barnes Collection in Philadelphia	10/13/2015 2:06 PM
2	Very well done.	10/9/2015 8:33 PM
3	\$150 for beer, wine and pasta buffet? I brought guests who felt it was a waste of time and money, as did I. Embarrassing.	10/9/2015 7:00 PM
4	Both were excellent! Good job!	10/9/2015 12:52 PM
5	The Battery Club was an excellent venue. St Francisco was a tired venue with very modest food and it seemed to have one bar tender!	10/9/2015 12:32 PM
6	Did not attend reception	10/7/2015 7:55 PM

## Q6 CDCSilver, Please Rate Each Council Day Session

Answered: 37 Skipped: 3

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
New Member Introductions – Christopher Jackson	70.59% 24	8.82% 3	14.71% 5	5.88% 2	34
Member Introductions	64.71% 22	8.82% 3	14.71% 5	11.76% 4	34
Future Proofing Your NEXT Community. Four big trends we know will change the way consumers live & buy	97.30% 36	0.00% 0	2.70% 1	0.00% 0	37
The Fight for Water – the Mountain House Case	75.00% 27	8.33% 3	16.67% 6	0.00% 0	36
Breakout Round Tables – Begin to connect the dots about how these trends will affect real estate's future	67.57% 25	5.41% 2	21.62% 8	5.41% 2	37
The Fight for Water – the Mountain House Case	57.14% 16	10.71% 3	14.29% 4	17.86% 5	28
New Water Rules – California Leading the Way	64.71% 22	11.76% 4	23.53% 8	0.00% 0	34
It's all in the Deal – Making Money in Community Development	86.11% 31	2.78% 1	11.11% 4	0.00% 0	36
What Keeps You Up at Night? Results and Discussion	67.57% 25	10.81% 4	21.62% 8	0.00% 0	37
Cocktails – Presentation by Bespoke	77.14% 27	11.43% 4	11.43% 4	0.00% 0	35
Was Organized					
	Yes	No	Somewhat	N/A	Total
New Member Introductions – Christopher Jackson	100.00% 36	0.00% 0	0.00% 0	0.00% 0	36
Member Introductions	97.14% 34	0.00% 0	2.86% 1	0.00% 0	35
Future Proofing Your NEXT Community. Four big trends we know will change the way consumers live & buy	97.22% 35	0.00% 0	2.78% 1	0.00% 0	36
The Fight for Water – the Mountain House Case	94.12% 32	2.94% 1	2.94% 1	0.00% 0	34
Breakout Round Tables – Begin to connect the dots about how these trends will affect real estate's future	63.89% 23	2.78% 1	27.78% 10	5.56% 2	36
The Fight for Water – the Mountain House Case	76.92% 20	3.85% 1	3.85% 1	15.38% 4	26
New Water Rules – California Leading the Way	90.63% 29	6.25% 2	3.13% 1	0.00% 0	32
It's all in the Deal – Making Money in Community Development	100.00% 35	0.00% 0	0.00% 0	0.00% 0	35
What Keeps You Up at Night? Results and Discussion	61.11% 22	11.11% 4	27.78% 10	0.00% 0	36
Cocktails – Presentation by Bespoke	97.06% 33	2.94% 1	0.00% 0	0.00% 0	34

## Council Day Survey for San Francisco Fall 2015

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
New Member Introductions – Christopher Jackson	13.79% 4	3.45% 1	0.00% 0	82.76% 24	29
Member Introductions	14.29% 4	14.29% 4	0.00% 0	71.43% 20	28
Future Proofing Your NEXT Community. Four big trends we know will change the way consumers live & buy	87.88% 29	3.03% 1	9.09% 3	0.00% 0	33
The Fight for Water – the Mountain House Case	79.31% 23	6.90% 2	6.90% 2	6.90% 2	29
Breakout Round Tables – Begin to connect the dots about how these trends will affect real estate's future	58.06% 18	9.68% 3	12.90% 4	19.35% 6	31
The Fight for Water – the Mountain House Case	70.83% 17	8.33% 2	4.17% 1	16.67% 4	24
New Water Rules – California Leading the Way	72.41% 21	6.90% 2	17.24% 5	3.45% 1	29
It's all in the Deal – Making Money in Community Development	96.88% 31	0.00% 0	3.13% 1	0.00% 0	32
What Keeps You Up at Night? Results and Discussion	50.00% 15	26.67% 8	13.33% 4	10.00% 3	30
Cocktails – Presentation by Bespoke	93.55% 29	6.45% 2	0.00% 0	0.00% 0	31

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Morning session with tech people was excellent. Outside the box and challenging.	10/16/2015 8:04 PM
2	Great meeting.	10/16/2015 3:51 PM
3	Loved the Future Proofing discussion. Very thought provoking. Great to hear about how lots are being sold	10/16/2015 3:05 PM
4	It was a great day	10/16/2015 11:40 AM
5	I like the concept of "What keeps you up at night?" but there was no discussion of this or what the concerns are of most folks. I wish there would have been some discussion on this subject.	10/15/2015 5:19 PM
6	The Future Proofing session, which was really about disruptive forces in other industries was great. The Bespoke session was also very impressive!	10/15/2015 10:52 AM
7	The first session was very good and stayed on the track that gets us outside the box and beyond a review of best practices etc. The water sessions were generally informative, but each state is different and so unless you are California, they had limited applicability.	10/15/2015 10:09 AM
8	The technology section was terrific and very stimulating. I would love to see more presentations like that.	10/14/2015 12:25 PM
9	Best Council Day that I have been to in the last 5 years. Very insightful and relevant discussion. Did not try to squeeze more in than was possible and yet was still a very rich, full day. Well done organizing committee	10/14/2015 6:33 AM
10	Good session	10/13/2015 5:52 PM
11	Content for this meeting was great. Kudos to the organizers. "Future Proofing" session was especially thought provoking.	10/12/2015 11:28 AM
12	one of the best days in recent memory. well organized and attended.	10/12/2015 9:58 AM
13	great venue, super day!	10/9/2015 1:13 PM
14	Great council day!	10/9/2015 12:20 PM
15	Room was too small and would prefer venue closer to convention center	10/9/2015 11:26 AM
16	Excellent CDC-SILVER Day! I am from Atlanta...hence the CA Water situation had little value to me, other than just being interesting. Otherwise, the FUTURE PROOFING and the MAKING MONEY sessions were Just Terrific. And those Sessions were some 75% of our time. Again, and Excellent Day, Conference and Overall ULI Conference event!!	10/8/2015 4:35 PM

## Council Day Survey for San Francisco Fall 2015

17	Big Morning session great. Big Afternoon one (Gollis) had limited appeal because most of our group aren't CFOs of development companies.	10/8/2015 12:06 PM
18	Space was too small for the council meeting.	10/8/2015 3:30 AM
19	A great day! The room seemed a little crowded. Great view, Wish we had more time for some more in depth round table discussions.	10/7/2015 8:55 PM
20	Drumm, you were awesome! Nailed it first time out of the box!	10/7/2015 7:18 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 38 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	92.11% 35	2.63% 1	5.26% 2	38
My Chair Kept Members Engaged & Encouraged Broad Interaction	92.11% 35	2.63% 1	5.26% 2	38
Did the Team Perform to Your Expectation?	94.74% 36	0.00% 0	5.26% 2	38
Do You Feel That the Team Communicates Well With You Outside of Council Day?	78.95% 30	0.00% 0	21.05% 8	38

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 20 Skipped: 20

#	Responses	Date
1	Excellent as always.	10/16/2015 8:15 PM
2	It was perfect!	10/16/2015 3:53 PM
3	NA	10/16/2015 11:41 AM
4	Great overall conference!	10/15/2015 5:20 PM
5	Overall, very good council meeting!	10/15/2015 10:54 AM
6	It was crowded but worth it for the location. I really enjoyed this session.	10/15/2015 10:17 AM
7	Great job	10/14/2015 12:27 PM
8	Well done Mark	10/14/2015 6:38 AM
9	Always enjoy the larger trend information, not only development issues	10/13/2015 5:54 PM
10	Advance communications were less than they have been. Better information on logistics of meeting places and transportation would be appreciated.	10/12/2015 11:33 AM
11	Great location, Traditional bus problems on the return to general session	10/12/2015 9:59 AM
12	Great job overall!	10/10/2015 2:06 PM
13	could have more communication during the year around meting topics; perhaps a survey like this	10/9/2015 1:15 PM
14	Great discussions on technology - first rate guests	10/9/2015 12:48 PM
15	Well run council day. Interesting topics.	10/9/2015 12:21 PM
16	Great venue, great moderators, interesting topics.	10/9/2015 12:17 PM
17	Good program. Space was a little crowded...but worked out ok.	10/8/2015 5:39 PM
18	Excellent	10/8/2015 4:46 PM
19	I totally enjoy CDC-Silver. It is a diverse group, and we all seem to interact well.	10/8/2015 12:17 PM
20	Meeting was off schedule most of day.	10/8/2015 3:34 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 10 Skipped: 30

#	Responses	Date
1	Mixing age-restricted with unrestricted housing. There a lot of people experimenting with this.	10/16/2015 8:15 PM
2	How about something about running of MPC's ("After the Transition). What works and what doesn't in setting up community structure.	10/16/2015 3:07 PM
3	NA	10/16/2015 11:41 AM
4	I like getting speakers that are dealing with matters that have universal applicability. When it gets to narrow, it loses some value. Suggest continued emphasis on getting the process of development started; discussions on techniques used and proven successful for the entitlements work, Corps of Engineers, ESA etc.	10/15/2015 10:17 AM
5	Future Trends. New/Firsttime homebuyer market.	10/14/2015 6:38 AM
6	Leadership, consumer trends	10/13/2015 5:54 PM
7	The four trends in data	10/12/2015 9:59 AM
8	Use of EB-5 capital in master planned community development	10/9/2015 12:21 PM
9	Maybe a session that looks at a couple different size master plans and compares the segmentation within those master plans...lot sizes, home product, home prices, target market, absorption pace etc. We talked about how segmented the market is getting, would like to see if/how different communities are meeting that segmentation. And as far as market research goes, it would be great to have John Burns back again sometime soon.	10/8/2015 5:39 PM
10	Something that explores how the next wave of homebuyers that might want their next home in an MPC would tell us what they want. Maybe interviews (recorded ahead of time) leading to atypical land plan layouts to include this "new think." I constantly hear us talking about appealing to new/next buyers, but MPC neighborhoods seem stuck in the 1980s. Why?	10/8/2015 12:17 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 14 Skipped: 26

#	Responses	Date
1	NA	10/16/2015 11:41 AM
2	Doing great.	10/15/2015 10:17 AM
3	It was great	10/14/2015 12:27 PM
4	While the view was spectacular the room was a bit crowded. Worth the view but something to think about next time.	10/14/2015 6:38 AM
5	space was too tight	10/13/2015 5:54 PM
6	Thank you Well done	10/12/2015 9:59 AM
7	Morning session a bit long need to break up	10/10/2015 2:06 PM
8	Fewer guests!	10/9/2015 1:15 PM
9	More frequent communication in advance of meetings	10/9/2015 12:21 PM
10	Would be City overviews and walking tour in each location wo	10/9/2015 12:17 PM
11	Venue closer to convention center - it took almost an hour to get back	10/9/2015 11:27 AM
12	I think the BEST improvement?--they made ... 1) Cut down on the time spent on the Introduction of Current Members (my pet peeve on time wasted!), 2) had a Written Question for all to respond to IN WRITING, and not waste time on that item during Introductions!	10/8/2015 4:46 PM
13	Major presentations might be best if limited to 1.5 hours? Not sure.	10/8/2015 12:17 PM
14	Better meeting location, better food.	10/8/2015 3:34 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 6 Skipped: 34

#	Responses	Date
1	I would be happy to help organize the program mentioned above.	10/16/2015 8:15 PM
2	NA	10/16/2015 11:41 AM
3	Willing to help. Ted Brown 407 244 1132	10/15/2015 10:17 AM
4	Happy to participate wherever there is a need	10/14/2015 6:38 AM
5	ask ore people to lead roundtables. Use different members in panels	10/9/2015 1:15 PM
6	I'll contact Mark Drumm. Mark, this is Scott Adams here!	10/8/2015 12:17 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 38 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	86.84% 33	2.63% 1	10.53% 4	38
The Council Reception and Venue Were Great!	81.08% 30	2.70% 1	16.22% 6	37

#	Additional Comments on the Council Day Venue and Reception	Date
1	Our council room was completely full. Good, but could have used a little more wiggle room. Same for the council reception. The distance to the venue made transport difficult, especially during traffic hours.	10/16/2015 8:15 PM
2	Venue was tight.	10/16/2015 3:53 PM
3	Could have used a little bigger room for Council Day but cozy can be good.	10/16/2015 3:07 PM
4	See comments above. The reception was in the same place but they were out of wine by 7:40. As a result, I felt it was very much overpriced. One glass of wine for me and my partner and then was advised, they were out. Not good at that price point. Skip the sit down dinner and focus on drinks and bar food. People like to take advantage of the city's restaurant offerings.	10/15/2015 10:17 AM
5	great venue, but space was tight at reception and council day	10/13/2015 5:54 PM
6	Food was great. Space was a bit tight.	10/12/2015 11:33 AM
7	attractive location, although over crowded. if we are going to be off-site and away from main venue, it should be to study something at that location. long bus rides are a waste of time if only to be somewhere pretty.	10/9/2015 9:22 PM
8	Tight space. Made it difficult for networking. Food stations were limited and hard to access.	10/9/2015 1:30 PM
9	awesome, but a bit of a hike across town	10/9/2015 1:15 PM
10	Venue was great.	10/9/2015 12:21 PM
11	100square feet bigger would have iced it.	10/8/2015 12:17 PM
12	Long distance, bus shuttle was late returning to convention center.	10/8/2015 3:34 AM

## Q7 CRCBlue, Please Rate Each Council Day Session

Answered: 24 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	91.67% 22	0.00% 0	8.33% 2	0.00% 0	24
What's On Your Mind	95.83% 23	4.17% 1	0.00% 0	0.00% 0	24
Westfield Tour Overview	47.83% 11	30.43% 7	21.74% 5	0.00% 0	23
Gap - Retail Real Estate Overview	83.33% 20	4.17% 1	12.50% 3	0.00% 0	24
Tour of Bespoke	59.09% 13	27.27% 6	13.64% 3	0.00% 0	22
Redefining Loyalty for Retail	78.26% 18	4.35% 1	17.39% 4	0.00% 0	23
Welcome to the Third Wave	52.38% 11	14.29% 3	33.33% 7	0.00% 0	21
Was Organized					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	91.67% 22	4.17% 1	4.17% 1	0.00% 0	24
What's On Your Mind	95.83% 23	4.17% 1	0.00% 0	0.00% 0	24
Westfield Tour Overview	60.87% 14	4.35% 1	34.78% 8	0.00% 0	23
Gap - Retail Real Estate Overview	83.33% 20	0.00% 0	16.67% 4	0.00% 0	24
Tour of Bespoke	40.91% 9	22.73% 5	36.36% 8	0.00% 0	22
Redefining Loyalty for Retail	82.61% 19	4.35% 1	13.04% 3	0.00% 0	23
Welcome to the Third Wave	57.14% 12	9.52% 2	33.33% 7	0.00% 0	21
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	42.11% 8	21.05% 4	36.84% 7	0.00% 0	19
What's On Your Mind	80.00% 16	5.00% 1	0.00% 0	15.00% 3	20
Westfield Tour Overview	55.56% 10	16.67% 3	22.22% 4	5.56% 1	18
Gap - Retail Real Estate Overview	85.00% 17	0.00% 0	15.00% 3	0.00% 0	20

## Council Day Survey for San Francisco Fall 2015

Tour of Bespoke	<b>41.18%</b> 7	<b>23.53%</b> 4	<b>17.65%</b> 3	<b>17.65%</b> 3	17
Redefining Loyalty for Retail	<b>68.42%</b> 13	<b>15.79%</b> 3	<b>15.79%</b> 3	<b>0.00%</b> 0	19
Welcome to the Third Wave	<b>77.78%</b> 14	<b>11.11%</b> 2	<b>11.11%</b> 2	<b>0.00%</b> 0	18

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The day felt a little rushed. What's on your mind was great. I like adding tenants to our agenda so we should keep that up.	10/15/2015 8:26 PM
2	What's on Your Mind is the best and should be longer.	10/14/2015 12:57 AM
3	The tour of Bespoke was very good, showing where some creative office is developing. Having an example to tour was so much better than the video or presentation. The overview of RH was good, but left me interested in obtaining data to confirm level of success. The Third Wave wasn't clear with what it was representing - sample of some retails, gaps being filled, trends, or a combination thereof.	10/13/2015 5:07 PM
4	What's On Your Mind was exceedingly good by Adam.	10/13/2015 4:14 PM
5	all sessions were very interesting and showed extensive thought/planning.	10/12/2015 1:36 PM
6	Joint Program with Gary Friedman was outstanding. Extremely valuable to hear his perspectives. Session were good overall. Thanks.	10/9/2015 1:09 PM
7	Need to have programs that are at a higher level. These were too esoteric and fairly pedestrian for our group. Should have "what's on your mind" for much longer. It's the gem of our Council.	10/9/2015 11:34 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 24	0.00% 0	0.00% 0	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	91.30% 21	0.00% 0	8.70% 2	23
Did the Team Perform to Your Expectation?	91.67% 22	0.00% 0	8.33% 2	24
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 24	0.00% 0	0.00% 0	24

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 6 Skipped: 20

#	Responses	Date
1	Adam Ifshin did a nice job leading the "What's on your mind?" discussion.	10/13/2015 5:22 PM
2	Council Mts once again very valuable. Great sharing of information. Need food/dinner at next council dinner.	10/9/2015 1:16 PM
3	Excellent	10/9/2015 11:13 AM
4	The notion of confidentiality and sharing was nullified by folks like Bespoke not sharing details, David Zoba glossing over details and Apple guest taking a no comment position. If you don't share, don't come.	10/9/2015 11:12 AM
5	Gary Friedman's presentation was top notch.	10/9/2015 2:08 AM
6	Strong day	10/8/2015 4:53 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 7 Skipped: 19

#	Responses	Date
1	Supermarket session on the difficulty that industry is facing.	10/16/2015 2:58 PM
2	It would be great to get metrics on industry trends. How about bringing in Greg Stoffel for an overview of the market by geographical sectors of the US and abroad?	10/13/2015 5:22 PM
3	More from Retailers i.e. Gary Friedman, Hot new retailer trends and Consumer Trends would help overall.	10/9/2015 1:16 PM
4	Shopping trends of Hispanic customers	10/9/2015 12:11 PM
5	More retailers and case study of projects in respective cities being visited.	10/9/2015 11:12 AM
6	Topic: The ongoing shit-storm in the grocery business.	10/9/2015 2:08 AM
7	a capital markets panel	10/7/2015 6:27 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 4 Skipped: 22

#	Responses	Date
1	Longer "what's on your mind" time	10/16/2015 2:58 PM
2	Good job overall. Have dinner at the next council dinner mtg.	10/9/2015 1:16 PM
3	Punctual sessions	10/9/2015 11:12 AM
4	More interactive. Less panels.	10/8/2015 4:53 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 25

#	Responses	Date
1	Yes	10/9/2015 11:13 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	87.50% 21	4.17% 1	8.33% 2	24
The Council Reception and Venue Were Great!	65.22% 15	17.39% 4	17.39% 4	23

#	Additional Comments on the Council Day Venue and Reception	Date
1	More mingling time	10/16/2015 2:58 PM
2	Think we should return to the formal sit down dinner.	10/14/2015 12:58 AM
3	Transportation from the reception event was later than what most people preferred, so most people were using Uber and Taxis to leave. The buses were relatively empty on departure (not sure how they were paid).	10/13/2015 5:22 PM
4	Council Day Venue was the convention center, but I like holding the council day at the convention and where other councils meet so I can see other folks when I step out for breaks. Reception was not good - a hike to the Foreign Cinema, some hors d'oeuvres and no dinner- everyone was shocked at no dinner as we saw tables set up. Even my council chair didn't know that we weren't being served a buffet dinner.	10/12/2015 1:39 PM
5	Good overall. Council dinner reception should have dinner. Stations are fine but need some food or will lose people to other dinners.	10/9/2015 1:16 PM
6	Dinner/reception was too far away and no unique enough to make it worth it	10/9/2015 12:27 PM
7	It would be nice to have more food at the council reception	10/9/2015 12:11 PM
8	The so called "dinner" either needs to be dinner or call it what it is, a cocktail party. This will allow people to make dinner plans. Many people were upset about the cost of this and not getting dinner	10/9/2015 11:37 AM
9	The rooms at Moscone are too big and cavernous. The 50 foot ceilings and clunky air handling systems result in lousy acoustics. However, it is more convenient to be proximate to the other councils and conference events.	10/9/2015 2:08 AM
10	Need more food	10/8/2015 4:53 PM
11	Venue was great, but we needed to have more food so we could sit down to eat.	10/7/2015 8:07 PM
12	Reception should have more food than it did	10/7/2015 6:27 PM

Council Day Survey for San Francisco Fall 2015

**Q8 CRCGold, Please Rate Each Council Day Session**

Answered: 24 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
CRC Joint Program: Gary Friedman, Restoration Hardware	95.83% 23	0.00% 0	4.17% 1	0.00% 0	24
Retail, Malls and Omnichannel Trends	62.50% 15	4.17% 1	33.33% 8	0.00% 0	24
Re-define the Lifestyle Center and Leasing Strategies	66.67% 16	12.50% 3	20.83% 5	0.00% 0	24
Speed dating and Networking	75.00% 18	4.17% 1	20.83% 5	0.00% 0	24
Bespoke – Retail incubator	29.17% 7	25.00% 6	29.17% 7	16.67% 4	24

<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
CRC Joint Program: Gary Friedman, Restoration Hardware	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Retail, Malls and Omnichannel Trends	91.67% 22	0.00% 0	8.33% 2	0.00% 0	24
Re-define the Lifestyle Center and Leasing Strategies	75.00% 18	8.33% 2	16.67% 4	0.00% 0	24
Speed dating and Networking	41.67% 10	8.33% 2	25.00% 6	25.00% 6	24
Bespoke – Retail incubator	33.33% 8	20.83% 5	25.00% 6	20.83% 5	24

<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
CRC Joint Program: Gary Friedman, Restoration Hardware	82.61% 19	0.00% 0	17.39% 4	0.00% 0	23
Retail, Malls and Omnichannel Trends	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
Re-define the Lifestyle Center and Leasing Strategies	91.30% 21	0.00% 0	4.35% 1	4.35% 1	23
Speed dating and Networking	34.78% 8	0.00% 0	4.35% 1	60.87% 14	23
Bespoke – Retail incubator	52.17% 12	4.35% 1	26.09% 6	17.39% 4	23

<b>#</b>	<b>Please Provide any feedback you have on the sessions you rated in the text box below</b>	<b>Date</b>
1	Difficult to hear speakers at Bespoke. Cool space but that's all I got out of it.	10/18/2015 10:08 PM

## Council Day Survey for San Francisco Fall 2015

2	I felt the session lacked the energy of previous Council meetings. I'm not sure if I can pinpoint the why - the dinner was actually "no dinner" just pass around food so people left and sought dinner. The problem with the Retail, Malls and Omnichannel Trends is we had the wrong speaker - he had a totally mall perspective and candidly knew very little about omnichannel retailing - an industry expert from outside like the oil guy in Houston session would have been much better - the lifestyle presentation was rambling and about deals vs about trends - I think we needed a 4th topic - maybe thats why I felt it lacked energy - loved Gary Freidman	10/16/2015 2:39 PM
3	Gary Friedman, the Lifestyle Strategies, and Retail Incubator sessions were fresh and informative	10/16/2015 12:56 PM
4	Gary Friedman was interesting/entertaining, and relevant to me. Omnichannel discussion was highly relevant and important. Lifestyle center panel was probably not very current as that product type has not proven long-term success.	10/16/2015 12:22 PM
5	The sessions were a little flat in my opinion	10/16/2015 11:26 AM
6	The morning sessions were good (Friedman was great) but the day fell apart to a great extent when speed dating started. Lunch was underwhelming, with so many great options nearby and the afternoon was of very limited value.	10/13/2015 2:08 PM
7	Started off strong with Gary and then the content got weaker and weaker	10/12/2015 3:31 PM
8	Bespoke could have been more interactive, but we recognize that the original presenter was called away and that locals were filling in.	10/12/2015 1:03 PM
9	Was in the back of the room and could not hear anything that was said at Bespoke	10/9/2015 1:59 PM
10	Great jobs. Lifestyle center panel was outstanding!	10/9/2015 10:58 AM
11	Bespoke was challenging. couldn't quite figure out the benefit to us as a group and hearing was a real challenge	10/8/2015 2:37 PM
12	Would have liked to tour the Westfield retail incubator more than Bespoke	10/7/2015 7:08 PM
13	Day offered a lot of variety and was thought provoking.	10/7/2015 6:46 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	95.83% 23	0.00% 0	4.17% 1	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	70.83% 17	4.17% 1	25.00% 6	24
Did the Team Perform to Your Expectation?	73.91% 17	8.70% 2	17.39% 4	23
Do You Feel That the Team Communicates Well With You Outside of Council Day?	73.91% 17	4.35% 1	21.74% 5	23

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 7 Skipped: 18

#	Responses	Date
1	see earlier comments	10/16/2015 2:41 PM
2	A little disorganized and the panel topics were a little flat.	10/16/2015 11:28 AM
3	This was a good but not great panel day.	10/13/2015 2:34 PM
4	Could have used more info earlier in regards to the timing and agenda for the day/dinner	10/12/2015 3:33 PM
5	The day seemed to be cut a bit short due to Bespoke visit and lack of follow w up.	10/12/2015 1:53 PM
6	David Birdsall was strong	10/9/2015 10:58 AM
7	As always, the spontaneous conversations with fellow councilmembers gave me the best take home value for the day.	10/7/2015 7:14 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 17

#	Responses	Date
1	We talked in the session about this and I thought good ideas were shared	10/16/2015 2:41 PM
2	More participation from retailers and others involved in our industry that RE folks do not always have access to.	10/16/2015 11:28 AM
3	How about getting Macy's to talk about e-commerce, Backstage and their growth? We have heard about the effects of e-commerce from the landlords, so it would be interesting to hear from the leader on the retail side.	10/13/2015 5:20 PM
4	I like the idea of bringing in an outside speaker or 2 for council day.	10/13/2015 2:34 PM
5	Perhaps taking advantage of downtown retail projects in Philadelphia for the Spring session. Plenty of development in the area including King of Prussia, downtown and casino	10/12/2015 1:53 PM
6	More retailer involvement	10/9/2015 2:01 PM
7	bring back what worked / what did not session where developers can share experiences on previous projects within the past few years.	10/7/2015 7:14 PM
8	Retail tour / case studies	10/7/2015 7:09 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 2 Skipped: 23

#	Responses	Date
1	all above	10/16/2015 2:41 PM
2	I prefer lunch at good restaurant	10/8/2015 4:59 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 0 Skipped: 25

#	Responses	Date
	There are no responses.	

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	66.67% 16	4.17% 1	29.17% 7	24
The Council Reception and Venue Were Great!	58.33% 14	4.17% 1	37.50% 9	24

#	Additional Comments on the Council Day Venue and Reception	Date
1	Made my comments on the Council dinner venue earlier - location was fine but food presentation for the \$\$ was not fine - needed to go eat dinner somewhere else - loved being in the main convention hall for council but the lighting was very poor and I think that contributed to the lack of energy	10/16/2015 2:41 PM
2	The Westfield people really let us down; being adjacent to them wasn't much of a benefit for the tour.	10/12/2015 3:33 PM
3	Lack of food at reception	10/9/2015 2:01 PM
4	Council Day location was very convenient. Council reception should have had dinner provided for \$275.	10/9/2015 1:45 PM
5	The best part of the reception is the people. The location was a bit off the beaten path and the food, given what we pay, was extremely modest.	10/8/2015 2:38 PM
6	Reception food was good but would have preferred less appetizers and a buffet dinner option. Did like the casual approach as opposed to a sit down dinner, Council day venue was ok. No water at start of day.	10/7/2015 7:14 PM
7	Appetizers weren't adequate for a dinner given the cost. Location was inconvenient.	10/7/2015 6:47 PM

## Q9 CRCGreen, Please Rate Each Council Day Session

Answered: 26 Skipped: 1

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	92.31% 24	0.00% 0	3.85% 1	3.85% 1	26
Retail Densification / Mixed-Use	50.00% 12	16.67% 4	33.33% 8	0.00% 0	24
Retailer Panel	80.00% 20	8.00% 2	12.00% 3	0.00% 0	25
Tour Ferry Building	60.00% 15	12.00% 3	28.00% 7	0.00% 0	25
Chair's General Announcements/Business Session	60.00% 15	12.00% 3	20.00% 5	8.00% 2	25
Current Trends	73.91% 17	4.35% 1	17.39% 4	4.35% 1	23
Was Organized					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	96.00% 24	0.00% 0	0.00% 0	4.00% 1	25
Retail Densification / Mixed-Use	79.17% 19	0.00% 0	20.83% 5	0.00% 0	24
Retailer Panel	87.50% 21	8.33% 2	4.17% 1	0.00% 0	24
Tour Ferry Building	83.33% 20	8.33% 2	8.33% 2	0.00% 0	24
Chair's General Announcements/Business Session	82.61% 19	8.70% 2	0.00% 0	8.70% 2	23
Current Trends	81.82% 18	4.55% 1	9.09% 2	4.55% 1	22
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	43.48% 10	21.74% 5	30.43% 7	4.35% 1	23
Retail Densification / Mixed-Use	90.48% 19	4.76% 1	4.76% 1	0.00% 0	21
Retailer Panel	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Tour Ferry Building	73.91% 17	8.70% 2	17.39% 4	0.00% 0	23
Chair's General Announcements/Business Session	71.43% 15	9.52% 2	0.00% 0	19.05% 4	21
Current Trends	70.00% 14	5.00% 1	20.00% 4	5.00% 1	20

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I thought this was a great program. Interactive. I like hearing from the retailers and what others are experiencing in the mixed use area.	10/16/2015 12:34 PM
2	Not a great program. Many of the presenters were just okay....	10/16/2015 11:45 AM
3	Gary Friedman was a very interesting and entertaining speaker. The densification panel was too oriented towards retail with multi on the bottom versus a true mixed use large scale development. Retailer panel was good with Container Store and Restoration Hardware. Ferry Building was cool but so unique as to not be relevant to most people.	10/13/2015 4:23 PM
4	I enjoyed learning more about Restoration Hardware and thought Gary delivered an excellent presentation. With that said, our program was a little heavy on Restoration Hardware, as our retailer panel also highlighted them.	10/13/2015 2:13 PM
5	Gary's comments were very provocative and very helpful in understanding the strategy and plans of RH going forward.	10/9/2015 1:05 PM
6	There was way too much self promotion and marketing	10/9/2015 10:49 AM
7	Great content and food!	10/7/2015 7:13 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	75.00% 18	8.33% 2	16.67% 4	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	79.17% 19	0.00% 0	20.83% 5	24
Did the Team Perform to Your Expectation?	79.17% 19	4.17% 1	16.67% 4	24
Do You Feel That the Team Communicates Well With You Outside of Council Day?	91.67% 22	0.00% 0	8.33% 2	24

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 7 Skipped: 20

#	Responses	Date
1	I have been to 4 or so council meetings and still don't know everyone. I would like to find a way to get to know people better - not just stand up and intro yourself, but maybe spending time with everyone at the table and then changing spots...something to promote getting to know everyone.	10/16/2015 2:51 PM
2	Council is well organized and stays on schedule. Good outside speakers.	10/16/2015 11:26 AM
3	More interaction between members sharing their experience in a round table format would be helpful	10/15/2015 1:06 PM
4	lunch was a mess and the location and timing didn't work	10/15/2015 11:17 AM
5	Adding to Brian Heafey's remark I think its usefull next time to spend more time on disruption trends.	10/15/2015 8:43 AM
6	I find the Council Day very informative and very useful for my business. The topics for discussion are always relevant, and the members engage in candid discussions. Very valuable. I am always disappointed when the day ends, because it seems that there is a lot more to discuss with this group.	10/9/2015 1:07 PM
7	As always, very substantive and clearly time consuming for the team to put together, for which I'm appreciative.	10/8/2015 1:25 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 21

#	Responses	Date
1	I think current trends is always important. I like to talk about best practices...how do companies do what they do in an efficient and successful way.	10/16/2015 2:51 PM
2	Business fundamentals i.e. rent growth, occupancy trends, key lease terms, merchandising ideas are good topics to cover	10/15/2015 1:06 PM
3	I think we should have more discussion within the group. There is lots of brain power inside our group, and I feel like we don't take enough advantage of that.	10/15/2015 11:17 AM
4	Focus more on retail development and development economics and less on retailers	10/15/2015 9:57 AM
5	The disruption we see within REIT investments is technology. Availability of real estate data is growing massive. Processing the date into decision making has become a critical success factor. I offer to host a 20 minute presentation on how we try to do that in Amsterdam.	10/15/2015 8:43 AM
6	Consider a joint session with another CRC council so we can get to better know their members, perhaps speed dating with CRC [Blue/Silver/Gold]?	10/14/2015 12:35 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 3 Skipped: 24

#	Responses	Date
1	Better programs and speakers.	10/16/2015 11:47 AM
2	less presentations more interaction	10/15/2015 1:06 PM
3	the panel on development was a complete snooze fest. we need to get better and more dynamic speakers	10/15/2015 11:17 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 0 Skipped: 27

#	Responses	Date
	There are no responses.	

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	75.00% 18	4.17% 1	20.83% 5	24
The Council Reception and Venue Were Great!	63.64% 14	18.18% 4	18.18% 4	22

#	Additional Comments on the Council Day Venue and Reception	Date
1	the reception is always a great way to mingle with everyone...one thing I would say is that it is expensive...on top of ULI already being expensive. The program is great, but it just seems like a lot of money in terms of dues, council dues, reception on top of that...	10/16/2015 2:51 PM
2	I won't be attending the counsel dinner any longer.....money not well spent. No food and location was poor....	10/16/2015 11:47 AM
3	The food offerings were pathetic at both the council reception and the lunch on council day. Easily the worst of any I have attended.	10/9/2015 10:51 AM
4	Need more food at reception and lunch	10/8/2015 3:11 PM
5	The on-site location for council day was convenient, but there's nothing inspiring about a convention room.	10/8/2015 1:25 PM

## Q10 CRCSilver, Please Rate Each Council Day Session

Answered: 28 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	88.89% 24	0.00% 0	11.11% 3	0.00% 0	27
Retail Landscape Transitions & the VC View	67.86% 19	14.29% 4	17.86% 5	0.00% 0	28
Tenants, Tenants, Tenants	75.00% 21	3.57% 1	21.43% 6	0.00% 0	28
Pre-Lunch Market Discussion @ 25 Lusk– 25 Lusk Street (off Townsend btw 3rd and 4th, 415-495-5875)	13.04% 3	8.70% 2	4.35% 1	73.91% 17	23
CRCSilver Town Hall	34.78% 8	4.35% 1	0.00% 0	60.87% 14	23
Where we are in the cycle	82.61% 19	4.35% 1	4.35% 1	8.70% 2	23
Was Organized					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	100.00% 27	0.00% 0	0.00% 0	0.00% 0	27
Retail Landscape Transitions & the VC View	85.71% 24	3.57% 1	10.71% 3	0.00% 0	28
Tenants, Tenants, Tenants	82.14% 23	7.14% 2	10.71% 3	0.00% 0	28
Pre-Lunch Market Discussion @ 25 Lusk– 25 Lusk Street (off Townsend btw 3rd and 4th, 415-495-5875)	25.00% 5	15.00% 3	0.00% 0	60.00% 12	20
CRCSilver Town Hall	40.00% 8	5.00% 1	0.00% 0	55.00% 11	20
Where we are in the cycle	90.91% 20	0.00% 0	4.55% 1	4.55% 1	22
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
CRC Joint Program: Gary Friedman, Restoration Hardware	62.96% 17	11.11% 3	25.93% 7	0.00% 0	27
Retail Landscape Transitions & the VC View	64.29% 18	7.14% 2	28.57% 8	0.00% 0	28
Tenants, Tenants, Tenants	60.71% 17	17.86% 5	21.43% 6	0.00% 0	28
Pre-Lunch Market Discussion @ 25 Lusk– 25 Lusk Street (off Townsend btw 3rd and 4th, 415-495-5875)	19.05% 4	9.52% 2	0.00% 0	71.43% 15	21
CRCSilver Town Hall	40.00% 8	5.00% 1	0.00% 0	55.00% 11	20
Where we are in the cycle	73.91% 17	4.35% 1	13.04% 3	8.70% 2	23

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The meeting ran late after the RH discussion.	10/16/2015 4:04 PM
2	The day felt a little rushed. A lot of content absorption, but not all that much discussion among the group, which would have been nice. Probably spent too much time going to and from lunch. Gary Friedman was fascinating. Best part of the program.	10/16/2015 1:34 PM
3	We ran short of time mainly due to Restoration Hardware presentation but it was ok because the chair had to adjust which he did. Some of the following programs got shorten and one at lunch got cut in order to save the one after lunch which was a presentation by the Mayor of Oakland which was excellent.	10/16/2015 1:17 PM
4	Town Hall was replaced with Mayor of Oakland speech/ Q&A	10/13/2015 3:22 PM
5	Great content. Really liked the variety. We pushed the Town Hall in order to hear from the mayor of Oakland - glad that we had the opportunity - but still missed the group conversation.	10/13/2015 2:24 PM
6	Due to length of first three programs, town hall did not take place, which was fine because the other programs were worth while. Pre lunch did not happen. Not sure why. that, too, was ok as it gave us a chance to unwind and talk with council members.	10/13/2015 2:02 PM
7	We had last minute guest speaker who was great. I would have preferred that we skipped one of the morning panels instead of skipping our town hall, which always has valuable insights.	10/9/2015 1:40 PM
8	Limited time throughout the day for interaction among council members. Panels only day.	10/9/2015 11:02 AM
9	Thought the Restoration Hardware presentation was extremely interesting and the speaker very impressive. In lieu of Town Hall the Mayor of Oakland came to speak to us. This was also extremely interesting and enjoyable.	10/9/2015 9:54 AM
10	Unfortunately, this Council meeting did not have much interactive dialogue which has always been a rich source of information. We didn't even get a chance for the Town Hall but understand that there were time constraints.	10/8/2015 10:48 PM
11	Never can keep on time schedule	10/8/2015 6:59 PM
12	This was one of the best panel days we have had.	10/8/2015 9:20 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 27 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>70.37%</b> 19	<b>7.41%</b> 2	<b>22.22%</b> 6	27
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>50.00%</b> 13	<b>7.69%</b> 2	<b>42.31%</b> 11	26
Did the Team Perform to Your Expectation?	<b>77.78%</b> 21	<b>3.70%</b> 1	<b>18.52%</b> 5	27
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>66.67%</b> 18	<b>11.11%</b> 3	<b>22.22%</b> 6	27

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 6 Skipped: 24

#	Responses	Date
1	The joint session ran long and it was close to impossible to get the day back on track. Council leadership did the best they could.	10/16/2015 5:46 PM
2	We would like to find out further in advance where the locations of the meeting will be in order to book hotel rooms or near the location of the Council day meetings	10/16/2015 4:20 PM
3	council program committee should have coordinated earlier with local council members for assistance.	10/16/2015 12:15 PM
4	Love the networking and catching up with people.	10/13/2015 2:28 PM
5	More discussion/dialogue, less panel presentations.	10/9/2015 1:43 PM
6	Limited time for interaction within the council which is normally a big benefit of serving on a council.	10/9/2015 11:03 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 24

#	Responses	Date
1	Tenant reps discussing tenant trends and desires	10/16/2015 4:20 PM
2	Would like to see presentations on some real retail projects including details on cost, rents and cam charges. Does not need to be a spectacular project but a solid middle of the road experience, good or bad. If bad what was learned.	10/16/2015 1:23 PM
3	More tenant programs; views on changes in retailing and store sizes and configurations, etc.	10/13/2015 2:06 PM
4	Urban/high street retail market conditions, retail strategies for mixed use properties that are predominantly non-retail.	10/9/2015 1:43 PM
5	Technology (3D printing, driver less cars, etc, and the impacts/timing of the effects of these advances)	10/9/2015 9:56 AM
6	Continue to focus on forward thinking topics and new technological advances	10/8/2015 10:52 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 4 Skipped: 26

#	Responses	Date
1	I like the town hall discussions, and demographic discussions.	10/16/2015 4:20 PM
2	Would be interesting to hear from more retailers themselves. More tenants.	10/16/2015 1:35 PM
3	Ensure that we have the Town Hall portion of the meeting.	10/13/2015 2:28 PM
4	See above.	10/9/2015 11:03 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 27

#	Responses	Date
1	Happy to get involved in leadership or recruiting. Please let me know what you need assistance with.	10/16/2015 4:20 PM
2	Create a questionnaire for several possible topics and options for the Council meeting.....maybe have an email chain so we can have an interactive dialogue via email.	10/8/2015 10:52 PM
3	possibly would consider it.	10/8/2015 9:22 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 27 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	88.89% 24	0.00% 0	11.11% 3	27
The Council Reception and Venue Were Great!	60.87% 14	13.04% 3	26.09% 6	23

#	Additional Comments on the Council Day Venue and Reception	Date
1	Reception was at a trendy venue, but really too far from conference center.	10/16/2015 5:46 PM
2	Venue was fine. Reception, cool location but felt food was sparse for the \$\$\$. Networking is always good but didn't find out there was a second bar until the end of reception. Basically, bang for the buck was not great. The lunch as Lusk was very good.	10/16/2015 4:20 PM
3	It is best when we meet near the conference, not some distance away. The reception location was not ideal, and the food was substandard.	10/13/2015 2:28 PM
4	Council reception was a little far from other activities, but ok. People did not realize until later in the event that there was no dinner--passed hors d'oeuvres only.	10/13/2015 2:06 PM
5	I like the heavy apps and cocktails instead of a sit down dinner. More opportunity to mingle and network with a broader group of people.	10/9/2015 1:43 PM
6	San Fran was a great city to host ULI as it was very easy to get around to the different events in a relatively timely manner. I was even able to go to more of the general ULI sessions because I didn't have to travel much.	10/8/2015 10:52 PM
7	I don't understand why the Council has gone away from providing a buffet dinner format. The reception doesn't justify the cost. It forces people to forego dinner, leave the reception early or stay up all night (if you were an East Coaster flying in for the day).	10/8/2015 7:03 PM
8	Space was not engaging and somewhat toght. Location was sketchy	10/8/2015 9:22 AM

## Q11 EDC, Please Rate Each Council Day Session

Answered: 31 Skipped: 1

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Trends - What is Merlin Up To?	80.65% 25	0.00% 0	19.35% 6	0.00% 0	31
Trends - New Crayola Branded Experience	80.65% 25	0.00% 0	19.35% 6	0.00% 0	31
Trend's - Universal Studios	90.00% 27	0.00% 0	10.00% 3	0.00% 0	30
Trends - Can innovative use of Public Space change our relationship to each other and the world around us?	89.66% 26	0.00% 0	6.90% 2	3.45% 1	29
Lunch + Scavenger Hunt + Prizes	73.33% 22	6.67% 2	13.33% 4	6.67% 2	30
Melissa Caen—Reporter from KPIX TV	80.00% 24	3.33% 1	16.67% 5	0.00% 0	30
Miami Wilds—the making of a new leisure destination in South Florida	70.00% 21	10.00% 3	20.00% 6	0.00% 0	30
Was Organized					
	Yes	No	Somewhat	N/A	Total
Trends - What is Merlin Up To?	90.32% 28	3.23% 1	6.45% 2	0.00% 0	31
Trends - New Crayola Branded Experience	100.00% 31	0.00% 0	0.00% 0	0.00% 0	31
Trend's - Universal Studios	100.00% 30	0.00% 0	0.00% 0	0.00% 0	30
Trends - Can innovative use of Public Space change our relationship to each other and the world around us?	96.55% 28	0.00% 0	0.00% 0	3.45% 1	29
Lunch + Scavenger Hunt + Prizes	83.33% 25	3.33% 1	10.00% 3	3.33% 1	30
Melissa Caen—Reporter from KPIX TV	100.00% 30	0.00% 0	0.00% 0	0.00% 0	30
Miami Wilds—the making of a new leisure destination in South Florida	83.33% 25	3.33% 1	13.33% 4	0.00% 0	30
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Trends - What is Merlin Up To?	96.55% 28	0.00% 0	3.45% 1	0.00% 0	29
Trends - New Crayola Branded Experience	96.55% 28	0.00% 0	3.45% 1	0.00% 0	29
Trend's - Universal Studios	92.86% 26	0.00% 0	7.14% 2	0.00% 0	28
Trends - Can innovative use of Public Space change our relationship to each other and the world around us?	92.59% 25	0.00% 0	3.70% 1	3.70% 1	27

## Council Day Survey for San Francisco Fall 2015

Lunch + Scavenger Hunt + Prizes	<b>60.71%</b> 17	<b>0.00%</b> 0	<b>7.14%</b> 2	<b>32.14%</b> 9	28
Melissa Caen—Reporter from KPIX TV	<b>96.43%</b> 27	<b>0.00%</b> 0	<b>3.57%</b> 1	<b>0.00%</b> 0	28
Miami Wilds—the making of a new leisure destination in South Florida	<b>89.29%</b> 25	<b>0.00%</b> 0	<b>10.71%</b> 3	<b>0.00%</b> 0	28

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The venue was fantastic. Lunch variety was so so. I feel we had time for one or two additional presentations.	10/16/2015 9:34 PM
2	great day	10/16/2015 5:25 PM
3	All the session were extremely good and held to our time schedule. The scavenger hunt, which I thought wouldn't be that good turned out to be an excellent experience and a lot of fun.	10/16/2015 2:50 PM
4	Felt the sessions to be too theme-park centric, and not focused enough on Urban Land initiatives. Need to circle back to relevance of each topic to a north star - Entertainment based programming and uses in the urban environment.	10/16/2015 12:36 PM
5	We need some practical suburban modest entertainment,leisure connected with shopping experiences to learn from in the future.	10/16/2015 11:49 AM
6	the sessions were very interesting and well presented. I especially enjoyed the presentation about the Exploratorium.	10/13/2015 10:34 AM
7	Great sessions this year. Thank you for the variety and in depth discussions. The venue was extraordinary and quite wonderful. Please keep up the great work. Your efforts are very much appreciated.	10/9/2015 5:15 PM
8	well organized, well executed, valuable, fun day	10/9/2015 5:07 PM
9	This council day was especially well done. The weaker Merlin presentation was supposed to be done by someone else in the company, and Howard did a good job of standing in for the missing speaker, so perhaps that's why it was less fantastic than the others	10/9/2015 2:21 PM
10	Overall an excellent and informative council day	10/9/2015 10:51 AM
11	The section on the exploratorium was very good. i was not aware of some of the things they were doing. Very impressive.	10/8/2015 7:12 PM
12	Enjoyed the day immensely! One of the best days ever!	10/8/2015 10:50 AM
13	This council meeting was excellent, great content and interaction and great venues, can't wait for Philadelphia	10/7/2015 9:04 PM
14	Day was jammed back with lots of useful information and terrific interaction!	10/7/2015 7:12 PM
15	The best council day I've ever attended at ULI: this council is EXCELLENT	10/7/2015 7:03 PM
16	Great Venue, and critical to value of Council Day Experience.	10/7/2015 6:53 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 31 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 31	0.00% 0	0.00% 0	31
My Chair Kept Members Engaged & Encouraged Broad Interaction	96.77% 30	0.00% 0	3.23% 1	31
Did the Team Perform to Your Expectation?	96.77% 30	3.23% 1	0.00% 0	31
Do You Feel That the Team Communicates Well With You Outside of Council Day?	93.55% 29	0.00% 0	6.45% 2	31

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 16 Skipped: 16

#	Responses	Date
1	Great program as always. Extremely relevant to our industry	10/17/2015 8:20 AM
2	Very good experience - good presentations, time for discussion, etc.	10/16/2015 9:39 PM
3	Fabulous as always	10/16/2015 2:55 PM
4	Great venue.	10/16/2015 2:54 PM
5	Incredible venue. Best yet.	10/16/2015 12:37 PM
6	Fantastic group of professionals	10/16/2015 11:52 AM
7	the day venue was apropos of our membership interests	10/15/2015 12:44 PM
8	One of the better council sessions - good speaker selection	10/11/2015 1:30 PM
9	A tremendously wonderful experience.	10/9/2015 5:21 PM
10	The dynamic on the council, as well as by the speakers, is very interactive and I always feel highly educated and highly motivated by our council day.	10/9/2015 2:27 PM
11	Breathtaking venue.	10/9/2015 10:52 AM
12	good group of folks--nice dynamic.	10/8/2015 7:13 PM
13	Bruan and the team did a great job	10/7/2015 9:07 PM
14	Always a mind bender	10/7/2015 7:14 PM
15	As a member, they we're very welcoming; great sense of pasrticipation	10/7/2015 7:06 PM
16	one of the better council experiences.	10/7/2015 6:55 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 13 Skipped: 19

#	Responses	Date
1	Presentation on US national demographics, consumer goods purchasing trends by boomers, Gen X, Millennials,	10/16/2015 9:39 PM
2	American Dream iFLY	10/16/2015 2:55 PM
3	Not at this time.	10/16/2015 2:54 PM
4	-Bart Blatstein (urban entertainment in Philly) -Karen Randall (dir. bd for City of Philly)	10/16/2015 12:37 PM
5	Let's get people involved with projects other than theme parks.	10/16/2015 11:52 AM
6	More on Enterteinment and Public Spaces	10/13/2015 12:38 PM
7	i would enjoy hearing about entertainment concepts that are geared for 'traditiona'l retail properties, trends in that regard, information about costs, ROI, in the trenches operational issues.	10/13/2015 10:37 AM
8	For the EDC Council Meeting, have a presentation on an international project that may not necessarily be developed by a large corporation.	10/9/2015 5:21 PM
9	Keep up the idea of the pre-council day tours. That was a great addition this year!	10/9/2015 2:27 PM
10	Lets have a session focused on international projects.	10/7/2015 11:51 PM
11	Will follow up when I can think about it	10/7/2015 9:07 PM
12	Hear next time from retail center developers and retailer tenants more. This session in San fran was soley focused on theme parks!	10/7/2015 7:14 PM
13	Need to expose members to VR and Augmented Reality.	10/7/2015 6:55 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 11 Skipped: 21

#	Responses	Date
1	Keep doing what we have been doing. Offsite meeting venues are key for this council in my opinion	10/17/2015 8:20 AM
2	Presentations a little shorter and several more speakers.	10/16/2015 9:39 PM
3	They did a great job. they didn't leave a lot of room for improvement.	10/16/2015 2:54 PM
4	Breakout sessions into smaller groups to share on a topics with specific case studies.	10/16/2015 11:52 AM
5	Keep up the good work.	10/9/2015 5:21 PM
6	Can't think of any improvement needed. The site was great, the pace was great, the speakers were great, the networking was great.	10/9/2015 2:27 PM
7	Can we keep the cost of our council dinners at \$100? For me it's about the conversation, not the food. Better acoustics would help. Tough to talk in a loud restaurant environment.	10/7/2015 11:51 PM
8	Not much can be improved	10/7/2015 9:07 PM
9	Ok.more retail developer news; retailer tenant presentations. Tour of crayola	10/7/2015 7:14 PM
10	Keep doing what they do...	10/7/2015 7:06 PM
11	More of the same!	10/7/2015 6:55 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 29

#	Responses	Date
1	I have actually joined the leadership team of my council - this was my first meeting in the position, and while it was more work than I had realized, I enjoyed it!	10/9/2015 2:27 PM
2	I have been on the leadership team before and am open for another round	10/7/2015 9:07 PM
3	Mention one active project per member!!!!	10/7/2015 7:14 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 31 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	100.00% 31	0.00% 0	0.00% 0	31
The Council Reception and Venue Were Great!	90.00% 27	0.00% 0	10.00% 3	30

#	Additional Comments on the Council Day Venue and Reception	Date
1	The venue was excellent and I didn't go to the dinner, because I had another dinner I had to attend that night.	10/16/2015 2:54 PM
2	Let's make Philadelphia and Dallas spectacular!	10/16/2015 11:52 AM
3	Council day venue was exceptional: loads of natural light, the ability to slip outdoors, location on the water all contributed to an inspirational day.	10/13/2015 10:37 AM
4	Both council reception and council day venue were great as always. Please keep finding unique and experience filled venues for the next session.	10/9/2015 5:21 PM
5	The dinner food wasn't very good, but the dinner venue was great. The council day venue and food were fantastic!	10/9/2015 2:27 PM
6	always great to see everyone the night before in a social setting.	10/8/2015 7:13 PM
7	Fabulous experience!!!	10/8/2015 10:50 AM
8	Perfect venues	10/7/2015 9:07 PM
9	Great venue; creative, relaxing and well staffed	10/7/2015 7:06 PM

## Q12 GEC, Please Rate Each Council Day Session

Answered: 33 Skipped: 3

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Guest Introductions / Member Updates	78.13% 25	3.13% 1	15.63% 5	3.13% 1	32
Saving the City	87.50% 28	0.00% 0	12.50% 4	0.00% 0	32
5 for 5: The Big WOW!: Technology and the Future City	75.00% 24	0.00% 0	25.00% 8	0.00% 0	32
The Evolution of Strategies for Investing in Asia-Pac	75.00% 24	6.25% 2	18.75% 6	0.00% 0	32
Global Trends in the Hospitality Sector	70.97% 22	6.45% 2	19.35% 6	3.23% 1	31
Lunch and Luncheon Speaker	87.10% 27	0.00% 0	12.90% 4	0.00% 0	31
Asia Pacific Capital Flows and Investment Trends: The Next Wave	70.97% 22	12.90% 4	9.68% 3	6.45% 2	31
A Tale of Two Projects - A Hong Kong Developer's Experience in China and the US	51.61% 16	3.23% 1	29.03% 9	16.13% 5	31
Was Organized					
	Yes	No	Somewhat	N/A	Total
Guest Introductions / Member Updates	93.55% 29	3.23% 1	3.23% 1	0.00% 0	31
Saving the City	96.88% 31	0.00% 0	3.13% 1	0.00% 0	32
5 for 5: The Big WOW!: Technology and the Future City	83.87% 26	3.23% 1	12.90% 4	0.00% 0	31
The Evolution of Strategies for Investing in Asia-Pac	93.55% 29	0.00% 0	6.45% 2	0.00% 0	31
Global Trends in the Hospitality Sector	83.87% 26	0.00% 0	12.90% 4	3.23% 1	31
Lunch and Luncheon Speaker	83.87% 26	0.00% 0	16.13% 5	0.00% 0	31
Asia Pacific Capital Flows and Investment Trends: The Next Wave	90.32% 28	0.00% 0	3.23% 1	6.45% 2	31
A Tale of Two Projects - A Hong Kong Developer's Experience in China and the US	76.67% 23	0.00% 0	10.00% 3	13.33% 4	30
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Guest Introductions / Member Updates	70.83% 17	0.00% 0	16.67% 4	12.50% 3	24
Saving the City	92.00% 23	0.00% 0	8.00% 2	0.00% 0	25

## Council Day Survey for San Francisco Fall 2015

5 for 5: The Big WOW!: Technology and the Future City	<b>76.00%</b> 19	<b>8.00%</b> 2	<b>12.00%</b> 3	<b>4.00%</b> 1	25
The Evolution of Strategies for Investing in Asia-Pac	<b>87.50%</b> 21	<b>0.00%</b> 0	<b>12.50%</b> 3	<b>0.00%</b> 0	24
Global Trends in the Hospitality Sector	<b>80.95%</b> 17	<b>0.00%</b> 0	<b>14.29%</b> 3	<b>4.76%</b> 1	21
Lunch and Luncheon Speaker	<b>96.00%</b> 24	<b>0.00%</b> 0	<b>4.00%</b> 1	<b>0.00%</b> 0	25
Asia Pacific Capital Flows and Investment Trends: The Next Wave	<b>86.96%</b> 20	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>8.70%</b> 2	23
A Tale of Two Projects - A Hong Kong Developer's Experience in China and the US	<b>79.17%</b> 19	<b>0.00%</b> 0	<b>4.17%</b> 1	<b>16.67%</b> 4	24

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Ken Mukacey is a great organizer and MC. quality of speakers was very high.	10/16/2015 5:43 PM
2	The two sessions on Asia were redundant. Could have been limited to one sessions.	10/16/2015 12:54 PM
3	As the group gets so many guests, would be nice to find a way to better interact with other attendees to get full value. Maybe assigned seating at the meeting that rotates before and after lunch? Or similar at dinner. Or assign each table with 2 questions, biggest opportunities, biggest concerns and have 1 person summarize the results for all the tables, even if done in writing after the meeting - this would at least give an opportunity for table dialogue.	10/13/2015 3:39 PM
4	One of the best yet! A great mix of design, finance, and trending ideas.	10/12/2015 9:15 AM
5	Lunch speaker different and interesting. Too much similarity another presentations. Too much repetition on Asia Pacific.	10/10/2015 10:09 PM
6	None of the projects presented had numbers. This should be a requirement for all presentations including major deal points, costs, financing, and returns	10/9/2015 11:15 PM
7	Would love to have sessions on markets outside of asia. I know that is a significant geography, but there are compelling stories in Africa, South America, and certainly Europe.	10/9/2015 4:49 PM
8	Overall impressive speakers roster with Ken Munkacy doing an especially nice job introducing people. A fascinating and intense day. We probably need to weave in more time for discussion and Q&A as that will let us digest what we've heard and figure out the "so, what?" (take-away)	10/9/2015 4:07 PM
9	Good GEC session, too much emphasis on China and Far East, not enough on Europe and Latin America. Ken kept session on track and moving.	10/9/2015 1:25 PM
10	Do we have to discuss Asian capital flows at every meeting? The gentlemen from Swire had some interesting stuff but their speaking skills were not very engaging.	10/9/2015 2:36 AM
11	All were very good.	10/7/2015 7:55 PM
12	Every session was solid! The presentation by Swire Properties was brilliant! So interesting. Overall a great day.	10/7/2015 7:38 PM
13	Final program much better than earlier version sent to members prior to meeting. Thanks	10/7/2015 6:38 PM
14	The combined value of the members of this council is the power of this forum.	10/7/2015 5:43 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 33 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 32	0.00% 0	0.00% 0	32
My Chair Kept Members Engaged & Encouraged Broad Interaction	93.75% 30	0.00% 0	6.25% 2	32
Did the Team Perform to Your Expectation?	96.97% 32	3.03% 1	0.00% 0	33
Do You Feel That the Team Communicates Well With You Outside of Council Day?	84.85% 28	0.00% 0	15.15% 5	33

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 26

#	Responses	Date
1	I would have a strong preference for more time to just talk with council members and have interaction about what the members are doing/think is important, etc.	10/16/2015 5:49 PM
2	always terrific to connect across continents great camaraderie continues	10/16/2015 1:37 PM
3	I would like to have the council get out and look at actual real estate, like we did in Vancouver.	10/16/2015 1:00 PM
4	Very well organized by leadership team.	10/16/2015 11:38 AM
5	Generally an excellent job. Good programs. Need to vet the speakers ability to present in English. The British woman presenting the research report at the last financial session was virtually impossible to understand. Simply spoke way to rapidly.	10/12/2015 9:57 PM
6	Too much time sitting in room with no windows. Need breaks and walk arounds.	10/10/2015 10:11 PM
7	Still too much talking heads. Need more round table discussions - not from the panel to the floor but within the council to one another.	10/9/2015 11:17 PM
8	good take home value	10/9/2015 1:27 PM
9	Too heavy on Asia. Makes no sense to have three out of five programs on one region.	10/9/2015 12:24 PM
10	NA	10/7/2015 7:56 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 14 Skipped: 22

#	Responses	Date
1	Spend an hour or more going around the room and talking to each other. Encourage dialogue and Q&A. Allow interaction of the whole room and not just within each table. Also prefer going on site tours rather than sitting inside all day. Vancouver site visits allowed for more informal interaction and were interesting.	10/16/2015 5:49 PM
2	How is the role of the medium sized Global real estate investment Manager changing in light of the consolidation occurring in the industry.	10/16/2015 3:10 PM
3	dig deep into project - covering all areas of interest	10/16/2015 1:37 PM
4	The Houston GEC program was my favorite by far, mainly because the presentations were about things that will influence real estate and investment, not just about real estate itself. Frankly, I think we all have a pretty good sense of what real estate is and trends in asset class. But its all the other stuff that we probably don't get as much exposure to that is enlightening. For example, the presentation by Jim Wilkerson about Alibaba at this council session was by far the most enlightening.	10/16/2015 1:00 PM
5	It's time for Europe Outline of how a crowdfunding deal of substance actually worked Deep dive into impact of increasing rates on real estate investments	10/13/2015 3:42 PM
6	Let's take a look at Europe for the Philadelphia meeting	10/12/2015 9:57 PM
7	Some great speakers this time. Just need more hard numbers and data on projects.	10/9/2015 11:17 PM
8	I would like to help host a presentation on International real estate and the state department, and we could focus on the new London Embassy for the next meeting.	10/9/2015 4:51 PM
9	Latin America and Europe	10/9/2015 1:27 PM
10	I think we should split into two groups. This council desperately needs new blood. A large portion of the members are no longer active in their sectors, returning or in emeritus roles at their firms.	10/9/2015 12:24 PM
11	Need to hear more about what's going on in Africa and the Middle East. Should be more about non-traditional developing countries.	10/9/2015 2:40 AM
12	I will reach out separately to the leadership team	10/8/2015 6:54 PM
13	NA	10/7/2015 7:56 PM
14	Philadelphia may be challenging and this will present an opportunity.	10/7/2015 7:39 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 11 Skipped: 25

#	Responses	Date
1	Additional time to interact among the council members -- internal discussion on topics we are working on -- and site visits	10/16/2015 5:49 PM
2	More Round Table type discussions	10/16/2015 3:10 PM
3	was pleased to see some interest in design and recognition by the financial experts as to the direct value of place and building design. can now open to more diverse programming at the meetings	10/16/2015 1:37 PM
4	I would mix up topics - one on So America, one on Asia/Pacific/ one on Europe for example.	10/10/2015 10:11 PM
5	sustainability, environment, design, building healthy places,	10/10/2015 5:23 PM
6	More discussion/Q&A time.	10/9/2015 4:08 PM
7	See above	10/9/2015 1:27 PM
8	Of we are going to do a deep dive in a region we should go back to the updates at the start of the other regions by members active in those regions.	10/9/2015 12:24 PM
9	Some of the Asia capital was duplicative - we should look for a wider variety of subjects	10/8/2015 6:54 PM
10	Keep it up	10/7/2015 7:56 PM
11	BIO book should be digital!	10/7/2015 7:39 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 5 Skipped: 31

#	Responses	Date
1	happy to brainstorm program ideas in almost any city	10/16/2015 1:37 PM
2	8 hours is a long time to spend in a room. We should look for ways to break up the day more.	10/16/2015 1:00 PM
3	I would like to get more involved in the council and assist in any way for Council Days.	10/9/2015 4:51 PM
4	Stay in touch is a good team	10/9/2015 1:27 PM
5	NA	10/7/2015 7:56 PM

Council Day Survey for San Francisco Fall 2015

**Q58 Please Rate the Council Day Venue and Council Reception**

Answered: 33 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	87.88% 29	0.00% 0	12.12% 4	33
The Council Reception and Venue Were Great!	93.94% 31	0.00% 0	6.06% 2	33

#	Additional Comments on the Council Day Venue and Reception	Date
1	fantastic food. tables of 8 worked well.	10/16/2015 5:49 PM
2	Always do a great job!	10/13/2015 3:42 PM
3	Better if walking distance to hotels	10/10/2015 10:11 PM
4	best food to date for this group for dinner reception and finally worth the price. four seasons did not disappoint as well.	10/10/2015 5:23 PM
5	Great reception and food. It would be nice to get out of the hotel to look at projects	10/9/2015 11:17 PM
6	Lovely and the salmon was perfect!	10/9/2015 4:51 PM
7	The microphones were not set high enough and it was hard to hear some people. With a long, narrow room, I wondered why the speakers' table was not on the long side rather than the narrow end.	10/9/2015 4:08 PM
8	Too many people on waiting GEC list, we should move to a new Council, two GEC councils.	10/9/2015 1:27 PM
9	Well organized and we'll run.	10/9/2015 12:24 PM
10	The dinner venue and food was fantastic!	10/9/2015 2:40 AM
11	The venue was perfect for networking and table interaction.	10/8/2015 6:54 PM
12	NA	10/7/2015 7:56 PM
13	Outstanding!	10/7/2015 7:39 PM

## Q13 HCLSC, Please Rate Each Council Day Session

Answered: 29 Skipped: 1

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Keynote Speaker - David Lowenstein	82.76% 24	6.90% 2	10.34% 3	0.00% 0	29
M&A Panel	96.55% 28	0.00% 0	3.45% 1	0.00% 0	29
Session 1: Big and Smart Data Technologies: Impacts on Healthcare Facilities	79.31% 23	3.45% 1	17.24% 5	0.00% 0	29
Session 2: Emerging Innovations: A Rapid Review of Emerging Technologies	79.31% 23	3.45% 1	17.24% 5	0.00% 0	29
Session 3: Panel Discussion: Accelerating Real Estate Transformation to Impact Health Care Outcomes	75.00% 21	0.00% 0	25.00% 7	0.00% 0	28
Collaborative Life Science Research	79.31% 23	3.45% 1	13.79% 4	3.45% 1	29
Tour of UCSF Sandler Neurosciences Research Building	20.69% 6	44.83% 13	27.59% 8	6.90% 2	29
Open Forum	85.71% 24	3.57% 1	7.14% 2	3.57% 1	28
Was Organized					
	Yes	No	Somewhat	N/A	Total
Keynote Speaker - David Lowenstein	93.10% 27	0.00% 0	6.90% 2	0.00% 0	29
M&A Panel	96.55% 28	3.45% 1	0.00% 0	0.00% 0	29
Session 1: Big and Smart Data Technologies: Impacts on Healthcare Facilities	82.76% 24	0.00% 0	17.24% 5	0.00% 0	29
Session 2: Emerging Innovations: A Rapid Review of Emerging Technologies	86.21% 25	0.00% 0	13.79% 4	0.00% 0	29
Session 3: Panel Discussion: Accelerating Real Estate Transformation to Impact Health Care Outcomes	78.57% 22	0.00% 0	17.86% 5	3.57% 1	28
Collaborative Life Science Research	86.21% 25	3.45% 1	6.90% 2	3.45% 1	29
Tour of UCSF Sandler Neurosciences Research Building	31.03% 9	17.24% 5	44.83% 13	6.90% 2	29
Open Forum	82.14% 23	10.71% 3	3.57% 1	3.57% 1	28
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Keynote Speaker - David Lowenstein	82.14% 23	0.00% 0	14.29% 4	3.57% 1	28
M&A Panel	89.29% 25	7.14% 2	3.57% 1	0.00% 0	28

## Council Day Survey for San Francisco Fall 2015

Session 1: Big and Smart Data Technologies: Impacts on Healthcare Facilities	<b>85.71%</b> 24	<b>0.00%</b> 0	<b>14.29%</b> 4	<b>0.00%</b> 0	28
Session 2: Emerging Innovations: A Rapid Review of Emerging Technologies	<b>82.14%</b> 23	<b>3.57%</b> 1	<b>10.71%</b> 3	<b>3.57%</b> 1	28
Session 3: Panel Discussion: Accelerating Real Estate Transformation to Impact Health Care Outcomes	<b>88.89%</b> 24	<b>0.00%</b> 0	<b>7.41%</b> 2	<b>3.70%</b> 1	27
Collaborative Life Science Research	<b>92.86%</b> 26	<b>3.57%</b> 1	<b>0.00%</b> 0	<b>3.57%</b> 1	28
Tour of UCSF Sandler Neurosciences Research Building	<b>42.86%</b> 12	<b>17.86%</b> 5	<b>21.43%</b> 6	<b>17.86%</b> 5	28
Open Forum	<b>88.89%</b> 24	<b>0.00%</b> 0	<b>7.41%</b> 2	<b>3.70%</b> 1	27

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	something on technology's impact on Health Systems	10/18/2015 3:15 PM
2	A well planned day with excellent content.	10/16/2015 1:28 PM
3	Excellent assembly of experts!	10/16/2015 11:47 AM
4	Need to work hard on making sure what people are presenting is something new. I agree with those that think the council members could be more impactful under the right format.	10/13/2015 2:34 PM
5	Skip the tour or have it led by a content expert who can teach as he/she walks	10/13/2015 2:02 PM
6	Council day program was well-planned and executed. The tour didn't have much value (discussed at-length during the Open Forum). Overall, I thought our Council Day was excellent.	10/13/2015 9:55 AM
7	I found this to be a 'new high water mark' for this Council. Liked the overall theme and how each session amplified technologic related points.	10/12/2015 9:28 AM
8	The keynote and M&A speakers were excellent presenters who provided valuable high level information. The qB3 discussion was thought provoking in terms of intellectual capital and tech transfer. San Francisco is in a class by itself in this regard.	10/9/2015 6:59 PM
9	Spectacularly interesting session with a strong biomedical overlay which had not been emphasized previously although we are both a healthcare AND life science panel. The speakers were well chosen, knowledgeable, exciting and provided great takeaway value! Kudos to leadership for this session. The tour was disappointing as we did not have any presentation on the building or have a discussion with any of the users. Without these a our is almost worthless.	10/9/2015 12:11 PM
10	Tour could have been much better. There was not a good expansion of how the property fit within the campus and market.	10/9/2015 11:27 AM
11	Great Session- Very good line up of Speakers.	10/9/2015 10:59 AM
12	the panels were the best I have ever seen in our council...great job!!!	10/8/2015 5:15 PM
13	The Tech Sessions had great content but perhaps not enough time. The afternoon life science session was a bit more up and down. Didnt need as much time as the morning sessions ....	10/8/2015 12:02 AM
14	Need more time dedicated to a true open forum with all members to discuss industry trends	10/7/2015 10:50 PM
15	Excellent session	10/7/2015 4:14 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 29 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 29	0.00% 0	0.00% 0	29
My Chair Kept Members Engaged & Encouraged Broad Interaction	96.55% 28	0.00% 0	3.45% 1	29
Did the Team Perform to Your Expectation?	96.55% 28	0.00% 0	3.45% 1	29
Do You Feel That the Team Communicates Well With You Outside of Council Day?	96.55% 28	0.00% 0	3.45% 1	29

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 11 Skipped: 19

#	Responses	Date
1	Very good meeting. Thank you!	10/16/2015 10:59 PM
2	Very well organized. Great content.	10/16/2015 11:50 AM
3	Too many brokers/vendors. What is the deal with all the CBRE/TC/JLL guys. At least Mindy wasn't there this time. Eric needs to be more careful about this. Looks like he is trying to stack the deck.	10/13/2015 2:43 PM
4	outstanding leadership and focus	10/13/2015 2:03 PM
5	Once again exceeded my expectations!	10/13/2015 10:06 AM
6	Wonderful meeting venue. It remains frustrating how Council Day negates the ability to attend great sessions scheduled concurrently.	10/12/2015 9:36 AM
7	As a first timer, I was very impressed with the program as well as with the discourse and questions from my fellow council members.	10/9/2015 7:05 PM
8	Send out agenda for council meeting at least one month in advance. Does not have to be complete but provide dates, location, start and end time to plan for other activities around the council (e.g.travel, client meetings, conference) sessions.	10/9/2015 11:49 AM
9	Great Council- very frank and interactive	10/9/2015 11:01 AM
10	Excellent Council Day overall. The guy from Stanford and the one from SAP were very good. The data panel innovators offered a fresh and strong format and good content. If they could have had more time for Q/A that would have been better.	10/8/2015 12:04 AM
11	Courtney with Trammell Crow was an amazing organizer! Kudos to her!	10/7/2015 10:51 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 9 Skipped: 21

#	Responses	Date
1	a panel of system executive discussing how technology has impacted and add value to heath care delivery.	10/18/2015 3:18 PM
2	Will think about this.	10/16/2015 10:59 PM
3	Impact of electronic medical record systems like Epic on the way institutions operate. Telemedecine leads to remote care and less intense use of physical plants. How is this impacting development?	10/16/2015 11:50 AM
4	Unless there is something really special about a facility, I would vote to not have a tour. As I think about the past meeting, that has been one of the more disappointing things. Once you've seen a hospital, or a lab, or a (you name it), you've seen them all. Unless it is a really unique facility, with soomeone who can explain why it is unique.	10/13/2015 2:43 PM
5	Like leaaving each session with a sense of 'life sciences' within each market or region, as all have uniqueness and all have commonalities. Over time, we're developing a good understanding of this.	10/12/2015 9:36 AM
6	I would welcome a deeper dive into opco/propco. I believe there are hybrid solutions that a worthy of discussion.	10/9/2015 7:05 PM
7	Session on macroeconomics and how it will affect healthcare.	10/9/2015 12:12 PM
8	Mid Tier Hospital systems- Would like to see what challenges they are facing	10/9/2015 11:01 AM
9	Try to get one of the insurers to the speak.	10/9/2015 10:39 AM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 7 Skipped: 23

#	Responses	Date
1	Could we start a little later?	10/16/2015 10:59 PM
2	Onsite caterer needs to be more attentive. Ran out of food, which you rarely see happen!	10/16/2015 11:50 AM
3	As discussed during the Open Forum, it would be great if we could incorporate Council member insights into the agenda ... we have a diverse and knowledgeable membership and having a forum to hear from those individuals would be great (not just through the Q&A, but in an interactive fashion)	10/13/2015 10:06 AM
4	Keep the 'tour' component in the specific venue of CHOP, focussed on its customer service / consumer driven approach to its real estate. How they do what they do and why through the prism of the patient and family.	10/12/2015 9:36 AM
5	I would be interested in hearing from my fellow healthcare systems about the single biggest challenge they face in their facilities portfolio	10/9/2015 7:05 PM
6	Job well done. Looking forward to the next meeting.	10/9/2015 11:01 AM
7	Perhaps separating Life Sciences into a separate (sub) council? I would rather get deeper into the issues of healthcare and there just never seems to be enough time. Seems like the Life Sciences are essentially separate issues that are only at times linked...	10/8/2015 12:04 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 29

#	Responses	Date
1	Perhaps structure the ULI Reception into Council Day as an agenda item and expectation. It isn't adequately promoted.	10/12/2015 9:36 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 29 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	96.55% 28	0.00% 0	3.45% 1	29
The Council Reception and Venue Were Great!	96.15% 25	0.00% 0	3.85% 1	26

#	Additional Comments on the Council Day Venue and Reception	Date
1	Courtney Nolan does a terrific job. She should be on the council whether Eric is or not. :-)	10/13/2015 2:43 PM
2	The Council dinner format was great. Having a buffet style dinner allowed greater interaction with a greater number of Council members, rather than spending the entire dinner with only the folks seated at your table. Previously, only the cocktail portion of the evening provided that opportunity. The venue was also great ... not only visually stunning, but the space was large enough to circulate and laid-out well.	10/13/2015 10:06 AM
3	Food at the reception was really underwhelming.	10/12/2015 9:36 AM
4	As a new member, I was struck by how welcoming everyone was. The reception was a fantastic ice breaker and a way to get to know folks before the program started. Thank you.	10/9/2015 7:05 PM
5	The venue was awesome.	10/9/2015 11:27 AM
6	Great venue and trip to Sausalito was spectacular.	10/9/2015 11:01 AM
7	Dinner was fun. The California casual setup was great for networking. Food at the UCSF venue was the best ever The room was a bit tight (in response to big turnout) The dias/stage was a bit tight	10/8/2015 12:04 AM

## Q14 HDC, Please Rate Each Council Day Session

Answered: 38 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
The Sharing Economy	100.00% 38	0.00% 0	0.00% 0	0.00% 0	38
Disruptive Technology	97.37% 37	0.00% 0	2.63% 1	0.00% 0	38
Revenue Strategy: Customer Acquisitions Costs and Channel Mix	86.84% 33	0.00% 0	10.53% 4	2.63% 1	38
The Business of the NBA	71.05% 27	5.26% 2	21.05% 8	2.63% 1	38
Coworking Space for a Generation of Digital Nomads	71.05% 27	0.00% 0	23.68% 9	5.26% 2	38
Asset Management	73.68% 28	2.63% 1	21.05% 8	2.63% 1	38
Dessert and Networking Break	67.57% 25	5.41% 2	5.41% 2	21.62% 8	37
HDC Open Forum	100.00% 38	0.00% 0	0.00% 0	0.00% 0	38
Was Organized					
	Yes	No	Somewhat	N/A	Total
The Sharing Economy	100.00% 38	0.00% 0	0.00% 0	0.00% 0	38
Disruptive Technology	100.00% 38	0.00% 0	0.00% 0	0.00% 0	38
Revenue Strategy: Customer Acquisitions Costs and Channel Mix	76.32% 29	2.63% 1	18.42% 7	2.63% 1	38
The Business of the NBA	92.11% 35	2.63% 1	0.00% 0	5.26% 2	38
Coworking Space for a Generation of Digital Nomads	92.11% 35	0.00% 0	2.63% 1	5.26% 2	38
Asset Management	84.21% 32	2.63% 1	10.53% 4	2.63% 1	38
Dessert and Networking Break	75.68% 28	2.70% 1	5.41% 2	16.22% 6	37
HDC Open Forum	97.37% 37	0.00% 0	2.63% 1	0.00% 0	38
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
The Sharing Economy	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34
Disruptive Technology	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34

## Council Day Survey for San Francisco Fall 2015

Revenue Strategy: Customer Acquisitions Costs and Channel Mix	<b>73.53%</b> 25	<b>14.71%</b> 5	<b>8.82%</b> 3	<b>2.94%</b> 1	34
The Business of the NBA	<b>94.12%</b> 32	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>5.88%</b> 2	34
Coworking Space for a Generation of Digital Nomads	<b>94.12%</b> 32	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>5.88%</b> 2	34
Asset Management	<b>91.18%</b> 31	<b>2.94%</b> 1	<b>2.94%</b> 1	<b>2.94%</b> 1	34
Dessert and Networking Break	<b>59.38%</b> 19	<b>6.25%</b> 2	<b>3.13%</b> 1	<b>31.25%</b> 10	32
HDC Open Forum	<b>100.00%</b> 34	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	34

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Best session ever for HDC which historically has great sessions. Great job leadership!	10/16/2015 1:19 PM
2	Raj is awesome	10/16/2015 12:43 PM
3	Moderator of Revenue Strategy session hogged the time while panelists cooled their heels.	10/16/2015 12:19 PM
4	The Open Forum has a tendency to focus on where we are in the cycle, financing terms and availability, and transaction activity. While I think that these are the most universally popular topics it would be interesting to broaden the discussion to include some other topics and trends that more people can participate in. Such as, development trends, design and performance of the new brands, how hotels are faring with Obama Care, labor recruiting and staffing trends, what role the HDC can play in the broader mission of the ULI, etc.	10/16/2015 12:08 PM
5	well organized and great speaker/presentation. best council day.	10/16/2015 11:34 AM
6	great as usual.	10/15/2015 11:51 AM
7	One of the best programs ever!! Keeps getting better and better.	10/14/2015 11:01 AM
8	Excellent council meeting!	10/13/2015 5:14 PM
9	Best Council Meeting ever. Well organized, focus on individual speakers rather than panels	10/13/2015 2:37 PM
10	Good meeting/good content. Incredibly impressive to be able to get Airbnb and Uber execs to speak....truly value add. Thanks for all of the effort the committee continues to put into these council meetings.	10/11/2015 10:15 AM
11	Very well organized, and Raj was great at keeping us on schedule throughout the day - - a tough order for this crowd.	10/9/2015 2:06 PM
12	Another excellent meeting!	10/9/2015 12:38 PM
13	Probably one of the top sessions I attended in my current term on council	10/9/2015 11:05 AM
14	very well organized and topics that are relevant and real time.... This meeting is without a doubt the best use of my time.	10/9/2015 11:05 AM
15	It was one of the best meetings we have had. All the speakers were great!	10/8/2015 2:59 PM
16	One of the best HDC meetings ever.	10/8/2015 12:32 PM
17	Excellent programming. Only addition idea I had was to get people's response to Airbnb presentation	10/7/2015 11:08 PM
18	This was an outstanding Council day. Very very important topics.	10/7/2015 4:36 PM

**Q53 Please Rate Your Council Chair/Leadership Team**

Answered: 36 Skipped: 4

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 36	0.00% 0	0.00% 0	36
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 36	0.00% 0	0.00% 0	36
Did the Team Perform to Your Expectation?	100.00% 36	0.00% 0	0.00% 0	36
Do You Feel That the Team Communicates Well With You Outside of Council Day?	94.44% 34	0.00% 0	5.56% 2	36

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 8 Skipped: 32

#	Responses	Date
1	I think the HDC leadership is very strong and serves the council well.	10/16/2015 12:16 PM
2	Hotel reservations difficult to make given we had limited time to book block of rooms	10/16/2015 11:35 AM
3	Well done	10/14/2015 11:02 AM
4	This as a really good conference--content, speakers, engagement all super	10/9/2015 12:03 PM
5	Survey taken before our council meeting and was discussed with the membership at the council	10/9/2015 11:07 AM
6	Great event.	10/9/2015 10:51 AM
7	Very well coordinated presentation	10/7/2015 11:11 PM
8	keeping the topics relevant remains key for the Council.	10/7/2015 4:39 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 7 Skipped: 33

#	Responses	Date
1	Continue to have disruptive technology discussions and speakers. Research component was good this time on revenue and future research should be focused not general STR stuff we get everywhere else. Governmental speakers such as Fed and others can be very insightful.	10/16/2015 1:22 PM
2	Believe we need on-going discussion of the impact of digital on branding and whether brands are shouldering their share of customer acquisitions. This is going to become more dire as time passes, more dire for the brands.	10/16/2015 12:22 PM
3	Union issues, speaker: union leader; PIP trends, costs and issues: Jonathan Nehmer from JN & A who is an expert in this area; recruiting and employment trends; hotel company Board of Director trends and performance: Keith Kefgen of Aethos; new development trends: panel made up of expert in designing and cost of these products (JN & A or other); brand rep; developers of some of the new products.	10/16/2015 12:16 PM
4	Cuba, Soft Brands	10/13/2015 2:40 PM
5	Labor issues	10/9/2015 12:03 PM
6	Survey taken before our council meeting and was discussed with the membership at the council	10/9/2015 11:07 AM
7	Value of the brand vs the boutique	10/7/2015 11:11 PM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 35

#	Responses	Date
1	Keep on doing what you are doing. I have been a member of ULI for close to 40 years and the session in SF, the HDC session, was the best ever.	10/16/2015 12:22 PM
2	See prior comments.	10/16/2015 12:16 PM
3	Less Guests, Retire legacy members and recruit new, younger blood	10/13/2015 2:40 PM
4	Survey taken before our council meeting and was discussed with the membership at the council	10/9/2015 11:07 AM
5	Nothing jumps to mind right now	10/7/2015 11:11 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 37

#	Responses	Date
1	I am happy to assist in any way including bookings, planning, etc.	10/16/2015 1:22 PM
2	Would like to feel more engaged with ULI - is there some role that the HDC can participate in the larger ULI?	10/16/2015 12:16 PM
3	N/A	10/9/2015 11:07 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 36 Skipped: 4

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	44.44% 16	11.11% 4	44.44% 16	36
The Council Reception and Venue Were Great!	91.67% 33	0.00% 0	8.33% 3	36

#	Additional Comments on the Council Day Venue and Reception	Date
1	Really enjoyed this year's council venue at the Presidio.	10/16/2015 1:22 PM
2	Space was tight. Hotel was so-so. Very so-so.	10/16/2015 12:22 PM
3	Columns in the Council Day space were not ideal, but it really all worked out fine. Space was a nice departure from the normal meeting room.	10/16/2015 12:16 PM
4	Outstanding dinner!!	10/14/2015 11:02 AM
5	ULI needs to provide better AV, wireless internet, and separate locations for meals outside the meeting room	10/13/2015 2:40 PM
6	The Clift was pretty disappointing in terms of the room, food quality and fact that the bar was next door and started up the music at one point. Real disappointment.	10/9/2015 12:31 PM
7	Reception venue was terrific. The Clift meeting spaces not conducive to meetings.	10/9/2015 10:51 AM
8	Off site venue and food was very special. The hotel space outside of the drab convention hotels always a plus.	10/7/2015 11:11 PM
9	Venue had big columns in room that really hindered sight lines	10/7/2015 7:20 PM
10	One of our better Receptions	10/7/2015 4:39 PM

Council Day Survey for San Francisco Fall 2015

**Q15 IOPCBlack, Please Rate Each Council Day Session**

Answered: 19 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
CMBS Market Overview: Learning from Past Mistakes?	83.33% 15	0.00% 0	16.67% 3	0.00% 0	18
Is Tech Demand Sustainable?	94.44% 17	0.00% 0	0.00% 0	5.56% 1	18
Speed Dating: Four Recently Acquired Real Deals without a known outcome	76.47% 13	5.88% 1	17.65% 3	0.00% 0	17
Black Talks to Black	83.33% 15	0.00% 0	16.67% 3	0.00% 0	18
Get to Know IOPC Balck	47.06% 8	5.88% 1	11.76% 2	35.29% 6	17
Mistakes Made, Lessons Learned-Big Office Transactions	61.11% 11	5.56% 1	27.78% 5	5.56% 1	18
Mistakes Made and Lessons Learned-Entitling and Developing Large Multi-use Properties	72.22% 13	0.00% 0	16.67% 3	11.11% 2	18
New Product Review	47.06% 8	5.88% 1	29.41% 5	17.65% 3	17
Shark Tank	73.68% 14	0.00% 0	26.32% 5	0.00% 0	19
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
CMBS Market Overview: Learning from Past Mistakes?	94.44% 17	0.00% 0	5.56% 1	0.00% 0	18
Is Tech Demand Sustainable?	77.78% 14	0.00% 0	16.67% 3	5.56% 1	18
Speed Dating: Four Recently Acquired Real Deals without a known outcome	82.35% 14	0.00% 0	17.65% 3	0.00% 0	17
Black Talks to Black	88.24% 15	0.00% 0	11.76% 2	0.00% 0	17
Get to Know IOPC Balck	62.50% 10	6.25% 1	0.00% 0	31.25% 5	16
Mistakes Made, Lessons Learned-Big Office Transactions	83.33% 15	0.00% 0	11.11% 2	5.56% 1	18
Mistakes Made and Lessons Learned-Entitling and Developing Large Multi-use Properties	83.33% 15	0.00% 0	5.56% 1	11.11% 2	18
New Product Review	70.59% 12	5.88% 1	5.88% 1	17.65% 3	17
Shark Tank	89.47% 17	0.00% 0	10.53% 2	0.00% 0	19
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
CMBS Market Overview: Learning from Past Mistakes?	100.00% 18	0.00% 0	0.00% 0	0.00% 0	18

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Is Tech Demand Sustainable?	<b>100.00%</b> 18	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	18
Speed Dating: Four Recently Acquired Real Deals without a known outcome	<b>76.47%</b> 13	<b>5.88%</b> 1	<b>17.65%</b> 3	<b>0.00%</b> 0	17
Black Talks to Black	<b>88.24%</b> 15	<b>0.00%</b> 0	<b>11.76%</b> 2	<b>0.00%</b> 0	17
Get to Know IOPC Balck	<b>60.00%</b> 9	<b>6.67%</b> 1	<b>0.00%</b> 0	<b>33.33%</b> 5	15
Mistakes Made, Lessons Learned-Big Office Transactions	<b>77.78%</b> 14	<b>0.00%</b> 0	<b>16.67%</b> 3	<b>5.56%</b> 1	18
Mistakes Made and Lessons Learned-Entitling and Developing Large Multi-use Properties	<b>77.78%</b> 14	<b>0.00%</b> 0	<b>11.11%</b> 2	<b>11.11%</b> 2	18
New Product Review	<b>52.94%</b> 9	<b>17.65%</b> 3	<b>11.76%</b> 2	<b>17.65%</b> 3	17
Shark Tank	<b>94.74%</b> 18	<b>0.00%</b> 0	<b>5.26%</b> 1	<b>0.00%</b> 0	19

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Ali was tremendous. Overall I thought the sessions were well done. The space was a little challenging. It would be better if the speakers were in the middle of the room, not at the front, so audience members are more equidistant. Well done.	10/16/2015 12:19 PM
2	Steve and Charlie did a great job keeping the program on task and moving.	10/16/2015 11:44 AM
3	I thought Ali's presentation was one of the best we've had in a while. Having someone of his caliber from outside the Real Estate industry speak was extremely valuable. Kudos to Devin from Blackstone for pulling off the HPP presentation in Victor's absence. I hope we are extending an invitation to Devin to join IOPC! One topic that might be interesting to delve into more in Philly: we keep hearing about densification of office usage. Is the trend really occurring as some suggest? Has the pendulum swung too far? What are the members seeing?	10/14/2015 11:53 AM
4	"is tech demand sustainable" is one of the best discussions I have experienced in 30 years at ULI. It involved a discussion of the intersection of where tech meets real estate...all products/markets by a senior tech entrepreneur. Great!!!!	10/13/2015 5:05 PM
5	Is Tech Demand Sustainable - a great session. Nice to see the views from someone else's perspective.	10/12/2015 5:22 PM
6	Black talks to Black where we share ideas/information is probably the best thing that we did and should be expanded to take advantage of the huge amount of expertise we have in the room	10/10/2015 12:20 PM
7	Very good session. Alot of good ideas presented and good feedback.	10/9/2015 10:48 AM
8	Tech Demand speaker was amazing. a real gift to be able to listen to him and ask questions	10/8/2015 7:55 AM
9	The Tech demand segment was superb, with a veteran tech exec taking us through the tech landscape.	10/7/2015 8:00 PM
10	Best one yet. The tech speaker was the best session of any I have ever heard.	10/7/2015 7:34 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 19 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 19	0.00% 0	0.00% 0	19
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 19	0.00% 0	0.00% 0	19
Did the Team Perform to Your Expectation?	94.74% 18	0.00% 0	5.26% 1	19
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 18	0.00% 0	0.00% 0	18

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 10

#	Responses	Date
1	the green roof presentation was terrible. it was not worth our time. there was nothing quantitative or practical. No pay back info. No roof specs need info. lessons learned is different speakers must be vetted. our time too valuable. we are all happy to help.	10/16/2015 3:00 PM
2	Great location in SF - so much is happening in the area and we pull in outstanding guests. However, separate meeting locations dilutes value of councils - no chance to interact.	10/16/2015 1:40 PM
3	See above	10/16/2015 12:20 PM
4	Outstanding.	10/16/2015 11:48 AM
5	Great council day with a good variety of program content. Good feedback from other council members	10/13/2015 8:55 PM
6	my faith in the value of ULI is rekindled.	10/13/2015 5:08 PM
7	Great day, thank you	10/10/2015 3:44 PM
8	The room was average and the dislocation from other IOPC councils was not optimal	10/9/2015 3:17 PM
9	Excellent program and very good integration of the various members of the group into the program.	10/7/2015 8:03 PM
10	Great job	10/7/2015 7:35 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 10 Skipped: 10

#	Responses	Date
1	what could cause a black swan	10/16/2015 3:00 PM
2	Sessions that focus on "working and asset" or "fixing" and asset are really valuable. There is often a tendency to focus on finance/capital markets... that's great for traders... but less valuable for investors. The IOPC Black leadership team "gets it".	10/16/2015 11:48 AM
3	See previous comments.	10/14/2015 11:54 AM
4	More engagement of council members talking to each other.	10/13/2015 8:55 PM
5	More discussions including senior decision makers who are impacted by and who impact our collective businesses.	10/13/2015 5:08 PM
6	An economist view with a real estate perspective - Ken Rosen or a Joe Gourkyo (Philadelphia local)	10/12/2015 5:25 PM
7	Have each memeber speak for 2-3 minutes on something that they are currently working on that relates to metrics in the market - we don't need to hear about details of what they are workingn on, but rather what they are witnessing real time (ie. cap rates, price per foot, loan terms, unique strcutures, IRR's etc. )	10/10/2015 12:24 PM
8	I loved bringing in a strong academic to discuss a relevant subject. And relevant could have a wide range of topics, from industry to leadership.	10/9/2015 3:17 PM
9	I liked the research aspect of the CMBS and think good market research for ideas is always a plus. I would change shark tank to a before/after and lessons learned as opposed to pitch.	10/9/2015 10:50 AM
10	Ali was very interesting.	10/8/2015 2:35 AM



**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 9 Skipped: 11

#	Responses	Date
1	Keep doing what you are doing.	10/16/2015 11:48 AM
2	previous comments.	10/14/2015 11:54 AM
3	improve speed dating program somehow.. More social interaction at end of day (beer time?)	10/13/2015 8:55 PM
4	Best meeting in years...do it again.	10/13/2015 5:08 PM
5	more discussion regarding what the group is currently seeing in the market. Take advantage of the expertise in the room and their real time knowledge	10/10/2015 12:24 PM
6	Nothing comes to mind.	10/9/2015 3:17 PM
7	The room for the meeting was very average. I'd prefer better.	10/8/2015 2:35 AM
8	Well done. It was great to have experts from outside the RE business present their views (the tech session) and also great to see so many people from the council involved in discussion recent real deals.	10/7/2015 8:03 PM
9	It would be better if we could be near other iopc	10/7/2015 7:35 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 18

#	Responses	Date
1	will do	10/13/2015 8:55 PM
2	they should reach out to a sample of our Council to get direct feedback.	10/13/2015 5:08 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 19 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	33.33% 6	33.33% 6	33.33% 6	18
The Council Reception and Venue Were Great!	70.59% 12	0.00% 0	29.41% 5	17

#	Additional Comments on the Council Day Venue and Reception	Date
1	BUT - I miss the Tuesday reception with all IOPC councils	10/16/2015 1:40 PM
2	Couldn't have been better!	10/16/2015 11:48 AM
3	need to have room where all members can see and hear each other easily. More square in layout?	10/13/2015 8:55 PM
4	No chance to interact with other IOPC councils during breaks or lunch. We were the only one at the hotel. Room was not configured well - long and narrow.	10/12/2015 5:25 PM
5	Would prefer larger joint IOPC cocktail party so that we have more time to meet with many more of our colleagues. We have a full council day to be just with hour group.	10/10/2015 12:24 PM
6	I loved combining with another council outside of IOPC for cocktails and dinner. I find the huge cocktail parties with all IOPC okay, but not necessarily at every meeting.	10/9/2015 3:17 PM

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**Q16 IOPCBlue, Please Rate Each Council Day Session**

Answered: 40 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Economic Overview of the U.S. and Office and Industrial Outlook	95.00% 38	2.50% 1	2.50% 1	0.00% 0	40
Real Deal #1: Market Square San Francisco	97.50% 39	0.00% 0	2.50% 1	0.00% 0	40
Real Deal #2: Uptown Station: Oakland, CA	95.00% 38	0.00% 0	5.00% 2	0.00% 0	40
Real Deal #3: Pier 70, San Francisco	62.50% 25	12.50% 5	25.00% 10	0.00% 0	40
Real Deal #4: Port of Oakland	89.74% 35	2.56% 1	7.69% 3	0.00% 0	39
Capital Markets Panel	76.92% 30	2.56% 1	20.51% 8	0.00% 0	39
Working Lunch: Round Table Discussions	67.50% 27	0.00% 0	32.50% 13	0.00% 0	40
Round Table Report Out	78.95% 30	0.00% 0	18.42% 7	2.63% 1	38
Transitioning a Start-up Local Partner to a Fund Manager: A Case Study of Swift Real Estate Partners	95.00% 38	0.00% 0	5.00% 2	0.00% 0	40
Real Deal #5: One Jefferson: Parsippany, NY is not San Francisco, CA!	82.50% 33	7.50% 3	10.00% 4	0.00% 0	40

<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Economic Overview of the U.S. and Office and Industrial Outlook	97.50% 39	0.00% 0	2.50% 1	0.00% 0	40
Real Deal #1: Market Square San Francisco	97.50% 39	0.00% 0	2.50% 1	0.00% 0	40
Real Deal #2: Uptown Station: Oakland, CA	100.00% 40	0.00% 0	0.00% 0	0.00% 0	40
Real Deal #3: Pier 70, San Francisco	62.50% 25	15.00% 6	22.50% 9	0.00% 0	40
Real Deal #4: Port of Oakland	94.87% 37	0.00% 0	5.13% 2	0.00% 0	39
Capital Markets Panel	79.49% 31	2.56% 1	17.95% 7	0.00% 0	39
Working Lunch: Round Table Discussions	75.00% 30	0.00% 0	25.00% 10	0.00% 0	40
Round Table Report Out	73.68% 28	0.00% 0	23.68% 9	2.63% 1	38
Transitioning a Start-up Local Partner to a Fund Manager: A Case Study of Swift Real Estate Partners	100.00% 40	0.00% 0	0.00% 0	0.00% 0	40
Real Deal #5: One Jefferson: Parsippany, NY is not San Francisco, CA!	87.50% 35	2.50% 1	10.00% 4	0.00% 0	40

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Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Economic Overview of the U.S. and Office and Industrial Outlook	80.00% 32	2.50% 1	17.50% 7	0.00% 0	40
Real Deal #1: Market Square San Francisco	100.00% 39	0.00% 0	0.00% 0	0.00% 0	39
Real Deal #2: Uptown Station: Oakland, CA	100.00% 40	0.00% 0	0.00% 0	0.00% 0	40
Real Deal #3: Pier 70, San Francisco	79.49% 31	10.26% 4	10.26% 4	0.00% 0	39
Real Deal #4: Port of Oakland	89.47% 34	0.00% 0	10.53% 4	0.00% 0	38
Capital Markets Panel	87.18% 34	0.00% 0	12.82% 5	0.00% 0	39
Working Lunch: Round Table Discussions	69.23% 27	2.56% 1	10.26% 4	17.95% 7	39
Round Table Report Out	52.63% 20	5.26% 2	21.05% 8	21.05% 8	38
Transitioning a Start-up Local Partner to a Fund Manager: A Case Study of Swift Real Estate Partners	97.50% 39	0.00% 0	2.50% 1	0.00% 0	40
Real Deal #5: One Jefferson: Parsippany, NY is not San Francisco, CA!	82.50% 33	2.50% 1	15.00% 6	0.00% 0	40

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Well done	10/16/2015 3:06 PM
2	Great job. Our council keeps getting better. Keep it up!	10/16/2015 12:29 PM
3	Economic update was not very good - very generic and the slides were overcrowded and difficult to follow. The Swift Real Estate Partners presentation was excellent and what you hope to experience in a council. This was the best council meeting in five years.	10/16/2015 12:26 PM
4	This was an excellent Council Day. The material was on target and the presenters were very willing to share details and answer questions frankly. The walking tour/pub crawl was a great way to get out and experience the City. It was a lot of fun and many excellent conversations happened along the way. Great job and many thanks to the organizers and presenters!	10/15/2015 12:17 PM
5	overall it was an excellent council session and a good use of my time.	10/14/2015 2:03 PM
6	prefer to hear more on current market data and less on "real deals" demographic info impacting RE and markets is valuable...Real deals need to relate to the market environment or what about the deal is useful to others than just about how much money was made or lost...more info and current trends and forward thinking than looking backwards	10/14/2015 1:07 PM
7	Very good overall...maybe a little too much real deal panels	10/13/2015 6:14 PM
8	Overall, it was one of the best council meetings I have attended.	10/13/2015 1:58 PM
9	Excellent council day well done. 5 Star Day	10/12/2015 1:15 PM
10	Real deals # 1 and 2 were excellent, as was Swift presentation on fund. Very good mix of presentations. Good economist also. Enjoyed the day.	10/10/2015 3:40 PM
11	Great council meeting - upbeat and enthusiastic presenters and candid responses to questions (the strong market helps!)	10/9/2015 5:32 PM
12	Great day. One of the best I have ever attended. Swift Real Estate case study was terrific take home value. Keep it up -- continue to include multiple real deals (keeping time short and focused.)	10/9/2015 2:30 PM
13	The line-up was very well organized to talk about high profile local deals that recently occurred in the market. Also, excellent venue for Tuesday night reception.	10/9/2015 11:37 AM

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14	Pier 70 deal needed pushing along by the moderator. Swift deal terrific. Economic overview was great and good to have at each council. Walking tour was great as well.	10/8/2015 5:07 PM
15	The swift presentation was the best that I've ever heard at uli	10/8/2015 1:24 PM
16	Loved all the case studies particularly the real life ones like deal gone sideways and the partnership to fund story.	10/8/2015 9:33 AM
17	They were all very good - interesting, well organized, lots of Q&A.	10/8/2015 8:38 AM
18	The Transitioning a Start-up Local Partner to a Fund Manager was a fascinating presentation. As an individual with entrepreneurial aspirations, the presentation provided solid fundamental insights on how and when to start a fund. Great work.	10/8/2015 1:31 AM
19	Probably one of the best council days, EVER! Economic speaker was awesome. Tons of real deals . . . awesome. Would recommend that someone have a hand in each real deal to interrupt and keep the conversation moving, cut-off, expand, etc . . . needs a neutral moderator. Pier 70 and Twitter dragged a bit.	10/7/2015 8:59 PM
20	Swift presentation very good.	10/7/2015 8:19 PM
21	great job.	10/7/2015 6:29 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 40 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	92.50% 37	0.00% 0	7.50% 3	40
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 40	0.00% 0	0.00% 0	40
Did the Team Perform to Your Expectation?	100.00% 40	0.00% 0	0.00% 0	40
Do You Feel That the Team Communicates Well With You Outside of Council Day?	85.00% 34	0.00% 0	15.00% 6	40

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 15 Skipped: 26

#	Responses	Date
1	more current market data, rents and sale comps and forward looking ideas and trends	10/14/2015 1:10 PM
2	A little to much real deal...need time for more discussion of where the markets are going, both property and capital markets.	10/13/2015 6:16 PM
3	Very well done.	10/13/2015 5:55 PM
4	Council leadership (Coyle et al) did a GREAT job!!	10/13/2015 1:59 PM
5	Great format. Great local insight. Enjoyed the market walk/talk. Great format for the reception.	10/12/2015 2:17 PM
6	I enjoyed the tour at the end of the day. Its great to get to experience the city during the conference in that way.	10/9/2015 5:33 PM
7	Great first meeting as a formal member of the council. Great presentations and stimulating conversational agenda.	10/9/2015 12:43 PM
8	Steve did a great job	10/9/2015 12:00 PM
9	Great day	10/8/2015 11:31 PM
10	Pier70 too long	10/8/2015 5:09 PM
11	Transition to a Fund presentation was awesome	10/8/2015 1:30 PM
12	Loved the pub crawl too. Fun bonding experience and good gross motor.	10/8/2015 9:36 AM
13	It was one of the best council days I've attended. Topics were very interesting. Council was very engaged. The walking tour of the market was a great way to end the day.	10/8/2015 8:40 AM
14	Best part of the whole conference. Informative an interesting.	10/8/2015 1:33 AM
15	The real deals were sh.ort, productive and honest. Very good. Walking tour was very good and still allowed time to communicate with other participants.	10/7/2015 9:41 PM



**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 10 Skipped: 31

#	Responses	Date
1	How are intelligent investors protecting their balance sheet from inevitable interest rate increases.	10/16/2015 12:37 PM
2	I'd like to see a panel take on the various components of the capital stack. How would a developer decide how to capitalize various types of projects, i.e. office, industrial, retail and residential to include public private financing/tax abatements, private equity and mezzanine financing options.	10/15/2015 12:26 PM
3	Love to hear from Chris thornberg of Beacon Economist about the economy	10/14/2015 1:10 PM
4	Doug from Bentall was VERY good.	10/13/2015 1:59 PM
5	Where investors are making money in secondary markets, Changing demand trends in industrial - compare Colorado to other distribution oriented markets, Building new CBD office buildings like Chicago (John O'Donnell as speaker)	10/9/2015 12:43 PM
6	The 1st fund presentation was the first case study that had real take home value. Discussin about retaining employees was healthy too.	10/9/2015 12:00 PM
7	I like real deal, but only 2 not 4	10/9/2015 11:03 AM
8	Cap Markets - more real examples Technology advances in our space Demographic impacts - next 100 Millon	10/8/2015 9:36 AM
9	No	10/8/2015 1:33 AM
10	No	10/7/2015 9:41 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 3 Skipped: 38

#	Responses	Date
1	Share the economic outlook session with other councils such that we might be able to get a person like Ken Rosen to speak.	10/16/2015 12:37 PM
2	This past meeting is an excellent blueprint for future council days.	10/15/2015 12:26 PM
3	This session was terrific	10/7/2015 9:41 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 40

#	Responses	Date
1	You can reach me at robert.micsak@colorado.edu or bobbym@mantucket.com.	10/8/2015 1:33 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 39 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	55.26% 21	13.16% 5	31.58% 12	38
The Council Reception and Venue Were Great!	92.31% 36	0.00% 0	7.69% 3	39

#	Additional Comments on the Council Day Venue and Reception	Date
1	The Venue for the reception was terrific. It facilitated great interaction and good conversation. It didn't hurt that the weather was beautiful, too.	10/15/2015 12:26 PM
2	The room was a little narrow, making it a bit difficult to circulate/socialize, and for folks in the back to see.	10/12/2015 2:17 PM
3	Great day, and San Fran great location.	10/10/2015 3:41 PM
4	not a great council day venue but reception venue on the roof was spectacular.	10/9/2015 2:31 PM
5	Great venue, perfect weather!	10/9/2015 12:43 PM
6	The reception/dinner at Swift's office was fantastic. Great venue.	10/9/2015 12:00 PM
7	I think we should do a joint council dinner. More interaction with other people.	10/8/2015 5:09 PM
8	Rooftop was perfect. Best ever	10/8/2015 1:30 PM
9	Appreciated the windows. Intimate setting. Not freezing.	10/8/2015 9:36 AM
10	Intercontinental was a good choice.	10/8/2015 1:33 AM
11	BEST council reception we have had in a long-time. Good to do on our own.	10/7/2015 9:00 PM
12	Room was too small and too deep.	10/7/2015 6:46 PM

Council Day Survey for San Francisco Fall 2015

**Q17 IOPCGold, Please Rate Each Council Day Session**

Answered: 23 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Macro Economics/Capital Markets	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Office Fundamentals	82.61% 19	4.35% 1	13.04% 3	0.00% 0	23
Real Deal #1 – Foundry Three (Tishman Speyer and JP Morgan)	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23
Technology Panel	78.26% 18	4.35% 1	17.39% 4	0.00% 0	23
Roundtable Discussion	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Chinese Panel	34.78% 8	17.39% 4	39.13% 9	8.70% 2	23
Real Deal #2 – Park Tower (Buck Co./Met Life to-be-built tower by Transbay)	82.61% 19	4.35% 1	4.35% 1	8.70% 2	23
PROPERTY TOUR/DISCUSSION	86.36% 19	0.00% 0	4.55% 1	9.09% 2	22
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Macro Economics/Capital Markets	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Office Fundamentals	73.91% 17	4.35% 1	21.74% 5	0.00% 0	23
Real Deal #1 – Foundry Three (Tishman Speyer and JP Morgan)	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23
Technology Panel	78.26% 18	4.35% 1	17.39% 4	0.00% 0	23
Roundtable Discussion	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Chinese Panel	39.13% 9	4.35% 1	47.83% 11	8.70% 2	23
Real Deal #2 – Park Tower (Buck Co./Met Life to-be-built tower by Transbay)	91.30% 21	0.00% 0	0.00% 0	8.70% 2	23
PROPERTY TOUR/DISCUSSION	90.48% 19	0.00% 0	0.00% 0	9.52% 2	21
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Macro Economics/Capital Markets	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Office Fundamentals	82.61% 19	4.35% 1	13.04% 3	0.00% 0	23

## Council Day Survey for San Francisco Fall 2015

Real Deal #1 – Foundry Three (Tishman Speyer and JP Morgan)	<b>100.00%</b> 23	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	23
Technology Panel	<b>86.96%</b> 20	<b>4.35%</b> 1	<b>8.70%</b> 2	<b>0.00%</b> 0	23
Roundtable Discussion	<b>86.96%</b> 20	<b>4.35%</b> 1	<b>4.35%</b> 1	<b>4.35%</b> 1	23
Chinese Panel	<b>63.64%</b> 14	<b>4.55%</b> 1	<b>27.27%</b> 6	<b>4.55%</b> 1	22
Real Deal #2 – Park Tower (Buck Co./Met Life to-be-built tower by Transbay)	<b>86.96%</b> 20	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>8.70%</b> 2	23
PROPERTY TOUR/DISCUSSION	<b>90.91%</b> 20	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>9.09%</b> 2	22

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Getting out of the meeting room is big. Sessions were all fairly well organized and Michael kept us on schedule...	10/16/2015 9:06 PM
2	Excellent/Outstanding real deals and property tour. Roundtable was also great - well organized. Chinese Panel and Technology were fair, would not repeat.	10/13/2015 2:03 PM
3	very good council day.	10/13/2015 2:00 PM
4	the property tour and discussion was enormously insightful...really put into perspective what is happening in San Francisco	10/13/2015 1:01 PM
5	I think the individual presentations were fine but a panel discussion requires more than 30 minutes. I know IOPC Red allocates 30 minutes to individual presenters and 60 minutes for panel discussions involving 4 or 5 people.	10/12/2015 7:18 PM
6	Terrific day and really enjoyed the thought provoking dialogue. Breaking the afternoon up with the property tour/discussion was a brilliant idea as I was more than ready to get out of the hotel. Well done team!	10/9/2015 4:23 PM
7	Office Fundamentals was excellent. Good "boots on the ground" perspective. Could have been longer with more time for Q&A. Both Real Deal presentations were superb - really appreciated the level of detail and transparency. Loved the property tour of 222 Second, and really appreciated Carl Shannon's time and perspective on that deal as well as the market in general.	10/9/2015 3:21 PM
8	Excellent Council day - best experienced in a long time. All aspects goo- good, broad-based participation, good topics, sessions held to shorter and more effective timeframes - no time for someone to prattle on and on; clearly the chair actively discussed expectations and controlled presentation timing and content well. Chinese panel a little less effective but still somewhat interesting. more of a commercial but not offensively so. The day's program and structure encouraged a lot of dialogue amongst participants; excellent tour (great getting Carl Shannon to to the 222 Second tour - he was excellent; liked the drink at the end. very collegial - I got to know some folks I didn't previously. Nice job by council leadership.	10/9/2015 1:29 PM
9	Mike did a great job, and it was a really interesting day. The Chinese session would have been more interesting had it related to office and industrial instead of apartments.	10/9/2015 12:16 PM
10	The macro economic and capital markets session was very valuable. As usual, the round table discussion provided real value as well. The asset and market tour was very informative as well as useful. Overall one of the better Council Meetings that I have attended. Great job Mr. Dardick!	10/9/2015 11:51 AM
11	First part of Chinese panel was good, second less so	10/9/2015 10:56 AM
12	the property tour was fantastic! I really enjoyed that component of the day and it had great take home value.	10/9/2015 10:50 AM
13	Excellent choices for the Real Deals and always a huge value-add to hear from both Brian and Mark.	10/9/2015 10:49 AM
14	Roundtable as always was great.	10/7/2015 8:08 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 23 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 23	0.00% 0	0.00% 0	23
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 23	0.00% 0	0.00% 0	23
Did the Team Perform to Your Expectation?	100.00% 23	0.00% 0	0.00% 0	23
Do You Feel That the Team Communicates Well With You Outside of Council Day?	86.96% 20	4.35% 1	8.70% 2	23

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 9 Skipped: 15

#	Responses	Date
1	the council day and sessions were great, I prefer to have all IOPC Council in the same vicinity for networking purposes. ULI should work on that.	10/14/2015 11:29 AM
2	Very well run - as usual.	10/13/2015 2:03 PM
3	The round-table is one of the better parts and should always be a part of the agenda.	10/12/2015 7:19 PM
4	Michael Dardick and the Executive team are doing an exceptional job. Really well done, thoughtful, sanguine, informational. Excellent take home value.	10/9/2015 4:25 PM
5	One of the best council meetings I've been to!	10/9/2015 3:24 PM
6	Very little communication from council leadership before the day (or perhaps I didn't receive whatever was sent. For example, it wasn't clear whether the council reception was drinks or dinner - Having dinner was good, the evening was good - lots of interaction; just no communication about what to expect.	10/9/2015 1:35 PM
7	See comments above, but overall a great experience and well organized agenda. The shorter sessions kept the day more productive and less fatigue from sitting in the room too long.	10/9/2015 11:55 AM
8	shorter presentations forced people to get to the point. good momentum	10/9/2015 10:57 AM
9	The Asian markets session could have been better. The first guy ran too long and the second came off as an advertisement for his firm.	10/9/2015 10:52 AM



**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 3 Skipped: 21

#	Responses	Date
1	we are industrial/office council and the conversations tend to be office, we should weave in at least some industrial.	10/14/2015 11:29 AM
2	Deeper dive into changes in office space usage as a result of tech influences. What are future opportunities we should be thinking about?	10/9/2015 1:35 PM
3	Maybe Jerry Sweeney from Brandywine while in Philly? Or given proximity to NYC, something about a major NYC development.	10/9/2015 10:52 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 3 Skipped: 21

#	Responses	Date
1	Good pacing; be sure to include one or two tour components; when well done, they are the differentiator - something we won't hear about or see otherwise.	10/9/2015 1:35 PM
2	Not much need for improvement, just continue to deliver impactful speakers and topics that are current and relevant.	10/9/2015 11:55 AM
3	Michael did a terrific job	10/9/2015 10:52 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 23

#	Responses	Date
1	I welcome the opportunity to participate in a panel, case study or session in some manner.	10/9/2015 11:55 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 23 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	60.87% 14	13.04% 3	26.09% 6	23
The Council Reception and Venue Were Great!	95.00% 19	0.00% 0	5.00% 1	20

#	Additional Comments on the Council Day Venue and Reception	Date
1	Experience was all good. Proximity to hotel was a little far.	10/16/2015 9:08 PM
2	Spreading all the IOPC councils out over different locations meant we could not interact with the other councils as we have in the past. I missed that.	10/12/2015 11:09 AM
3	I did not like the way the IOPC Councils were dispersed throughout the city. I think the majority of members like having these groups meet in the same venue to facilitate collaboration and networking, especially at a conference in which the dinner on the first night is not combined.	10/9/2015 3:24 PM
4	Well done. SF offers so many great topics - good day. Thanks to the team.	10/9/2015 1:35 PM
5	I really prefer the smaller gold-only dinners to the joint dinners. The restaurant selection on this one was outstanding along with the wine!	10/9/2015 12:18 PM
6	I like it when all of the IOPC flights are together so that you can see other people during breaks.	10/9/2015 10:50 AM

Council Day Survey for San Francisco Fall 2015

**Q18 IOPCGreen, Please Rate Each Council Day Session**

Answered: 25 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"Around the Room"	92.00% 23	4.00% 1	4.00% 1	0.00% 0	25
The IOPC Green Real Estate Performance Index	72.00% 18	0.00% 0	28.00% 7	0.00% 0	25
Equity investing late in the real estate cycle.	84.00% 21	0.00% 0	16.00% 4	0.00% 0	25
Debt Capital: Lenders Panel	72.00% 18	8.00% 2	16.00% 4	4.00% 1	25
The Future of Suburban Office - Winners and Losers	68.00% 17	4.00% 1	24.00% 6	4.00% 1	25
Industrial Property Investment	88.00% 22	4.00% 1	4.00% 1	4.00% 1	25
Lunch and Council discussion featuring—a Picture Gallery –highlights from Council Members current development projects	40.00% 10	20.00% 5	32.00% 8	8.00% 2	25
Tech Tenants: The mindset and preferences of leading technology tenants in the Bay area	84.00% 21	0.00% 0	12.00% 3	4.00% 1	25
Perspectives from Tech and other "creative" tenants on other west coast markets	80.00% 20	0.00% 0	16.00% 4	4.00% 1	25
Real Deals: Current developments in the Silicon Valley and San Francisco	76.00% 19	8.00% 2	8.00% 2	8.00% 2	25
"Around the Room" Recap: Reactions and lessons learned	76.00% 19	4.00% 1	8.00% 2	12.00% 3	25

<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"Around the Room"	88.00% 22	0.00% 0	12.00% 3	0.00% 0	25
The IOPC Green Real Estate Performance Index	76.00% 19	0.00% 0	24.00% 6	0.00% 0	25
Equity investing late in the real estate cycle.	92.00% 23	0.00% 0	8.00% 2	0.00% 0	25
Debt Capital: Lenders Panel	88.00% 22	0.00% 0	8.00% 2	4.00% 1	25
The Future of Suburban Office - Winners and Losers	80.00% 20	0.00% 0	16.00% 4	4.00% 1	25
Industrial Property Investment	88.00% 22	0.00% 0	8.00% 2	4.00% 1	25
Lunch and Council discussion featuring—a Picture Gallery –highlights from Council Members current development projects	36.00% 9	32.00% 8	24.00% 6	8.00% 2	25
Tech Tenants: The mindset and preferences of leading technology tenants in the Bay area	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
Perspectives from Tech and other "creative" tenants on other west coast markets	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23

## Council Day Survey for San Francisco Fall 2015

Real Deals: Current developments in the Silicon Valley and San Francisco	<b>86.96%</b> 20	<b>0.00%</b> 0	<b>8.70%</b> 2	<b>4.35%</b> 1	23
"Around the Room" Recap: Reactions and lessons learned	<b>79.17%</b> 19	<b>4.17%</b> 1	<b>8.33%</b> 2	<b>8.33%</b> 2	24
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"Around the Room"	<b>72.00%</b> 18	<b>8.00%</b> 2	<b>12.00%</b> 3	<b>8.00%</b> 2	25
The IOPC Green Real Estate Performance Index	<b>40.00%</b> 10	<b>32.00%</b> 8	<b>28.00%</b> 7	<b>0.00%</b> 0	25
Equity investing late in the real estate cycle.	<b>92.00%</b> 23	<b>0.00%</b> 0	<b>8.00%</b> 2	<b>0.00%</b> 0	25
Debt Capital: Lenders Panel	<b>84.00%</b> 21	<b>4.00%</b> 1	<b>8.00%</b> 2	<b>4.00%</b> 1	25
The Future of Suburban Office - Winners and Losers	<b>88.00%</b> 22	<b>8.00%</b> 2	<b>0.00%</b> 0	<b>4.00%</b> 1	25
Industrial Property Investment	<b>80.00%</b> 20	<b>4.00%</b> 1	<b>8.00%</b> 2	<b>8.00%</b> 2	25
Lunch and Council discussion featuring—a Picture Gallery –highlights from Council Members current development projects	<b>36.00%</b> 9	<b>40.00%</b> 10	<b>16.00%</b> 4	<b>8.00%</b> 2	25
Tech Tenants: The mindset and preferences of leading technology tenants in the Bay area	<b>95.65%</b> 22	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>0.00%</b> 0	23
Perspectives from Tech and other "creative" tenants on other west coast markets	<b>100.00%</b> 23	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	23
Real Deals: Current developments in the Silicon Valley and San Francisco	<b>86.96%</b> 20	<b>0.00%</b> 0	<b>8.70%</b> 2	<b>4.35%</b> 1	23
"Around the Room" Recap: Reactions and lessons learned	<b>70.83%</b> 17	<b>4.17%</b> 1	<b>8.33%</b> 2	<b>16.67%</b> 4	24

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Franz and the team did a great job in organizing the day, keeping it on track, engaging the council members and making for an excellent experience.	10/18/2015 10:19 AM
2	Need more millenials as members- more diverse perspective. Well organized and great day overall	10/16/2015 11:33 AM
3	outstanding day. Candid, organized and informative... some real winners in the presenters. best council day I have attended in sometime.	10/15/2015 10:39 AM
4	Generally a very good session. It was a bit over-programmed.	10/13/2015 5:47 PM
5	Great day.	10/9/2015 11:33 AM
6	Ecom session excellent	10/8/2015 2:44 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	95.83% 23	4.17% 1	0.00% 0	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	95.83% 23	4.17% 1	0.00% 0	24
Did the Team Perform to Your Expectation?	91.67% 22	0.00% 0	8.33% 2	24
Do You Feel That the Team Communicates Well With You Outside of Council Day?	95.83% 23	4.17% 1	0.00% 0	24

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 7 Skipped: 19

#	Responses	Date
1	great job	10/18/2015 10:24 AM
2	Great new team. very much like the inclusiveness not just in communication but also in information	10/15/2015 10:40 AM
3	really missed both the planned and random interaction with other councils (esp IOPC)	10/13/2015 3:31 PM
4	The "Around the Room" allowed people to wander too much. It went on too long and put us off schedule at the very beginning.	10/13/2015 11:03 AM
5	Great day. Every program was excellent.	10/11/2015 1:30 AM
6	Excellent council meeting	10/9/2015 11:02 AM
7	Productive, well balanced, effective.	10/8/2015 11:57 AM



**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 10 Skipped: 16

#	Responses	Date
1	As we'll be in Philadelphia, i think it would be great to focus on redeveloping and re-energizing cities that may be rust belt, old economy or otherwise falling behind the rapid growth we just saw in San Fransisco. We also discussed bringing in some insights into the legislative activities given the election year. We could arrange to bring in Jeff Deboer from Real Estate Roundtable to update everyone on what's going on in Washington.	10/18/2015 10:24 AM
2	Yes - will follow up with an email to council leadership next month once I round out my research	10/16/2015 11:43 AM
3	There was a lot of discussion about "tech" tenants with an undertone that "they" are unusual. Given that they are half of the top 10 fortune 500. Perhaps an economic overview focusing upon how much tech is part of the core us economy.	10/16/2015 11:39 AM
4	international capital flows secondary markets	10/13/2015 3:31 PM
5	Consumer spending and the health of the American consumer; Job growth; where is it coming from When is the impact of the Federal deficit and entitlement programs going to impact us	10/13/2015 2:45 PM
6	For Philly, it would be interesting to get a senior person from Comcast to discuss their reason for choosing to move so many people to city center.	10/13/2015 11:03 AM
7	No	10/11/2015 1:30 AM
8	One idea would be a session on people development and culture within Real Estate organizations. A topic that usually doesn't get much attention - what's unique about RE orgs in this regard and what should leaders be thinking about for development and retention ?	10/8/2015 2:47 PM
9	Crowd funding. Technology trends. Construction trends.	10/8/2015 11:57 AM
10	Keep the E-Com discussion on agenda once a year for updates on this fast moving sector.	10/7/2015 11:53 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 21

#	Responses	Date
1	The San Francisco session was jammed packed, with excellent content. That said, the most valuable part of the council experience is the interaction with other council members. I think more table discussions, which might include "lessons learned" "critical issues" or other more intimate topics would be great.	10/18/2015 10:24 AM
2	More millennial perspective.	10/16/2015 11:39 AM
3	The Venue was an upgrade over our last meeting.	10/13/2015 5:49 PM
4	broaden scope of topics	10/13/2015 3:31 PM
5	Keep "around the room" on time and focused	10/13/2015 11:03 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 4 Skipped: 22

#	Responses	Date
1	I have great regard for the Leadership team, as well as due recognition for the work they put into the council. I also know the importance of making sure everyone feels suitable engaged and that no one disproportionately consumes the airtime and focus of the group. I'm happy to help any way the team would like or to also stay out of everyone's way.	10/18/2015 10:24 AM
2	ask for us to be involved ---larger program committee ?	10/13/2015 3:31 PM
3	Feel very engaged.	10/11/2015 1:30 AM
4	Gradly support on a Industrial Panel.	10/8/2015 11:57 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	75.00% 18	4.17% 1	20.83% 5	24
The Council Reception and Venue Were Great!	86.36% 19	4.55% 1	9.09% 2	22

#	Additional Comments on the Council Day Venue and Reception	Date
1	Prefer not to be isolated from other iopc. The window , service and food at the hotel was awesome. The dinner venue was fabulous food but tough to be in long table format and much too noisy.	10/16/2015 7:00 PM
2	yeah room had a window. Boo room was long and so people in back didn't feel as connected.	10/15/2015 10:40 AM
3	Great choice for dinner. That was really fun.	10/13/2015 5:49 PM
4	we should consider always having the joint council reception ---- much better attendance and interaction	10/13/2015 3:31 PM
5	With respect to the council meeting, I prefer to be more centralized so I can see more people. The ST. Regis was nice but somewhat removed for the action.	10/13/2015 11:03 AM
6	Well done.	10/11/2015 1:30 AM
7	I like council dinners in conjunction with another council to provide additional time to mix and visit with others. The Salesforce Tower visit was exceptional	10/8/2015 2:47 PM

Council Day Survey for San Francisco Fall 2015

**Q19 IOPCRed, Please Rate Each Council Day Session**

Answered: 25 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"The Last Mile" - What are the merchant innovations for meeting consumer demands? What types of warehousing are being implemented?	92.00% 23	0.00% 0	8.00% 2	0.00% 0	25
Repurposing "The Last Mile"	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Health South Campus, Birmingham, Alabama	64.00% 16	8.00% 2	24.00% 6	4.00% 1	25
Forwarding address – "Moved to Texas "	84.00% 21	4.00% 1	12.00% 3	0.00% 0	25
Break and Networking – take some time to visit with your fellow council members	86.96% 20	4.35% 1	0.00% 0	8.70% 2	23
Smart windows, a view into the future of glass	84.00% 21	4.00% 1	12.00% 3	0.00% 0	25
The Crossing at 880	87.50% 21	0.00% 0	12.50% 3	0.00% 0	24
"The Rent is Too Damn High" – Bay area housing and the cost of living	84.00% 21	0.00% 0	12.00% 3	4.00% 1	25
The Boardwalk – a fresh look at office design in the Irvine, California office market	72.00% 18	8.00% 2	16.00% 4	4.00% 1	25
Tracy – Big box industrial warehousing in the East Bay	83.33% 20	4.17% 1	8.33% 2	4.17% 1	24
Silicon Valley – the office and R&D redevelopment story	91.67% 22	0.00% 0	8.33% 2	0.00% 0	24
Open Council discussion on Pricing, the economy, and investment views	83.33% 20	4.17% 1	12.50% 3	0.00% 0	24
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
"The Last Mile" - What are the merchant innovations for meeting consumer demands? What types of warehousing are being implemented?	92.00% 23	0.00% 0	8.00% 2	0.00% 0	25
Repurposing "The Last Mile"	91.30% 21	4.35% 1	4.35% 1	0.00% 0	23
Health South Campus, Birmingham, Alabama	84.00% 21	0.00% 0	12.00% 3	4.00% 1	25
Forwarding address – "Moved to Texas "	92.00% 23	4.00% 1	4.00% 1	0.00% 0	25
Break and Networking – take some time to visit with your fellow council members	65.22% 15	8.70% 2	0.00% 0	26.09% 6	23
Smart windows, a view into the future of glass	87.50% 21	0.00% 0	12.50% 3	0.00% 0	24
The Crossing at 880	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
"The Rent is Too Damn High" – Bay area housing and the cost of living	87.50% 21	4.17% 1	4.17% 1	4.17% 1	24

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The Boardwalk – a fresh look at office design in the Irvine, California office market	<b>68.00%</b> 17	<b>0.00%</b> 0	<b>28.00%</b> 7	<b>4.00%</b> 1	25
Tracy – Big box industrial warehousing in the East Bay	<b>86.96%</b> 20	<b>0.00%</b> 0	<b>13.04%</b> 3	<b>0.00%</b> 0	23
Silicon Valley – the office and R&D redevelopment story	<b>83.33%</b> 20	<b>4.17%</b> 1	<b>12.50%</b> 3	<b>0.00%</b> 0	24
Open Council discussion on Pricing, the economy, and investment views	<b>58.33%</b> 14	<b>12.50%</b> 3	<b>29.17%</b> 7	<b>0.00%</b> 0	24

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
“The Last Mile” - What are the merchant innovations for meeting consumer demands? What types of warehousing are being implemented?	<b>95.83%</b> 23	<b>4.17%</b> 1	<b>0.00%</b> 0	<b>0.00%</b> 0	24
Repurposing “The Last Mile”	<b>91.67%</b> 22	<b>0.00%</b> 0	<b>8.33%</b> 2	<b>0.00%</b> 0	24
Health South Campus, Birmingham, Alabama	<b>91.30%</b> 21	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>4.35%</b> 1	23
Forwarding address – “Moved to Texas ”	<b>87.50%</b> 21	<b>0.00%</b> 0	<b>12.50%</b> 3	<b>0.00%</b> 0	24
Break and Networking – take some time to visit with your fellow council members	<b>56.52%</b> 13	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>43.48%</b> 10	23
Smart windows, a view into the future of glass	<b>91.67%</b> 22	<b>0.00%</b> 0	<b>8.33%</b> 2	<b>0.00%</b> 0	24
The Crossing at 880	<b>90.91%</b> 20	<b>0.00%</b> 0	<b>9.09%</b> 2	<b>0.00%</b> 0	22
“The Rent is Too Damn High” – Bay area housing and the cost of living	<b>78.26%</b> 18	<b>0.00%</b> 0	<b>17.39%</b> 4	<b>4.35%</b> 1	23
The Boardwalk – a fresh look at office design in the Irvine, California office market	<b>79.17%</b> 19	<b>0.00%</b> 0	<b>16.67%</b> 4	<b>4.17%</b> 1	24
Tracy – Big box industrial warehousing in the East Bay	<b>91.30%</b> 21	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>4.35%</b> 1	23
Silicon Valley – the office and R&D redevelopment story	<b>90.91%</b> 20	<b>0.00%</b> 0	<b>9.09%</b> 2	<b>0.00%</b> 0	22
Open Council discussion on Pricing, the economy, and investment views	<b>81.82%</b> 18	<b>0.00%</b> 0	<b>13.64%</b> 3	<b>4.55%</b> 1	22

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	It is shame to have so many bright people in this room and hear so little because there is so little iterative dialogue amongst us. There should be active dialogue within and amongst the Council members not just getting talked to by presenters from the front of the room. There is a lot of uncertainty in the business today. The only time we actively engaged as a group was the last session of the day. Looking back at done deals is only marginally valuable. Openly discussing big picture issues is far more so—people taking a stand behind closed doors and creating dialogue on controversial issues is far more so. Very disappointing day in my opinion.	10/16/2015 5:50 PM
2	Would love to have a little more structure to the open council discussion - really like the idea. Maybe we could try first having some discussions within your table and then bring it back and folks tell the group how the debate went at the table?	10/16/2015 11:58 AM
3	I enjoyed the session and content. I would like to see a bit more forward-looking, or macro content going forward, and perhaps a little bit less emphasis on completed deals. The deal perspective is useful, but it would be nice to have a bit more balance in terms of what trends, influences, etc. are coming? The glass presentation and high cost of living were closer to this, but the day was still dominated by stories of home-run recent deals.	10/15/2015 10:05 AM
4	Time to have an economics guy lead off in the morning for a real forecast	10/14/2015 5:53 PM
5	The meeting topics were interesting, the meeting kept moving and we covered a lot. Everything was well done.	10/13/2015 9:14 PM

## Council Day Survey for San Francisco Fall 2015

6	I would suggest a format for individual deals so that the presentations are a bit more consistent. It will enable us to do these 30 min intervals. Circulating the format/MQs in advance will familiarize the council members with what to expect.	10/13/2015 2:03 PM
7	room among other councils is important...felt isolated	10/11/2015 5:22 PM
8	The sessions were well organized and presented. I think the format of one presenter and not panels helped make this happen.	10/9/2015 11:02 AM
9	Great overall program....	10/8/2015 12:30 PM
10	Best Council Day ever, San Francisco meeting was terrific, thank you!	10/8/2015 12:29 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 25 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 25	0.00% 0	0.00% 0	25
My Chair Kept Members Engaged & Encouraged Broad Interaction	96.00% 24	4.00% 1	0.00% 0	25
Did the Team Perform to Your Expectation?	96.00% 24	4.00% 1	0.00% 0	25
Do You Feel That the Team Communicates Well With You Outside of Council Day?	96.00% 24	0.00% 0	4.00% 1	25



## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 17

#	Responses	Date
1	It was a great day with informative presentations.	10/16/2015 11:26 AM
2	Nice job organizing the day	10/15/2015 11:28 AM
3	Well organized. Better discussion than some of the previous days -- the members were more engaged and involved, in spite of the room (which wasn't the leadership's fault, I know).	10/15/2015 10:08 AM
4	Well done	10/14/2015 5:59 PM
5	It was very good.	10/13/2015 9:18 PM
6	they did a good job, the moved fast	10/12/2015 12:10 PM
7	overall seemed like a good use of my time	10/11/2015 5:23 PM
8	Well prepared and executed day.	10/9/2015 11:04 AM
9	I wish IOPC had a reception and allowed its flights to meet in a central place so that there could be more interaction between councils.	10/8/2015 12:32 PM
10	start the breakfast at 8:00 and meetings at 8:30....	10/8/2015 12:32 PM

**Q55 Do You Have Any Council Sessions,  
Topics And/Or Speakers To Recommend  
For Future Council Meetings or Concurrent  
Sessions?**

Answered: 6 Skipped: 21

#	Responses	Date
1	What it takes to raise a fund--costs and how to do it Overview of the economy	10/15/2015 11:28 AM
2	Economist in the morning for next time; capital flows analysis/predictions	10/14/2015 5:59 PM
3	capital markets	10/12/2015 5:47 PM
4	I think a session on economy/capital markets would be helpful.	10/9/2015 11:04 AM
5	More focus on Millennials and how job formation will influence good real estate markets.	10/8/2015 12:32 PM
6	Capital Raising	10/7/2015 8:02 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 9 Skipped: 18

#	Responses	Date
1	See comments above.	10/16/2015 5:53 PM
2	There are a lot of amazing office developments going on in downtown SF, a tour / presentation of the transbay project. Going forward, a field trip could be a good addition.	10/16/2015 11:26 AM
3	Keep doing a great job	10/15/2015 11:28 AM
4	See comments above -- more macro, forward-looking content.	10/15/2015 10:08 AM
5	Better room (sometimes little control over that); the food was NOT good.	10/14/2015 5:59 PM
6	I'd like to interact with the other IOPC groups. In the past, we've had a joint cocktail party the evening before. The meeting room was not near the other IOPC groups, so there was no chance to interact during breaks.	10/13/2015 9:18 PM
7	Clustering with other Councils is imperative, we were too isolated.	10/13/2015 2:04 PM
8	the 30 min deal presentations worked very well	10/12/2015 5:47 PM
9	Keep up the great work!	10/8/2015 12:32 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 0 Skipped: 27

#	Responses	Date
	There are no responses.	

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 25 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	32.00% 8	52.00% 13	16.00% 4	25
The Council Reception and Venue Were Great!	77.27% 17	13.64% 3	9.09% 2	22

#	Additional Comments on the Council Day Venue and Reception	Date
1	There was no IOPC Reception, just a Council Dinner	10/16/2015 5:53 PM
2	The room for council day was not great. I'm a big fan of doing the IOPC Red only dinners. It really allows us time to get to know each in a more intimate / social setting.	10/16/2015 11:26 AM
3	Try and combine IOPC for dinner, networking	10/15/2015 11:28 AM
4	Would be more valuable to have all IOPC flights in same location, with shared reception -- more opportunities for networking. Room for council day was pretty poor -- long and skinny, and a bit cramped.	10/15/2015 10:08 AM
5	Good venue for cocktail party and dinner for our group. The Council Day at the Intercontinental hotel was only OK.	10/13/2015 9:18 PM
6	Poor room layout and not around any other IPOC council members.	10/12/2015 5:47 PM
7	the meeting room was lousy	10/12/2015 12:10 PM
8	The room was very crowded and the layout was not ideal for networking between sessions and breaks. It would be more beneficial to be part of a venue where there were more council meetings and opportunities to engage with other groups.	10/9/2015 2:42 PM
9	Room was too long and narrow.	10/9/2015 11:04 AM
10	Venue was not good. I wish IOPC had a reception and allowed its flights to meet in a central place so that there could be more interaction between councils.	10/8/2015 12:32 PM

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**Q20 IOPCSilver, Please Rate Each Council Day Session**

Answered: 23 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Future Think 2030	56.52% 13	4.35% 1	39.13% 9	0.00% 0	23
A Thousand Points of Light: The retail investor	69.57% 16	8.70% 2	17.39% 4	4.35% 1	23
California's Future? America's Future?	60.87% 14	4.35% 1	30.43% 7	4.35% 1	23
San Francisco Office Development	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Council Roundtable with 30 Minutes Around the World	95.65% 22	4.35% 1	0.00% 0	0.00% 0	23
The Washington High School Redevelopment	47.62% 10	9.52% 2	38.10% 8	4.76% 1	21
The Indian Industrial Market and Implications of Risk Assessment	71.43% 15	14.29% 3	14.29% 3	0.00% 0	21
Bits, Bytes and the Cloud: Technology	75.00% 15	5.00% 1	20.00% 4	0.00% 0	20
Closing Roundtable and Chair's Comments	85.71% 18	4.76% 1	4.76% 1	4.76% 1	21
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Future Think 2030	65.22% 15	4.35% 1	30.43% 7	0.00% 0	23
A Thousand Points of Light: The retail investor	73.91% 17	4.35% 1	17.39% 4	4.35% 1	23
California's Future? America's Future?	73.91% 17	0.00% 0	21.74% 5	4.35% 1	23
San Francisco Office Development	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Council Roundtable with 30 Minutes Around the World	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
The Washington High School Redevelopment	90.48% 19	0.00% 0	4.76% 1	4.76% 1	21
The Indian Industrial Market and Implications of Risk Assessment	100.00% 21	0.00% 0	0.00% 0	0.00% 0	21
Bits, Bytes and the Cloud: Technology	90.00% 18	0.00% 0	10.00% 2	0.00% 0	20
Closing Roundtable and Chair's Comments	90.48% 19	0.00% 0	4.76% 1	4.76% 1	21
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Future Think 2030	73.91% 17	0.00% 0	17.39% 4	8.70% 2	23

## Council Day Survey for San Francisco Fall 2015

A Thousand Points of Light: The retail investor	<b>91.30%</b> 21	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>4.35%</b> 1	23
California's Future? America's Future?	<b>82.61%</b> 19	<b>0.00%</b> 0	<b>13.04%</b> 3	<b>4.35%</b> 1	23
San Francisco Office Development	<b>95.65%</b> 22	<b>0.00%</b> 0	<b>4.35%</b> 1	<b>0.00%</b> 0	23
Council Roundtable with 30 Minutes Around the World	<b>69.57%</b> 16	<b>17.39%</b> 4	<b>13.04%</b> 3	<b>0.00%</b> 0	23
The Washington High School Redevelopment	<b>95.24%</b> 20	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>4.76%</b> 1	21
The Indian Industrial Market and Implications of Risk Assessment	<b>95.24%</b> 20	<b>0.00%</b> 0	<b>4.76%</b> 1	<b>0.00%</b> 0	21
Bits, Bytes and the Cloud: Technology	<b>90.00%</b> 18	<b>0.00%</b> 0	<b>10.00%</b> 2	<b>0.00%</b> 0	20
Closing Roundtable and Chair's Comments	<b>95.24%</b> 20	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>4.76%</b> 1	21

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Everyone in our Council seems exceedingly engaged. It is a productive use of my time and resources for certain.	10/16/2015 12:19 PM
2	sometimes hard to hear questions or a point of view from the audience. is there anyway to have a question or commentary microphone in the room?	10/16/2015 12:03 PM
3	I thought the futuristic discussions were good but could have been limited to just one session. Loved the walking tour that was awesome! Development Panel was great too.	10/13/2015 12:29 PM
4	Really enjoy the leadership lesson sessions that we've had in the past. I'd like to see those again. I think there needs to be more full group interactions. I liked the concept of having people get on teams and delivering updates on their respective expertise.	10/12/2015 10:05 AM
5	Overall, it would be helpful to consider the balance of strategic - future world, strategic - real estate, and tactical.	10/12/2015 8:13 AM
6	Council Day was a little strange. Sessions were very interesting with time for some good discussions, but there was almost no take home value from the day. For example, this is an office AND industrial flight, but the only session that touched on industrial was about the India industrial development company and that had zero take home value. I'm all in favor of some interesting big picture sessions on the future and state of the economy, etc., but not at the expense of having lots of good real deal sessions. We want to find out how deals are getting done, including financing.	10/9/2015 1:14 PM
7	Day was excellent. I answered "somewhat" on real deals with respect to take home value, but I still enjoyed them and would have been sorry not to hear. The secession on India was particularly interesting---but not necessarily applicable to my business.	10/9/2015 12:04 PM
8	Diverse and interesting program. Very good council	10/8/2015 9:52 AM
9	Enjoyed the day, great program	10/8/2015 12:57 AM
10	Need leadership lessons and more live deals. Less esoteric	10/7/2015 7:39 PM
11	Interesting and thought provoking topics. Agenda was "out of the box" but still had implications for our business. Enjoyed the round table discussions versus previous "all council" discussions.	10/7/2015 5:58 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 23 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 23	0.00% 0	0.00% 0	23
My Chair Kept Members Engaged & Encouraged Broad Interaction	95.65% 22	0.00% 0	4.35% 1	23
Did the Team Perform to Your Expectation?	81.82% 18	4.55% 1	13.64% 3	22
Do You Feel That the Team Communicates Well With You Outside of Council Day?	78.26% 18	8.70% 2	13.04% 3	23



## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 6 Skipped: 19

#	Responses	Date
1	The room was awful. It seems our leadership has found more appropriately sized, and locally colored, rooms in the past. This was just a big loud box.	10/16/2015 12:21 PM
2	Great reception & dinner venue.	10/16/2015 12:08 PM
3	Great dinner location. Well done! Content very appropriate for San Francisco location.	10/13/2015 2:14 PM
4	I think the group loses interest when we have speakers vs interactive activities. We have such a great group of minds in the room we need to leverage those. If we have speakers we should do psuedo investment committee meetings or full group round table discussions.	10/12/2015 12:31 PM
5	Solid experience	10/12/2015 8:13 AM
6	Great dinner venue!!!!	10/9/2015 1:17 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 11 Skipped: 14

#	Responses	Date
1	I would like to continue to focus on the diminishing need that companies have for office space. Discuss impact on urban and suburban. Also functional obsolescence.	10/16/2015 12:08 PM
2	Investment Business Models and Fee Cost Structures: Institutional & High Net Worth. Efficiency of invested capital against realized returns in the the various risk profile: Core Investing, Core Plus and Value Add	10/15/2015 10:08 AM
3	I think a panel with different types of investors - core, value add, opportunistic and what they are seeing in market would be interesting	10/14/2015 3:24 PM
4	Bring back the leadership lessons session.	10/13/2015 2:14 PM
5	Topic: organizational change (how to manage our organizations in face of evolving real estate business)	10/13/2015 7:01 AM
6	More round table / open forum discussions. I think the California issues wasn't a bad effort but it needs to be more related to issues that people are facing on a day to day basis in their fields.	10/12/2015 12:31 PM
7	Only that we need more real deals and mistakes made, lessons learned.	10/9/2015 1:17 PM
8	It would be interesting to me to hear what new ideas architects are designing into buildings, both office and industrial	10/9/2015 12:05 PM
9	Discussed at end of session	10/9/2015 10:58 AM
10	Have council members inform group of local market update	10/8/2015 12:58 AM
11	How are companies planning for a potential downturn?	10/7/2015 6:02 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 7 Skipped: 18

#	Responses	Date
1	Keep it detailed and deal driven. Keep it real versus maybe. Enough about future think... lets do future plan.	10/16/2015 12:21 PM
2	I think the leadership group does a great job. Thanks	10/16/2015 12:08 PM
3	more discussion time around the room would be good.	10/13/2015 2:14 PM
4	Again I think we need to move away from speakers just talking about their projects. We should have more roundtable discussions and open it up to thoughtful back and forth.	10/12/2015 12:31 PM
5	Less big picture stuff on the future and the economy and more real deals. Let's not forget about the industrial component of the council again.	10/9/2015 1:17 PM
6	Room was cold and we needed a mic to pass around so you could hear folks talk	10/8/2015 9:54 AM
7	Nothing! Minor thing - Communicate in advance the location of council meeting location farther in advance.	10/7/2015 6:02 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 23

#	Responses	Date
1	Tod Brainard: 781-222-5932	10/15/2015 10:08 AM
2	Happy to help out. Aaron Martell	10/12/2015 12:31 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 22 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	59.09% 13	13.64% 3	27.27% 6	22
The Council Reception and Venue Were Great!	95.00% 19	0.00% 0	5.00% 1	20

#	Additional Comments on the Council Day Venue and Reception	Date
1	Temperature control and acoustics could have been better.	10/16/2015 12:08 PM
2	The leadership killed it on the venue for the council dinner. Never better. The program was thoughtful and engaging. Love the building tours. Should be a part of every ULI council day (or before).	10/15/2015 10:08 AM
3	Waterbar was great pick. well done	10/13/2015 7:01 AM
4	Dinner was a great location. That was a really fun night. Hotel was a good spot too but people love getting windows.	10/12/2015 12:31 PM
5	Council day venue had issues with adjacent noise and was freezing cold.	10/10/2015 3:31 PM
6	Would prefer to be with the other IOPC councils. A couple members of other flights wanted to have a quick meeting with me but they were in different locations.	10/9/2015 1:17 PM
7	Council dinner venue was great	10/7/2015 6:02 PM

Council Day Survey for San Francisco Fall 2015

**Q21 MFCBlue, Please Rate Each Council Day Session**

Answered: 35 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	94.29% 33	2.86% 1	2.86% 1	0.00% 0	35
Cyber Security - It's real! An Overview on the threat and actionable steps to protect your Enterprise	60.00% 21	8.57% 3	31.43% 11	0.00% 0	35
Apartment Marketing 101	68.57% 24	2.86% 1	28.57% 10	0.00% 0	35
Roundtable Discussion	88.57% 31	0.00% 0	8.57% 3	2.86% 1	35
Fireside chat with Charles Brindell	85.29% 29	0.00% 0	14.71% 5	0.00% 0	34
Blue/Gold Tour Airbnb	75.76% 25	3.03% 1	15.15% 5	6.06% 2	33
Blue/Gold Tour The Ava	75.76% 25	0.00% 0	6.06% 2	18.18% 6	33
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	94.29% 33	0.00% 0	5.71% 2	0.00% 0	35
Cyber Security - It's real! An Overview on the threat and actionable steps to protect your Enterprise	91.18% 31	0.00% 0	8.82% 3	0.00% 0	34
Apartment Marketing 101	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
Roundtable Discussion	94.12% 32	2.94% 1	0.00% 0	2.94% 1	34
Fireside chat with Charles Brindell	100.00% 33	0.00% 0	0.00% 0	0.00% 0	33
Blue/Gold Tour Airbnb	75.00% 24	3.13% 1	15.63% 5	6.25% 2	32
Blue/Gold Tour The Ava	75.00% 24	0.00% 0	9.38% 3	15.63% 5	32
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	83.87% 26	3.23% 1	9.68% 3	3.23% 1	31
Cyber Security - It's real! An Overview on the threat and actionable steps to protect your Enterprise	93.75% 30	0.00% 0	6.25% 2	0.00% 0	32
Apartment Marketing 101	87.50% 28	0.00% 0	12.50% 4	0.00% 0	32
Roundtable Discussion	31.25% 10	43.75% 14	12.50% 4	12.50% 4	32

## Council Day Survey for San Francisco Fall 2015

Fireside chat with Charles Brindell	<b>80.65%</b> 25	<b>3.23%</b> 1	<b>12.90%</b> 4	<b>3.23%</b> 1	31
Blue/Gold Tour Airbnb	<b>68.97%</b> 20	<b>6.90%</b> 2	<b>17.24%</b> 5	<b>6.90%</b> 2	29
Blue/Gold Tour The Ava	<b>79.31%</b> 23	<b>0.00%</b> 0	<b>6.90%</b> 2	<b>13.79%</b> 4	29

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I missed the roundtable (as I presented to another council during this time) and had to unfortunately skip Ava tour. Otherwise good day.	10/19/2015 8:02 AM
2	Best round table Blue has ever done. Liked giving different questions to different categories of members. Charlie Brindell talk was great to. With so much talent on our council we probably always could do some sort of Fireside chat.	10/16/2015 11:44 AM
3	Roundtable discussion was great, but needed more time to be able to cover all the topics.	10/13/2015 5:44 PM
4	The roundtable discussions were excellent; I felt like the entire council could have benefitted from the discussion at each roundtable rather than just hearing the highlights. Also, the Airbnb was different but informative as to new trends affecting our industry. The Ava as well as the optional tour of 100 Van Ness were both informative about the market and price points.	10/13/2015 2:05 PM
5	Not enough time devoted to Roundtable Discussion. Need another hour +. Could have reduced time devoted to cyber security and 101 marketing. Airbnb tour of facility should have been shorter to allow for full presentation / discussion by Airbnb representative at the end. We had to cut it short.	10/13/2015 2:02 PM
6	Cyber Security - a timely and provocative presentation. Roundtable Discussion - good subject matter. Would have been better if more time to discuss and debate. Fireside chat - this is Charlie Brindell's submission so no comment. Blue/Gold Tours - could not attend.	10/12/2015 2:42 PM
7	well done sessions with relevant content; nice job	10/10/2015 8:15 AM
8	I enjoyed the roundtable discussion and would increase the time to two hours from one.	10/9/2015 11:53 AM
9	I thought the roundtable discussion provided the most feedback and value.	10/9/2015 11:15 AM
10	Really great content across all the programs.	10/9/2015 10:00 AM
11	Wonderful day! Especially the air b n b tour and Charlie's lecture.	10/9/2015 6:17 AM
12	Ken Rosen's presentation was pretty basic and overly promotional. It'd be more helpful if he was focused on informing than boasting.	10/8/2015 12:52 AM
13	Good program. Liked tours, but might have less and more time go program content.	10/7/2015 7:53 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 34 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	97.06% 33	0.00% 0	2.94% 1	34
My Chair Kept Members Engaged & Encouraged Broad Interaction	88.24% 30	0.00% 0	11.76% 4	34
Did the Team Perform to Your Expectation?	94.12% 32	0.00% 0	5.88% 2	34
Do You Feel That the Team Communicates Well With You Outside of Council Day?	91.18% 31	0.00% 0	8.82% 3	34



## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 8 Skipped: 29

#	Responses	Date
1	the cyber and marketing discussions, while ops oriented, were a little too a field from investment and development...for me, felt like they belonged more to NAA or NMHC than ULI.	10/19/2015 8:09 AM
2	well run program---engaging	10/16/2015 12:08 AM
3	Great job.	10/13/2015 6:00 PM
4	Good meeting room and location	10/13/2015 5:53 PM
5	See prior comments.	10/13/2015 2:06 PM
6	Wonderful day!	10/9/2015 6:17 AM
7	David Schwartz is a true leader and does a great job.	10/8/2015 12:54 AM
8	Excellent leadership team!	10/7/2015 7:59 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 9 Skipped: 28

#	Responses	Date
1	futurists, who will impact real estate, like Jeff Bezos or Elan Musk (or people like that, as I recognize these guys may be impossible to secure).	10/19/2015 8:09 AM
2	Best practices in retail leasing within a mixed use deal	10/16/2015 11:45 AM
3	Sent suggestions to Dee.	10/13/2015 6:00 PM
4	Sent two suggestions to Dee by email	10/13/2015 5:53 PM
5	1. Would be interesting to hear from someone in south Florida that can discuss the existing demand. It's not a market that you simply look at job growth and supply to predict future demand. The demand is somewhat invisible. 2. Would also like to hear about the ongoing discussions in California pertaining to future rent control. I believe Essex is heavily involved in this.	10/13/2015 3:39 PM
6	See separate email on suggested topic sent to Council leadership	10/13/2015 2:06 PM
7	submitted to Dee	10/10/2015 8:17 AM
8	Total return potential for apartments versus other RE asset classes Assessing risk from single family for sale, condos and single family rental	10/8/2015 12:54 AM
9	1. Strategies for dealing with growing affordability gap. 2. Strategies for inner ring suburban infill. Compare to high density urban in central cities.	10/7/2015 7:59 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 32

#	Responses	Date
1	I liked the speed round of getting to know your fellow council members better that we did a couple years ago. We need more time to dig a little deeper into each of our respective businesses, form tighter relationships, and therefore create the opportunity to do business together. Maybe not speed rounds, but give people a choice of five members they'd like to spend 20 mins with, and thru reconciliation of all the names, get each of us to have three meetings. Need an algorithm to make the matching, but could work.	10/19/2015 8:09 AM
2	I find economic sessions (ie the Ken Rosen presentation) to be extremely useful and suggest continuing to have at least one expert make a similar presentation at each session. Liked Roundtable format, but suggest making the topics more limited/focused so there is adequate time to address/discuss thoughts. Also like bringing several Multi flights together for reception/joint tours, etc.	10/13/2015 6:00 PM
3	expand time for discussion at the table level. Maybe switch tables with the same questions to keep the discussion smaller.	10/13/2015 5:53 PM
4	See prior comments	10/13/2015 2:06 PM
5	Keep up the great work.	10/7/2015 7:59 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 5 Skipped: 32

#	Responses	Date
1	I think we should have sessions to connect with the local communities somehow at each meeting. A school, a shelter, gov't office, etc.	10/19/2015 8:09 AM
2	Possibly circulate potential topics/ideas during formation stage and invite members to participate?	10/13/2015 6:00 PM
3	I am always glad to assist and participate as requested for information or during the meeting.	10/13/2015 5:53 PM
4	Please solicit council member ideas for content in advance.	10/8/2015 12:54 AM
5	Always available to help.	10/7/2015 7:59 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 34 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	61.76% 21	11.76% 4	26.47% 9	34
The Council Reception and Venue Were Great!	91.18% 31	0.00% 0	8.82% 3	34

#	Additional Comments on the Council Day Venue and Reception	Date
1	Well done!	10/13/2015 6:00 PM
2	Excellent job, thank you for your efforts, it is a lot of work to organize these events	10/13/2015 5:53 PM
3	The venue was cold (literally and figuratively) and depressing without windows.	10/13/2015 3:10 PM
4	The council day venue was hard to hear as the divider walls were not very sound proof (background noise from other councils made it hard to hear some speakers). The lunch was also a welcome difference in that we got to walk the city a bit and go somewhere non-conference food.	10/13/2015 2:06 PM
5	Overall, the day was great. I liked getting out of convention hall and eating lunch at Fang's. Airbnb was cool but not sure of value. Property tours were great. Cocktails at the Hall was winner.	10/8/2015 12:42 PM
6	San Francisco was a great choice. Please keep focusing on the top markets.	10/8/2015 12:54 AM
7	Always a challenge with 4 Councils to have offsite venue, but prefer over convention center. Lunch at restaurant is a great idea compared to inside convention center. Reception outstanding!	10/7/2015 7:59 PM

Council Day Survey for San Francisco Fall 2015

**Q22 MFCD Bronze, Please Rate Each Council Day Session**

Answered: 38 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	100.00% 38	0.00% 0	0.00% 0	0.00% 0	38
Round Table Discussion	86.84% 33	2.63% 1	10.53% 4	0.00% 0	38
Associated Estates- Brookfield Asset Management	52.63% 20	5.26% 2	42.11% 16	0.00% 0	38
Real Deals	76.32% 29	10.53% 4	10.53% 4	2.63% 1	38
Silver/Bronze tour The Ava	69.44% 25	0.00% 0	5.56% 2	25.00% 9	36
Bronze/Silver Tour Airbnb	65.71% 23	0.00% 0	11.43% 4	22.86% 8	35
Cocktail Reception - The Hall	42.86% 15	0.00% 0	14.29% 5	42.86% 15	35
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	97.30% 36	0.00% 0	2.70% 1	0.00% 0	37
Round Table Discussion	81.08% 30	0.00% 0	18.92% 7	0.00% 0	37
Associated Estates- Brookfield Asset Management	48.65% 18	13.51% 5	37.84% 14	0.00% 0	37
Real Deals	70.27% 26	5.41% 2	21.62% 8	2.70% 1	37
Silver/Bronze tour The Ava	73.53% 25	0.00% 0	2.94% 1	23.53% 8	34
Bronze/Silver Tour Airbnb	75.76% 25	3.03% 1	0.00% 0	21.21% 7	33
Cocktail Reception - The Hall	43.33% 13	10.00% 3	10.00% 3	36.67% 11	30
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	77.14% 27	0.00% 0	20.00% 7	2.86% 1	35
Round Table Discussion	71.43% 25	5.71% 2	20.00% 7	2.86% 1	35
Associated Estates- Brookfield Asset Management	80.00% 28	2.86% 1	17.14% 6	0.00% 0	35
Real Deals	62.86% 22	14.29% 5	17.14% 6	5.71% 2	35

## Council Day Survey for San Francisco Fall 2015

Silver/Bronze tour The Ava	<b>59.38%</b> 19	<b>0.00%</b> 0	<b>6.25%</b> 2	<b>34.38%</b> 11	32
Bronze/Silver Tour Airbnb	<b>70.97%</b> 22	<b>0.00%</b> 0	<b>3.23%</b> 1	<b>25.81%</b> 8	31
Cocktail Reception - The Hall	<b>32.14%</b> 9	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>67.86%</b> 19	28

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Generally a good Council meeting.	10/16/2015 4:55 PM
2	Overall another great meeting. See you in the Spring.	10/16/2015 1:53 PM
3	Overall it was another great council meeting. The roundtable discussions are helpful and allow for all participants to share what's going on in their worlds. Ken Rosen was very good, lots of take aways.	10/16/2015 11:20 AM
4	Round table was improved with a limited scope of questions allowing the groups to dig deeper. Well done and informative, both in the table discussion and in group download. Associated Estates was a good story that needed some graphics and/or delivery. Topic was good, but delivery was missing data points or example points, some referenced in the presentation, but with a "should have brought that" comment. Both tours were good given the locale. Airbnb was great although the commercial element at the end of selling us on why we should allow Airbnb in our properties was probably overdone.	10/15/2015 2:14 PM
5	Bronze is a great council. Always great discussions, etc. Thought the real deal presentation and the Associated Estates presentation were a bit weak this time. Believe others in the group felt the same way. Look forward to the next meeting.	10/15/2015 10:26 AM
6	Once again a great meeting with opportunity to catch up with old friends and make new connections. Thanks!	10/15/2015 9:59 AM
7	I thought the "Real Deals" presentation was weak -- never really got to the point of the conversation.	10/13/2015 3:30 PM
8	The tour of AirBnb was interesting but it ran late, bus got stuck in traffic and we were late (45 min) to the cocktail reception.	10/13/2015 2:35 PM
9	Unfortunately, the day's schedule was long and we missed the opening session with Condi Rice, which I understand was a big miss. Also, since we were in the Bay Area, it would have been more interesting to focus on local deals than on projects/deals in Austin or the Midwest (Assoc. Estates) .	10/12/2015 11:40 PM
10	Well done, as usual, with great content and interaction.	10/12/2015 11:07 AM
11	I love the roundtable discussions and find the take away on these the most insightful. Would love to see more time devoted to these topics and a broader discussion on each topic following the summaries provided by the table scribes.	10/11/2015 2:24 PM
12	Air BnB was great! Including JaJa was key and very timely. I did not attend the Happy Hour due to a conflict.	10/10/2015 4:55 PM
13	Transportation sequence didn't take into account SF traffic. We significantly fell behind schedule.	10/9/2015 3:45 PM
14	Round table was and is a great part of these meetings.	10/9/2015 1:45 PM
15	it was a really good day and the SF location was fantastic.	10/9/2015 8:41 AM
16	Jeff Gray's real deal session would have been more valuable if it had more time on the deal and less time on the history.	10/8/2015 6:47 PM
17	The round table seemed like a waste of time. Really nothing new that we couldn't have or didn't discuss informally during the cocktail mixer Tuesday night, during breakfast, or during breaks.	10/8/2015 1:07 PM
18	Airbnb visit was especially good.	10/8/2015 11:55 AM
19	Excellent	10/7/2015 5:43 PM
20	Very well done. Team did great job. Excellent facility too	10/7/2015 4:09 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 38 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	97.37% 37	0.00% 0	2.63% 1	38
My Chair Kept Members Engaged & Encouraged Broad Interaction	92.11% 35	2.63% 1	5.26% 2	38
Did the Team Perform to Your Expectation?	91.89% 34	0.00% 0	8.11% 3	37
Do You Feel That the Team Communicates Well With You Outside of Council Day?	97.37% 37	0.00% 0	2.63% 1	38



Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 14 Skipped: 25

#	Responses	Date
1	I enjoy the Bronze council -- good diversity amongst our membership!	10/16/2015 5:57 PM
2	I like the format with a tight schedule in the morning consuming good date, (real deals) and discussion real operations, deal metrics, market dynamics during the table discussions. Also, like breaking up the day with the afternoon tours and/or events. Sitting after lunch would not be effective. I think the current programming is great.	10/15/2015 2:17 PM
3	Ken Rosen was good, although a bit optimistic. San Fran presentation was good. Other presentations a bit weak or not as interesting.	10/15/2015 10:30 AM
4	Organized and quality presentation from Ken Rosen.	10/13/2015 3:32 PM
5	We should have real deals that focus on industry trends, e.g., an infill high-rise presentation would have been good.	10/12/2015 11:47 PM
6	The pre-meeting reception was very well done and continues to provide an excellent platform for one-on-one interactions	10/12/2015 11:12 AM
7	We have great Council leadership. I am very appreciative of their efforts.	10/11/2015 2:27 PM
8	Great	10/10/2015 5:02 PM
9	The best lunch we have ever had. Well done!	10/10/2015 4:24 PM
10	Lunch venue can be improved upon. Great food and service, but venue setup didn't encourage interaction.	10/9/2015 3:58 PM
11	I would like to suggest we have the tour on the day before council meeting just for the councils and spend the whole council,day meeting the tours are great but they make council day too short. Jim Klingbeil	10/9/2015 12:32 PM
12	I was disappointed that we spent very little time talking/learning about San Francisco. It's the most dynamic market in the country and we spent little to no time discussing deal metrics, demand drivers, pricing, new design trends, etc	10/8/2015 5:17 PM
13	Great except for the round table.	10/8/2015 1:11 PM
14	Very well done. Ide prefer tables to not be segmented by developer/investor etc, but intrgrated	10/7/2015 4:11 PM

## Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?

Answered: 13 Skipped: 26

#	Responses	Date
1	I recommend future sessions regarding economic overview, development, trends, panel discussions (real deals), and the ability to tour properties. I also recommend for a guest speaker, Peter Linneman, an economist at The Wharton School.	10/16/2015 6:10 PM
2	We have discussed together already.	10/16/2015 1:56 PM
3	Perhaps an interesting outside speaker in the afternoon. Maybe focus on new technology and how what effect it has on multifamily development, ownership	10/15/2015 10:30 AM
4	Investment cash flows by markets. Where are the investment dollars going?	10/13/2015 4:37 PM
5	It would be great to hear from one of the multifamily REITs.	10/13/2015 3:32 PM
6	In New York, we had the Sunshine Corcoran group present - I think it would be good to have a local and major for-sale broker present on the go forward.	10/12/2015 11:47 PM
7	There were a number of occasions where the topic of construction costs, labor, trends and performance were discussed in private; however, these were not discussed during public Council sessions. Would suggest that these topics be added to the agenda for the next meeting	10/12/2015 11:12 AM
8	Alternative strategies (update on micro units, success/problems with Air BnB and other "sharing", age restricted units. Are institutional buyers interested in either or both of the above.	10/10/2015 5:02 PM
9	I have conveyed those.	10/10/2015 4:24 PM
10	a) Unexpected demographic shift where boomers are returning to MF housing, and demanding larger units. b) Innovations to mitigate rising construction cost.	10/9/2015 3:58 PM
11	new design trends & materials - architects type 1 construction versus wood frame demand drivers and how they relate to pricing millennial	10/8/2015 5:17 PM
12	Would be good to get some other topics addressed (in place of the round table for instance). Perhaps some new design trends, commentary on risk management, an in-depth presentation on current financing strategies, etc.	10/8/2015 1:11 PM
13	Cap rates	10/7/2015 4:11 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 11 Skipped: 28

#	Responses	Date
1	More on national markets. supply demand etc.	10/16/2015 4:56 PM
2	I would focus on more time for roundtable discussion if at all possible.	10/13/2015 3:32 PM
3	No one should be allowed to present without a presentation - listening to someone drone on without graphics is tough.	10/12/2015 11:47 PM
4	Continue doing what you're doing - all good work!	10/12/2015 11:12 AM
5	Mixing up tables during round table to allow more interaction with other members.	10/10/2015 5:02 PM
6	Doing an awesome job. Keep recruiting great guests.	10/10/2015 4:24 PM
7	Improve tour logistics.	10/9/2015 3:58 PM
8	See above	10/9/2015 12:32 PM
9	see above	10/8/2015 5:17 PM
10	Broaden the topics. See my comments above.	10/8/2015 1:11 PM
11	More time for table work and discussion-- 30 mnutes more.	10/7/2015 4:11 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 7 Skipped: 32

#	Responses	Date
1	I enjoyed being the team lead for our roundtable discussion and always happy to help and/or contribute.	10/16/2015 5:57 PM
2	N/A	10/13/2015 3:32 PM
3	Just ask.	10/12/2015 11:47 PM
4	Would be pleased to participate or contribute in any form desired.	10/12/2015 11:12 AM
5	Happy to help where needed.	10/10/2015 5:02 PM
6	They are just great	10/9/2015 12:32 PM
7	Na	10/7/2015 4:11 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 37 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	75.00% 27	2.78% 1	22.22% 8	36
The Council Reception and Venue Were Great!	94.59% 35	0.00% 0	5.41% 2	37

#	Additional Comments on the Council Day Venue and Reception	Date
1	The meeting rooms were the perfect size.	10/16/2015 5:57 PM
2	No one seems to eat at the reception. I see most groups getting together for dinner after the reception, me included.	10/16/2015 1:56 PM
3	All good. Prefer an offsite location to being in the conference center. But no complaints.	10/15/2015 10:30 AM
4	The venue room was way too large, acoustics were marginal. Prefer an more "intimate", interactive space for the Day sessions.	10/12/2015 11:12 AM
5	Plenty of room for the council day session and the Olympic Club was excellent.	10/11/2015 2:27 PM
6	Council Day at big convention center is not as personal but proximity to main convention hall is important in order to attend the afternoon Keynote.	10/10/2015 5:02 PM
7	Private clubs are the way to go for a reception. Lots of great space at the Olympic Club.An excellent choice.	10/10/2015 4:24 PM
8	I prefer council meetings being held in council hotels. Logistics work better.	10/8/2015 1:11 PM
9	Na	10/7/2015 4:11 PM

Council Day Survey for San Francisco Fall 2015

**Q23 MFCGold, Please Rate Each Council Day Session**

Answered: 37 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	89.19% 33	0.00% 0	10.81% 4	0.00% 0	37
Integrating Technology Into Leasing, Operations and Design	88.89% 32	0.00% 0	11.11% 4	0.00% 0	36
Sales – who, where, what, metrics and predictions for 2016	85.71% 30	2.86% 1	11.43% 4	0.00% 0	35
Debt and Equity Discussion Panels	83.78% 31	2.70% 1	13.51% 5	0.00% 0	37
Blue/Gold Tour Airbnb	87.88% 29	3.03% 1	6.06% 2	3.03% 1	33
Blue/Gold Tour The Ava	67.74% 21	3.23% 1	12.90% 4	16.13% 5	31
Cocktail Reception - The Hall	63.64% 21	3.03% 1	3.03% 1	30.30% 10	33
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	97.30% 36	0.00% 0	2.70% 1	0.00% 0	37
Integrating Technology Into Leasing, Operations and Design	94.44% 34	0.00% 0	5.56% 2	0.00% 0	36
Sales – who, where, what, metrics and predictions for 2016	94.29% 33	2.86% 1	2.86% 1	0.00% 0	35
Debt and Equity Discussion Panels	89.19% 33	2.70% 1	8.11% 3	0.00% 0	37
Blue/Gold Tour Airbnb	69.70% 23	6.06% 2	21.21% 7	3.03% 1	33
Blue/Gold Tour The Ava	74.19% 23	0.00% 0	9.68% 3	16.13% 5	31
Cocktail Reception - The Hall	50.00% 16	6.25% 2	9.38% 3	34.38% 11	32
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	80.00% 28	5.71% 2	14.29% 5	0.00% 0	35
Integrating Technology Into Leasing, Operations and Design	100.00% 33	0.00% 0	0.00% 0	0.00% 0	33
Sales – who, where, what, metrics and predictions for 2016	90.91% 30	3.03% 1	6.06% 2	0.00% 0	33
Debt and Equity Discussion Panels	91.43% 32	0.00% 0	8.57% 3	0.00% 0	35

## Council Day Survey for San Francisco Fall 2015

Blue/Gold Tour Airbnb	<b>74.19%</b> 23	<b>6.45%</b> 2	<b>6.45%</b> 2	<b>12.90%</b> 4	31
Blue/Gold Tour The Ava	<b>72.41%</b> 21	<b>0.00%</b> 0	<b>10.34%</b> 3	<b>17.24%</b> 5	29
Cocktail Reception - The Hall	<b>28.57%</b> 8	<b>3.57%</b> 1	<b>3.57%</b> 1	<b>64.29%</b> 18	28

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Ken Rosen views are very worthwhile and joint session is efficient and fine approach. that also gives time to connect with members of other councils. Technology session excellent look into a key detail of operations and very informative. Sales, debt and equity also good chance to compare what we we are doing with perspective of others. AirBNB very worthwhile to understand business of firm which is having big impact on our space. Also great to better understand and appreciate the business sophistication and scope of a high tech firm. And also fun to see in person the kind of firm we are reading about from afar. Great add to our program and something that would be hard for us to arrange on our own.	10/16/2015 9:03 PM
2	Really good idea having minimum breaks between sessions ... Really contributed to keeping the meeting productive.	10/16/2015 1:58 PM
3	I thought it was a very informative and well run session. The technology discussion was very interesting and important. It was great to hear from the new members on the panel and get some fresh perspectives.	10/16/2015 11:48 AM
4	Tour of Airbnb was excellent!	10/14/2015 1:06 PM
5	I would recommend that we maybe take a broader view of some cities and their developments. As opposed to seeing one specific asset (which sometimes gets to be similar to another AVA asset in another market), seeing a broader development plan of a certain part of the city that might have more than just multifamily aspects to it (or not).	10/13/2015 2:37 PM
6	Good first session w/ new leadership group!	10/13/2015 2:06 PM
7	Need a framing session about greatest risk and how people are arranging. This should not be just information but judgement based on what people think is going to happen.	10/13/2015 2:01 PM
8	Debt and equity talked too much, did not give facts, deals, and terms.	10/12/2015 4:58 PM
9	Technology session was great and seemed to really have everyone's attention.	10/12/2015 6:55 AM
10	One of the nest sessions I have attended in many years	10/10/2015 10:15 AM
11	On Debt and Equity panel, they showed outlier deals, not right up the fairway deals that would apply to the people in the audience. Would be nice if they would have had deals that were typical of what we were all doing and specific buttons they pushed to make it better for people in room	10/9/2015 6:12 PM
12	We'll run, packed meeting with tons of energy. Thanks!	10/9/2015 2:27 PM
13	Nice job and great program...let's get venue back into a hotel rather than the convention center in the Spring.	10/9/2015 12:46 AM
14	The sales and debt/equity panels seemed unorganized. Did we really hear any predictions for 2016 sales? There was too much time on people/company intro (sales pitch) and less time on content and engagement. Would encourage leadership to review the panel discussion outline/talking points and prepared PowerPoint in advance (most slides were unreadable - too much content on page). Also, would suggest adding back the roundtable discussions and perhaps group by focus group (investors, developers, etc). Don did a great job keeping us on schedule and moving the group along.	10/8/2015 2:55 PM
15	The council sessions are unique in the industry in terms of discussing insightful, useful trends, trades and transaction details that are immediately applicable to our business.	10/8/2015 10:11 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 35 Skipped: 4

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 35	0.00% 0	0.00% 0	35
My Chair Kept Members Engaged & Encouraged Broad Interaction	97.14% 34	0.00% 0	2.86% 1	35
Did the Team Perform to Your Expectation?	97.14% 34	0.00% 0	2.86% 1	35
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 35	0.00% 0	0.00% 0	35



Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 13 Skipped: 26

#	Responses	Date
1	great job and great program.	10/16/2015 9:11 PM
2	Good program this year	10/16/2015 1:59 PM
3	It was very positive. The tours will well run except for a slight glitch at Air BNB where one group missed part of the discussion. We had seen an AVA in NYC so would have preferred a different tour.	10/16/2015 12:02 PM
4	Great conference!	10/15/2015 10:07 AM
5	we should have selected a council hotel. much value of being together.	10/12/2015 5:04 PM
6	Very smooth schedule and great to have afternoon tours.	10/12/2015 6:58 AM
7	Don Huffner has a a fun and positive attitude. Keeps the meeting light and interesting.	10/10/2015 1:01 PM
8	None as outstanding day as I said above	10/10/2015 10:18 AM
9	Well run meeting. Thanks!	10/9/2015 2:30 PM
10	Good mix of "meat" in the morning, tours in the afternoon.	10/9/2015 12:33 PM
11	Great networking.	10/8/2015 2:59 PM
12	We should have a Fannie Mae/what's going on in Washington update every time. Its definitely relevant and a very specific point of view that we don't always get/focus on in our everyday jobs. In the past, Doug Bibby provided that along with several others. I thought Hilary did a great job on the Fannie Mae presentation and we should have her up there in some way every time (if she doesn't mind!).	10/8/2015 12:45 PM
13	N/A	10/8/2015 10:26 AM

Council Day Survey for San Francisco Fall 2015

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 13 Skipped: 26

#	Responses	Date
1	Joint programs are fine from my perspective to capture meaningful speakers, such at Rosen or last spring's lunch speaker. Consider more on tech impact on operations, leasing, efficient gathering of management info. More on current trends--who is renting, why, what do they want, what will they pay for.	10/16/2015 9:11 PM
2	A tour of micro units in a building that is not all micro units would be interesting. As would a break down of the numbers on condo developments and if conversions are coming back. Life insurance companies seem to be very aggressive, including construction loans. Is that a trend and is it continuing? What do members think about the theory that you should build your city to attract job seekers, then the job seekers will want to be in the city forcing the jobs to follow?	10/16/2015 12:02 PM
3	Need a provocative survey done before-hand that asks what people are worried about and then sets the stage for that conversation. Else it risk being a rah-rah especially in today's multifamily era!	10/13/2015 2:20 PM
4	We have a new 321 unit high rise delivering in Philly this Spring that would make for a good tour.	10/12/2015 6:58 AM
5	keep up with a lead off speaker like Rosen	10/10/2015 10:18 AM
6	driverless car; education effects von our industry, especially with the growing urban charter school movement	10/9/2015 6:14 PM
7	Working on some topics for next session.	10/9/2015 2:30 PM
8	Maybe get a survey on the return of the condo market. Do we see rent control gaining ground across the country as rents become more unaffordable? Has the concern about house rentals competing with apartments gone away? Maybe have a speaker from one of the firms that bought houses to rent them out? Is there a story on the revival of the inner city Philadelphia mf market? Has Penn or the other schools done anything interesting with student housing? Maybe organize something that involves the Wharton real estate MBAs, since it is the finest MBA real estate program in the country.	10/9/2015 12:33 PM
9	Idea for a session- in depth statistical presentation to highlight select markets with opportunity (under supply, good job & population growth) and certain markets that could have cause for concern.	10/9/2015 11:01 AM
10	Add back roundtable discussions - always engages a large cross section of group. What are your organizations doing to be prepared for the next correction/recession (cycle planning)?	10/8/2015 2:59 PM
11	Bill Zhou represents a growing part of the capital marketplace and it would be interesting to think about focusing a panel on non-US investors and how they view investment in multifamily (will most do development or want to focus on core? what markets will they go to....i.e. how far out of the gateway? are they long term holders?) Construction cost focus. Recent trends, are some markets better than others, labor situation, how does China/Houston slowdown impact costs. Are some GCs investing in deals and giving better pricing as a result? I also think trends in joint venture terms would be good (are we prepared to share, people?). Waterfalls, predevelopment/land requirements, sale rights, crystalization rights, etc.	10/8/2015 12:45 PM
12	Equity, debt and sales transactions are always relevant. An economic speaker is also insightful. We had Ron Witten at one and that was helpful. A deep dive on a market can be good. Needs to be a large enough market that enough of the room has investment exposure in that market to keep it relevant.	10/8/2015 10:26 AM
13	Focus on urban sale comps	10/7/2015 5:48 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 6 Skipped: 33

#	Responses	Date
1	Only suggestion is lunch was too loud and too cramped to allow much effective networking. Otherwise, great!	10/16/2015 9:11 PM
2	Continue to engage new speakers and panel members, and new topics. The tech piece was very interesting.	10/16/2015 12:02 PM
3	More case studies	10/10/2015 10:18 AM
4	Not necessarily an improvement, but I do like the sessions where we have discussion topics around the table and then report back to the larger group.	10/9/2015 12:33 PM
5	More case studies? Maybe do one "longer" case study each time where someone presents an interesting deal. Can be a success story or a lessons learned. Doesn't have to be a council member necessarily. Maybe find an interesting recent development or under development project in Philly for the next meeting?	10/8/2015 12:45 PM
6	I have thoroughly enjoyed the insights garnered from the meetings thus far. There is some large capital sources in our council group with AIG, PRU and JPM, and it would be interesting to understand what's going on with capital flows, allocations within their shops. Also capital deployment over a three year period. What sectors and how much. We are starting to hit the point in the cycle where capital is bent recycled and how is that playing out?	10/8/2015 10:26 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 4 Skipped: 35

#	Responses	Date
1	Consider forums of 8-10 members to do deep dives on certain topics and meet in between meetings (similar to YPO)	10/10/2015 1:01 PM
2	Happy to participate in any way possible	10/10/2015 10:18 AM
3	Will do	10/9/2015 12:33 PM
4	I am happy to help in any way I can. With what I do on a day to day basis, organizing or participating in a discussion on JV equity is most relevant to my daily responsibilities. There are several folks in the room that have a broad national platform either on the development or LP side in the space. Contact me at your leisure. Bbowden@hanoverco.com. 713-580-1203. Brandt Bowden.	10/8/2015 10:26 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 35 Skipped: 4

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	<b>80.00%</b> 28	<b>2.86%</b> 1	<b>17.14%</b> 6	35
The Council Reception and Venue Were Great!	<b>91.18%</b> 31	<b>0.00%</b> 0	<b>8.82%</b> 3	34

#	Additional Comments on the Council Day Venue and Reception	Date
1	I wonder if we need as much food as so many people have later dinner engagements. Mosconi certainly had sufficient space, no temperature or sight line issues, but not charming.	10/16/2015 12:02 PM
2	Job well done	10/10/2015 10:18 AM
3	would be nice to have a non-conference center location but may not be possible with our size	10/9/2015 6:14 PM
4	Council Day Venue was practical and logical and convenient, but not "Great". Reception location was also fine, but not "Great". But always good to be able to easily mingle and see everyone.	10/9/2015 12:33 PM
5	Prefer remote locations for MF council day (Houston and Chicago) were great.	10/8/2015 2:59 PM

Council Day Survey for San Francisco Fall 2015

**Q24 MFCSilver, Please Rate Each Council Day Session**

Answered: 38 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	94.74% 36	0.00% 0	2.63% 1	2.63% 1	38
Real Deals for Real People – Housing Workers in the Bay Area	78.95% 30	5.26% 2	15.79% 6	0.00% 0	38
Interactive Council Session – What Keeps You Up At Night?	71.05% 27	10.53% 4	15.79% 6	2.63% 1	38
Real Deals – New Construction	92.11% 35	0.00% 0	7.89% 3	0.00% 0	38
Silver/Bronze tour The Ava	82.86% 29	2.86% 1	11.43% 4	2.86% 1	35
Bronze/Silver Tour Airbnb	77.14% 27	5.71% 2	8.57% 3	8.57% 3	35
Cocktail Reception - The Hall	65.71% 23	2.86% 1	11.43% 4	20.00% 7	35
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	97.30% 36	0.00% 0	0.00% 0	2.70% 1	37
Real Deals for Real People – Housing Workers in the Bay Area	89.19% 33	2.70% 1	8.11% 3	0.00% 0	37
Interactive Council Session – What Keeps You Up At Night?	81.08% 30	5.41% 2	10.81% 4	2.70% 1	37
Real Deals – New Construction	89.19% 33	0.00% 0	10.81% 4	0.00% 0	37
Silver/Bronze tour The Ava	82.35% 28	2.94% 1	11.76% 4	2.94% 1	34
Bronze/Silver Tour Airbnb	88.24% 30	0.00% 0	2.94% 1	8.82% 3	34
Cocktail Reception - The Hall	70.59% 24	2.94% 1	8.82% 3	17.65% 6	34
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Joint Council Session with Ken Rosen	91.43% 32	2.86% 1	2.86% 1	2.86% 1	35
Real Deals for Real People – Housing Workers in the Bay Area	97.06% 33	0.00% 0	2.94% 1	0.00% 0	34
Interactive Council Session – What Keeps You Up At Night?	74.29% 26	8.57% 3	8.57% 3	8.57% 3	35
Real Deals – New Construction	91.43% 32	5.71% 2	2.86% 1	0.00% 0	35

## Council Day Survey for San Francisco Fall 2015

Silver/Bronze tour The Ava	<b>76.67%</b> 23	<b>6.67%</b> 2	<b>10.00%</b> 3	<b>6.67%</b> 2	30
Bronze/Silver Tour Airbnb	<b>84.38%</b> 27	<b>0.00%</b> 0	<b>3.13%</b> 1	<b>12.50%</b> 4	32
Cocktail Reception - The Hall	<b>35.48%</b> 11	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>64.52%</b> 20	31

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Overall a good session. I thought the interactive council session was very good and we should do that again.	10/16/2015 1:06 PM
2	The Airbnb session was timely and germane. Brilliant!	10/16/2015 11:41 AM
3	the session what keeps you up at night was really, really good bc it covered a variety of talks and the questions were tailored to the specific areas of experience of our council members. great job, please do again!!	10/14/2015 3:50 PM
4	Housing Workers panel was slow. The rest of the day was great. The room was too big and lowered the energy level. A smaller room creates more energy.	10/13/2015 9:33 PM
5	It was a good council day from start to finish, kudos to council leadership for organizing a productive meeting with great take home value.	10/12/2015 6:37 PM
6	While I enjoyed the focus of the sessions on the San Francisco/Bay Area, I would also like to see more diversity of geography presented around some of the topics. Perhaps one of the deal sessions could be focused on our meeting location but if the other could be more diverse geographically, that would provide more value. I loved the session moderated by Ella and the general topic of what keeps you up at night.	10/9/2015 1:33 PM
7	Great Council day in all respects. Had to miss cocktail party because I had to give speech at General Session or I would have attended.	10/9/2015 11:35 AM
8	More could've been packed into the day and been more productive.	10/9/2015 11:22 AM
9	Slides were impossible to read - color and font size. Ava tour was basically a repeat of NYC but understood that there was a last minute cancellation. Tours could be organized to be more educational about design challenges, products used and choice, site challenges and creative solutions, etc. It gets boring just walking around and seeing a model.	10/9/2015 11:08 AM
10	The interactive session was excellent!	10/9/2015 10:58 AM
11	the what keeps you up at night....really a waste of time. the New Construction deal on Aton, was as poor of a presentations that could be put on, low on facts and just a rabbling mess. is this what ULI has been reduced too?	10/7/2015 11:01 PM
12	Interactive session was very good. Should continue with more interactive sessions. May want to give advance notice to members so they can give some thought beforehand. Could arrange mini topic discussions on issues. Ex./ Cap rates around the regions, compression ,exit caps, A&B product, etc.	10/7/2015 9:41 PM
13	Outstanding program...(I've been a member for around 30 years and this is one of the best.	10/7/2015 8:45 PM
14	Exellennt content, particularly the real deals	10/7/2015 5:28 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 38 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	94.74% 36	0.00% 0	5.26% 2	38
My Chair Kept Members Engaged & Encouraged Broad Interaction	86.84% 33	0.00% 0	13.16% 5	38
Did the Team Perform to Your Expectation?	89.47% 34	5.26% 2	5.26% 2	38
Do You Feel That the Team Communicates Well With You Outside of Council Day?	78.38% 29	2.70% 1	18.92% 7	37



## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 12 Skipped: 28

#	Responses	Date
1	I think the three morning sessions were very similar in scope - clearly different deals but too much alike.	10/16/2015 4:20 PM
2	Overall one of the better meetings	10/16/2015 1:09 PM
3	The Leadership Team understands how a Council ought to operate and provides excellent execution. Bravo.	10/16/2015 11:43 AM
4	very good, good venue	10/15/2015 10:05 AM
5	The sessions were varied and full of good content. The council members were engaged and the exchange of ideas was at a high level. The networking at the end was also time very well spent.	10/12/2015 6:41 PM
6	Mark Stern, you're THE MAN!	10/12/2015 12:01 PM
7	Too many real deals	10/10/2015 9:21 AM
8	The schedule seemed light. There were great takeaways but more should have been offered. Airbnb Tour presentation took too long.	10/9/2015 11:32 AM
9	The room was a bit too big this time. Plenty if space, but it was harder to hear people speak.	10/8/2015 10:20 AM
10	one very poor meeting, frankly maybe the worse in 20 years.	10/7/2015 11:04 PM
11	Great day overall.	10/7/2015 9:58 PM
12	Excellent planning and execution...in addition to the programs, the Tuesday night reception was better than most. Ken Rosen was outstanding.	10/7/2015 8:48 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 34

#	Responses	Date
1	Not at this time.	10/16/2015 1:09 PM
2	no	10/15/2015 10:05 AM
3	It would be great to get the profile of a public company transaction like an upreit.	10/10/2015 9:21 AM
4	Demographic Speaker	10/9/2015 11:36 AM
5	I think we need to continue to monitor this bull market and perhaps have two speakers like Rosen that may have an interactive discussion. Then get audience feedback on the issues discussed. Ex. Interest rates, spreads, cap rate direction, supply by region( overbuilding?) , rent growth, construction costs, etc.	10/7/2015 9:58 PM
6	Keep up the good work...some input on sunbelt cities would be welcome in the future	10/7/2015 8:48 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 8 Skipped: 32

#	Responses	Date
1	Continue the interactive session.	10/16/2015 1:09 PM
2	n/a	10/15/2015 10:05 AM
3	Engage the most senior people in the room.	10/10/2015 9:21 AM
4	See above. There was a general discussion the day wasn't as productive as in the past. The tours were a little lengthy. Dear wasn't feeling that there should've been an additional tour can going to the hall. Others felt they missed Condoleezza Rice versus having to go to the Hall.	10/9/2015 11:32 AM
5	Bring back the "What Keeps You Up At Night" session. Thought that was a great opportunity to hear off the cuff insight from our tremendously talented membership.	10/8/2015 11:15 AM
6	ask the members of the council, what they want to hear about.	10/7/2015 11:04 PM
7	Continue on track. Mix of substance, 100% participation goal of all members ( interactive), entertainment.	10/7/2015 9:58 PM
8	none	10/7/2015 8:48 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 37

#	Responses	Date
1	Reach out for ideas.	10/16/2015 1:09 PM
2	I would be interested to know more about upcoming vacancies/transitions in the leadership team and how to become more involved.	10/9/2015 1:37 PM
3	I had reached out two separate times offering my assistance in San Francisco for venues or speakers as I live in San Francisco. Both times I had to follow up for a response. I was very surprised as assistance is always requested at council meetings for the next Council mtg	10/9/2015 11:32 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 37 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	75.68% 28	10.81% 4	13.51% 5	37
The Council Reception and Venue Were Great!	94.59% 35	0.00% 0	5.41% 2	37

#	Additional Comments on the Council Day Venue and Reception	Date
1	Plenty of room where we had our council meeting! Much better than last time.	10/16/2015 11:21 AM
2	The reception was in an interesting place with great food. For Council Day, the lunch was quite good, but the meeting rooms were at best uninspiring. Not such a big deal, though given that we went out for lunch and did product tours after that.	10/12/2015 6:41 PM
3	I enjoyed the lunch format/location and the reception location.	10/9/2015 1:37 PM
4	Reception was great. Food was terrific. The room for the council day was too big and resulted in a lack of energy.	10/9/2015 11:32 AM
5	OC was great!	10/7/2015 9:58 PM
6	none	10/7/2015 8:48 PM

Council Day Survey for San Francisco Fall 2015

**Q26 ODC, Please Rate Each Council Day Session**

Answered: 38 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Roundtable Breakout Session: The Challenges and Opportunities presented in today's fast paced and competitive real estate environment	<b>89.47%</b> 34	<b>2.63%</b> 1	<b>7.89%</b> 3	<b>0.00%</b> 0	38
How Hot is Too Hot?	<b>86.84%</b> 33	<b>0.00%</b> 0	<b>13.16%</b> 5	<b>0.00%</b> 0	38
The Rise of Alternative Workspaces	<b>88.89%</b> 32	<b>0.00%</b> 0	<b>11.11%</b> 4	<b>0.00%</b> 0	36
The Similarities and Differences between Silicon Valley and Downtown San Francisco	<b>75.68%</b> 28	<b>5.41%</b> 2	<b>18.92%</b> 7	<b>0.00%</b> 0	37
Roundtable Breakout Presentations	<b>72.22%</b> 26	<b>8.33%</b> 3	<b>19.44%</b> 7	<b>0.00%</b> 0	36
Shark Tank Finance: Who Wants to Finance My Deal?	<b>69.44%</b> 25	<b>2.78%</b> 1	<b>27.78%</b> 10	<b>0.00%</b> 0	36
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Roundtable Breakout Session: The Challenges and Opportunities presented in today's fast paced and competitive real estate environment	<b>78.38%</b> 29	<b>2.70%</b> 1	<b>18.92%</b> 7	<b>0.00%</b> 0	37
How Hot is Too Hot?	<b>94.59%</b> 35	<b>0.00%</b> 0	<b>5.41%</b> 2	<b>0.00%</b> 0	37
The Rise of Alternative Workspaces	<b>97.22%</b> 35	<b>0.00%</b> 0	<b>2.78%</b> 1	<b>0.00%</b> 0	36
The Similarities and Differences between Silicon Valley and Downtown San Francisco	<b>88.89%</b> 32	<b>0.00%</b> 0	<b>11.11%</b> 4	<b>0.00%</b> 0	36
Roundtable Breakout Presentations	<b>77.14%</b> 27	<b>2.86%</b> 1	<b>20.00%</b> 7	<b>0.00%</b> 0	35
Shark Tank Finance: Who Wants to Finance My Deal?	<b>82.86%</b> 29	<b>2.86%</b> 1	<b>14.29%</b> 5	<b>0.00%</b> 0	35
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Roundtable Breakout Session: The Challenges and Opportunities presented in today's fast paced and competitive real estate environment	<b>59.46%</b> 22	<b>5.41%</b> 2	<b>27.03%</b> 10	<b>8.11%</b> 3	37
How Hot is Too Hot?	<b>97.30%</b> 36	<b>0.00%</b> 0	<b>2.70%</b> 1	<b>0.00%</b> 0	37
The Rise of Alternative Workspaces	<b>97.22%</b> 35	<b>0.00%</b> 0	<b>2.78%</b> 1	<b>0.00%</b> 0	36
The Similarities and Differences between Silicon Valley and Downtown San Francisco	<b>83.33%</b> 30	<b>5.56%</b> 2	<b>11.11%</b> 4	<b>0.00%</b> 0	36
Roundtable Breakout Presentations	<b>57.14%</b> 20	<b>5.71%</b> 2	<b>34.29%</b> 12	<b>2.86%</b> 1	35
Shark Tank Finance: Who Wants to Finance My Deal?	<b>62.86%</b> 22	<b>8.57%</b> 3	<b>20.00%</b> 7	<b>8.57%</b> 3	35

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Ability to hear all speakers was sometimes difficult	10/16/2015 12:11 PM
2	great meeting	10/16/2015 11:43 AM
3	The best session of the day from my perspective was on alternative workspaces. Given the quick evolution of this sector, we should try to put something relative to this on the agenda for future meetings.	10/16/2015 11:12 AM
4	I thought the entire meeting was well organized, topical and thought provoking. Definitely a wealth of take home value.	10/15/2015 10:06 AM
5	overall a great day and very well organized. alternative workspaces panel particularly relevant and timely with great participants.	10/14/2015 12:33 PM
6	Shark Tank needs to be refined a bit. I like the idea, but I think it needs a little more guidance.	10/13/2015 2:14 PM
7	Great session all around. Everyone was engaged.	10/9/2015 1:17 PM
8	I liked the sessions. The Silicon Valley vs SF and workspace sessions were good but I would have preferred a little more meat - for instance, what does rocketspace consider to be aspects of the "science" of their planning...other than density?	10/9/2015 12:47 PM
9	Generally quite good and liked having a bit more time for networking although there was even a bit more downtime than necessary. Breakouts also have the benefit of mixing up the tables sincethe same folks often sitnext to each other.	10/9/2015 12:00 PM
10	I thought the roundtable discussion was not as productive as having another panel or doing a property tour.	10/8/2015 7:51 PM
11	I thought all of the sessions were excellent, with the new format fort the roundtables and the co-working panel being real stand-outs. I like the concept of the shark tank but it could use some refinement to make it more effective.	10/8/2015 1:07 PM
12	I think it would be better to do the presentations right after the around tables when it's still fresh in people's minds. We could take a small break to prepare notes and then present. Might spur more conversation and discussion	10/8/2015 12:35 PM
13	alternative workspaces was very good session	10/8/2015 10:47 AM
14	One of the best ULI ODC sessions ever. Obviously reflected a huge amount of time and preparation. Well done!!	10/7/2015 7:49 PM
15	SV and SF was very good.	10/7/2015 5:06 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 38 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 38	0.00% 0	0.00% 0	38
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 38	0.00% 0	0.00% 0	38
Did the Team Perform to Your Expectation?	100.00% 38	0.00% 0	0.00% 0	38
Do You Feel That the Team Communicates Well With You Outside of Council Day?	92.11% 35	0.00% 0	7.89% 3	38



Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 15 Skipped: 24

#	Responses	Date
1	It would have been nice to tour some of the new office projects in SF and the Valley	10/16/2015 1:12 PM
2	Great range of topics and good flow,	10/16/2015 12:12 PM
3	great. consider getting a better meeting room with windows, off site if necessary. This room worked in terms of size/layout, but always nicer to be in a more interesting space with natural light if possible	10/16/2015 11:46 AM
4	It was an absolutely superior day of programming.	10/16/2015 11:28 AM
5	The leadership team is doing an awesome job!	10/16/2015 11:13 AM
6	I think the round table would have been more interesting if there had been topics or positions introduced to the whole room and people were asked to comment specifically.	10/15/2015 2:10 PM
7	council leadership does excellent job. council chair sets excellent tone for group. love the ice breakers.	10/14/2015 12:35 PM
8	Best Council day yet. The content was very current and topical, if not futuristic, given the location in the most cutting-edge city in the USA.	10/13/2015 2:19 PM
9	Maybe could have added a tour of a project	10/10/2015 9:10 AM
10	Given construction activity in SoMa, we missed an opportunity to do an interesting project tour.	10/9/2015 6:36 PM
11	Liked it, as always. Good take home value and conversations I had on the side were also very valuable.	10/9/2015 12:57 PM
12	The council has great leadership and runs very smooth	10/8/2015 7:54 PM
13	Overall excellent. We have a great Leadership Team and Council membership.	10/8/2015 1:09 PM
14	See above.	10/7/2015 7:52 PM
15	Positive.	10/7/2015 5:08 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 31

#	Responses	Date
1	Keep up the good work!	10/13/2015 2:19 PM
2	Office property management trends - any new paradigms to attract growth tenants (tech, entertainment, media, etc)	10/9/2015 6:36 PM
3	Collaborative workspace discussion was terrific and would be interesting for others.	10/9/2015 1:18 PM
4	I think it would be interesting in both Philly and Dallas to hear what areas of town the developers/investors are most interested in. Also, it may be interesting to hear what things keep other council members up at night, what are their market fears?	10/9/2015 12:57 PM
5	Project tours that are relevant are productive use of time and very interesting.	10/8/2015 7:54 PM
6	I think we spent maybe a little too much time focused on the local market	10/8/2015 12:39 PM
7	Current political / economic climate and how it affects our industry.	10/7/2015 7:52 PM
8	For Philly, you might ask Brandywine, and Liberty to speak.	10/7/2015 5:08 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 12 Skipped: 27

#	Responses	Date
1	Schedule off site project visits	10/16/2015 1:12 PM
2	Enjoy field trips to see a project in each location of conference. An idea would be a field trip prior to dinner the night before the council day.	10/16/2015 12:15 PM
3	acoustics	10/16/2015 12:12 PM
4	Would love to do our meetings outside the convention center so we can integrate with some of these cities more. The NY experience was exceptional from that standpoint. Touring some deals/markets would also be fantastic.	10/16/2015 11:27 AM
5	Less focus on local city dynamics - especially in Philadelphia!	10/16/2015 11:13 AM
6	consider a property tour for philly.	10/14/2015 12:35 PM
7	I like Shark Tank. It has evolved over the last few meetings and is getting better. With a little mopre fine tuning, it can be a hi-light of our council days.	10/13/2015 2:19 PM
8	let's explore an off site case study to get some time out of the conference room	10/13/2015 2:16 PM
9	Leaving more time for simple Q&A on the various topics.	10/9/2015 12:57 PM
10	Get out of the convention center rooms!!! have offsite where there is light and air!!!	10/8/2015 4:44 PM
11	Refine the shark tank format.	10/8/2015 1:09 PM
12	Hard to improve on this one!	10/7/2015 7:52 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 37

#	Responses	Date
1	I'm happy to hep with planning and programming	10/16/2015 1:12 PM
2	Perhaps set up local meetings of the council within different markets between council days?	10/13/2015 2:19 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 37 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	54.05% 20	10.81% 4	35.14% 13	37
The Council Reception and Venue Were Great!	88.24% 30	0.00% 0	11.76% 4	34

#	Additional Comments on the Council Day Venue and Reception	Date
1	It would have been great to find a venue that had views of the city or offered an opportunity to explore an emerging market	10/16/2015 1:12 PM
2	comments above on venue. Re reception, venue good, but I would prefer to go back to ODC-only reception. During council day and reception, there is limited time to informally catch up with people (except whomever is next to us at dinner), so keeping the cocktail reception to ODC only would help give ODC members more opportunity to catch up with one another.	10/16/2015 11:46 AM
3	Great to have our council dinner at a development that previously presented to the council.	10/16/2015 11:13 AM
4	windowless rooms in vast convention centers are tough, but this is not a criticism of our council leadership! certainly good to be in same place as other councils to facilitate networking, etc.	10/14/2015 12:35 PM
5	These windowless environments are unfortunately a reality of the large convention centers. Our council day in NYC was the only venue that had windows. Perhaps we work in a site tour in Philadelphia just to get out and about? Perhaps the new Comcast Tower?	10/13/2015 2:19 PM
6	Convention center space is pretty dreary.	10/9/2015 1:18 PM
7	The reception and venue for the meeting were both fine, but the meeting room was nothing great, and the reception felt like a step down in terms of food and also lay out from previous dinners. Others have felt more intimate and easier to converse.	10/9/2015 12:57 PM
8	well done. Nice having the cocktails with another group and then carving off for dinner	10/9/2015 12:01 PM
9	I like the social hour at the end of the day.	10/8/2015 7:54 PM
10	venue was wonderful - food was horrible!!!	10/8/2015 4:44 PM
11	While to food was pretty good the service level was poor. The water pitchers on the tables were refilled only once during the day, and the coffee and tea station was broken down soon after lunch.	10/8/2015 1:09 PM
12	I had to leave a little early so unfortunately I missed the last two sessions. Great job overall	10/8/2015 12:39 PM
13	Wasn't able to attend.	10/7/2015 7:52 PM
14	Great having cocktails with another council.	10/7/2015 5:08 PM

Council Day Survey for San Francisco Fall 2015

**Q27 PDIC, Please Rate Each Council Day Session**

Answered: 22 Skipped: 0

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
New Communities Update	45.45% 10	9.09% 2	40.91% 9	4.55% 1	22
The University of California Merced Story	77.27% 17	9.09% 2	13.64% 3	0.00% 0	22
Transbay Redevelopment Project	90.91% 20	9.09% 2	0.00% 0	0.00% 0	22
LUNCH SPEAKER - SFMTA	81.82% 18	4.55% 1	13.64% 3	0.00% 0	22
Resiliency/ Sustainability	63.64% 14	4.55% 1	31.82% 7	0.00% 0	22

Was Organized					
	Yes	No	Somewhat	N/A	Total
New Communities Update	81.82% 18	0.00% 0	13.64% 3	4.55% 1	22
The University of California Merced Story	90.91% 20	0.00% 0	9.09% 2	0.00% 0	22
Transbay Redevelopment Project	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22
LUNCH SPEAKER - SFMTA	86.36% 19	0.00% 0	13.64% 3	0.00% 0	22
Resiliency/ Sustainability	90.91% 20	0.00% 0	9.09% 2	0.00% 0	22

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
New Communities Update	59.09% 13	9.09% 2	18.18% 4	13.64% 3	22
The University of California Merced Story	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
Transbay Redevelopment Project	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
LUNCH SPEAKER - SFMTA	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
Resiliency/ Sustainability	86.36% 19	0.00% 0	13.64% 3	0.00% 0	22

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The sessions were good and informative, but we needed to get out and view a project or area fo the city we were in .	10/17/2015 12:11 AM
2	Would like to have more tours. Location was better than at Convention Center. Presidio talk/tour was excellent.	10/16/2015 11:24 AM
3	We did not take advantage of physically being in San Francisco. Being in a room with no windows for a whole day when we could have been physically where the projects that were being presented.	10/13/2015 2:00 PM
4	My interests of Public Development of federal Office are not served.	10/9/2015 2:16 PM

## Council Day Survey for San Francisco Fall 2015

5	The days was very interesting and well organized.	10/9/2015 12:10 PM
6	As all agreed a mix of outside and inside events would have improved the meeting. Meeting rooms without windows are tiresome.	10/9/2015 11:30 AM
7	Need to spend much less time with panel discussion in a windowless conference room and get into the city to experience and engage as a group.	10/9/2015 10:56 AM
8	In one of the sessions, one of the speakers spoke for a very long time, so could have been chaired better to keep more focused and relevant. All sessions were all male panels. There wasn't one single female speaker!	10/8/2015 7:24 PM
9	It was great to finally have a meeting venue outside the convention hall and not buried into a back corner near the service/custodial area after having that the 4 previous times.	10/7/2015 7:29 PM
10	All sessions were valuable in general. Some had more value to my specific learning and implementation needs.	10/7/2015 6:44 PM
11	Excellent program, well run, nice venue.	10/7/2015 6:42 PM
12	Very informative	10/7/2015 4:24 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 22 Skipped: 0

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	90.91% 20	0.00% 0	9.09% 2	22
My Chair Kept Members Engaged & Encouraged Broad Interaction	81.82% 18	4.55% 1	13.64% 3	22
Did the Team Perform to Your Expectation?	81.82% 18	9.09% 2	9.09% 2	22
Do You Feel That the Team Communicates Well With You Outside of Council Day?	81.82% 18	4.55% 1	13.64% 3	22



## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 9 Skipped: 13

#	Responses	Date
1	Our chair is working very hard to give our council quality programs an increase our membership and geograph diversity.	10/17/2015 12:14 AM
2	Terrific networking and supportive comraderie amongst members	10/13/2015 2:20 PM
3	Frustrated that the topics are 100% Infrastructure	10/9/2015 2:19 PM
4	Very impressed with the content and preparation for future meetings	10/9/2015 12:11 PM
5	I thought the meeting was good. More boots on the ground would have been good. It was too cold too have the reception outside.	10/9/2015 11:33 AM
6	Go out into the city that we invest so much to visit. That's where the stories live.	10/9/2015 11:00 AM
7	Council day would benefit from time in the programme for discussion, whether that be networking breaks, sharing experience opportunities, round table discussions, and/or visits to the projects under discussion.	10/8/2015 7:26 PM
8	Great series of Council discussions, from the subjects, to brainstorming improvements for Philly and introducing more tours, to emphasizing recruiting members.	10/7/2015 8:53 PM
9	Great knowledge and networking.	10/7/2015 7:00 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 4 Skipped: 18

#	Responses	Date
1	Criteria for deciding when a P3 is appropriate for which projects.	10/13/2015 2:20 PM
2	Any session that deals with the Federal Government's approach to the future of providing Federal Office space.	10/9/2015 2:19 PM
3	I'm working on that.	10/9/2015 11:33 AM
4	I like the ideas we discussed.	10/7/2015 7:00 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 17

#	Responses	Date
1	Mire site visits and presentations on site	10/13/2015 2:20 PM
2	Any session that deals with the Federal Government's approach to the future of providing Federal Office space.	10/9/2015 2:19 PM
3	Windows in the room, daylight!	10/8/2015 7:26 PM
4	we talked about more field trips; however, the panels are good too so let's not go overboard. the tour the day before was very good and provided nice balance - essentially a day and a half meeting.	10/7/2015 10:58 PM
5	Let's use our transportation budget to travel as a group. We'll get more networking time on a bus.	10/7/2015 7:00 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 21

#	Responses	Date
1	Any session that deals with the Federal Government's approach to the future of providing Federal Office space.	10/9/2015 2:19 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 22 Skipped: 0

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	54.55% 12	0.00% 0	45.45% 10	22
The Council Reception and Venue Were Great!	95.00% 19	5.00% 1	0.00% 0	20

#	Additional Comments on the Council Day Venue and Reception	Date
1	It was an excellent site visit and dinner.	10/17/2015 12:14 AM
2	A Tour would have been nice	10/9/2015 2:19 PM
3	No windows in the meeting room. Too cold for an outside meeting.	10/9/2015 11:33 AM
4	Location was great!	10/7/2015 8:53 PM
5	Glad we're moving towards a venue with windows....	10/7/2015 7:00 PM

## Q28 PPPCBlue, Please Rate Each Council Day Session

Answered: 38 Skipped: 0

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Member Introductions	89.19% 33	2.70% 1	8.11% 3	0.00% 0	37
A new Lease on Life for the Ferry Building	86.84% 33	0.00% 0	10.53% 4	2.63% 1	38
Ferry Building walking tour	81.58% 31	5.26% 2	7.89% 3	5.26% 2	38
Pier 70 – A Waterfront Industrial Site's Transformation	78.38% 29	2.70% 1	13.51% 5	5.41% 2	37
Walking Tour of Pier 70	72.97% 27	2.70% 1	21.62% 8	2.70% 1	37
Seth Hamalian overview of the Mission Bay development	97.22% 35	0.00% 0	2.78% 1	0.00% 0	36
Stadiums and Ballparks as Value Creators	45.71% 16	20.00% 7	31.43% 11	2.86% 1	35
Walk to Moscone West	15.63% 5	18.75% 6	9.38% 3	56.25% 18	32
Special Session for PPPC Blue Flight - The Challenges of Leadership	85.71% 30	2.86% 1	2.86% 1	8.57% 3	35
Was Organized					
	Yes	No	Somewhat	N/A	Total
Member Introductions	100.00% 36	0.00% 0	0.00% 0	0.00% 0	36
A new Lease on Life for the Ferry Building	92.11% 35	0.00% 0	5.26% 2	2.63% 1	38
Ferry Building walking tour	65.79% 25	5.26% 2	26.32% 10	2.63% 1	38
Pier 70 – A Waterfront Industrial Site's Transformation	83.78% 31	0.00% 0	10.81% 4	5.41% 2	37
Walking Tour of Pier 70	70.27% 26	2.70% 1	24.32% 9	2.70% 1	37
Seth Hamalian overview of the Mission Bay development	88.89% 32	2.78% 1	8.33% 3	0.00% 0	36
Stadiums and Ballparks as Value Creators	62.86% 22	8.57% 3	25.71% 9	2.86% 1	35
Walk to Moscone West	28.13% 9	9.38% 3	18.75% 6	43.75% 14	32
Special Session for PPPC Blue Flight - The Challenges of Leadership	88.57% 31	0.00% 0	2.86% 1	8.57% 3	35
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Member Introductions	13.89% 5	25.00% 9	0.00% 0	61.11% 22	36

## Council Day Survey for San Francisco Fall 2015

A new Lease on Life for the Ferry Building	<b>78.38%</b> 29	<b>16.22%</b> 6	<b>0.00%</b> 0	<b>5.41%</b> 2	37
Ferry Building walking tour	<b>70.27%</b> 26	<b>2.70%</b> 1	<b>16.22%</b> 6	<b>10.81%</b> 4	37
Pier 70 – A Waterfront Industrial Site's Transformation	<b>72.22%</b> 26	<b>5.56%</b> 2	<b>19.44%</b> 7	<b>2.78%</b> 1	36
Walking Tour of Pier 70	<b>80.56%</b> 29	<b>0.00%</b> 0	<b>13.89%</b> 5	<b>5.56%</b> 2	36
Seth Hamalian overview of the Mission Bay development	<b>85.71%</b> 30	<b>0.00%</b> 0	<b>14.29%</b> 5	<b>0.00%</b> 0	35
Stadiums and Ballparks as Value Creators	<b>35.29%</b> 12	<b>38.24%</b> 13	<b>20.59%</b> 7	<b>5.88%</b> 2	34
Walk to Moscone West	<b>16.13%</b> 5	<b>12.90%</b> 4	<b>3.23%</b> 1	<b>67.74%</b> 21	31
Special Session for PPPC Blue Flight - The Challenges of Leadership	<b>48.48%</b> 16	<b>12.12%</b> 4	<b>24.24%</b> 8	<b>15.15%</b> 5	33

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Great meeting. I'm so grateful to the leadership team for organizing it.	10/16/2015 10:11 PM
2	One of the best Council days ever. Very packed agenda, but it all worked well.	10/16/2015 5:14 PM
3	Sorry I had a flight out and had to miss the last part of the session - great meeting in San Francisco, loved the city!	10/16/2015 3:01 PM
4	Need to figure out a way to have "presenters" on the walking part of the tour(s) use microphone so that questions and answers can be heard. Need more cost info on the deals (sources and uses)	10/16/2015 1:35 PM
5	I think we need to focus on making sure we have diversity in scale of PPP we learn about. Sometimes the mega-projects are interesting but are destined to become a reality regardless of financial feasibility, etc. Some smaller examples could be just as rewarding and probably have more take home value. I'd also like to walk around the mega-projects more - like at Mission Bay. I feel we took the bus in loops and could have just walked and talked a bit more. The food truck experience left something to be desired - the idea is great and the picnic location was good. I think the quality and diversity of the trucks could have been better. I thoroughly enjoyed the leadership discussion as it is something we always say is critical to success but rarely focus our attention on as much as we should as leaders in our respective firms.	10/16/2015 12:24 PM
6	Mission Bay and Pier 70 were interesting but a bit light on relevant details.	10/16/2015 12:20 PM
7	The speakers for the Stadiums and Ballparks as Value Creators were all terrible. Attached to their PowerPoints, and uninteresting. They were wedded to stock images from a stock presentation they gave in a non-engaging way... Seth Hamalian (MB) and Carol Murray (Special Session) were excellent - engaging, informative and	10/14/2015 1:22 PM
8	The Membership introduction session was outstanding. We should do it again.	10/14/2015 12:09 PM
9	Great day overall. The introductions helped spur conversation throughout the day and the leadership session was thought provoking.	10/13/2015 1:59 PM
10	Great morning! Let's do more of it!	10/9/2015 5:06 PM
11	We need to curate our speakers so that they focus on specific details that will most benefit our members. We should focus on smaller scale projects that are more common and therefore provide more take home value for our members.	10/9/2015 3:18 PM
12	Ran out of time due to late start in the Stadiums and Ballparks secession. Speakers ran long, so it cramped the remainder of our schedule. I could not stay for our leadership secession due to prep appointment for a later presentation.	10/9/2015 11:26 AM
13	Great meeting. Good mix of presentation/discussion/tours. Would have been great to have more discussion on points raised in morning "what am I losing sleep over" topics.	10/9/2015 9:14 AM
14	The leadership session was terrific! Our Council should dive into issues like this more often. We also need to provide more time for questions for our terrific panelists. Finally, we should limit all Powerpoints to just a few slides, and no text. We don't need to see everyone's stock presentation - instead, we need moderators to mix things up, and engage the Council more.	10/8/2015 9:36 PM

## Council Day Survey for San Francisco Fall 2015

15	Big proponent of getting outside and touring sites. I could do with one fewer site visit to make more time at each site. Would be interested in exploring the creation of committees within the PPP council that allow groups of people with similar interests to spend more time together in a structured format.	10/8/2015 3:43 PM
16	Leadership session was very valuable.	10/8/2015 1:20 AM
17	Lunch logistics are always challenging - one the fly changes made it work but advance planning would have been better May have been a few too many stops / transfers seems like we spend a lot of the day moving around Excellent to get out and see the developments Loved the member introductions - would have liked to spend time discussing some of the issues a little more	10/7/2015 8:13 PM



### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 38 Skipped: 0

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 38	0.00% 0	0.00% 0	38
My Chair Kept Members Engaged & Encouraged Broad Interaction	94.74% 36	0.00% 0	5.26% 2	38
Did the Team Perform to Your Expectation?	97.37% 37	0.00% 0	2.63% 1	38
Do You Feel That the Team Communicates Well With You Outside of Council Day?	92.11% 35	2.63% 1	5.26% 2	38

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 14 Skipped: 24

#	Responses	Date
1	See above	10/16/2015 5:19 PM
2	Benefit from the networking, relationships, and learning about the public-private partnerships in the host city	10/16/2015 3:02 PM
3	Overall experience was good. Good suggestion was made re: varying the size of the public private deals being discussed (ie, small and mid-size deals should also be discussed).	10/16/2015 2:13 PM
4	Introductions by answer 1 of 3 questions was good. It gave me something to follow up with other folks during the day.	10/16/2015 12:26 PM
5	Too distended	10/15/2015 12:14 PM
6	Love that fact that we hear about a project then go see it. Continue to keep us out of the conference room!	10/14/2015 1:24 PM
7	Well run all the way around	10/14/2015 12:10 PM
8	It's great to get out, but walking tours of projects, particularly if they don't include a lot of focus on the PPP aspects only hold so much value.	10/13/2015 12:45 PM
9	Loved the 60 second member intro - great way to learn more about our colleagues and the challenges they are facing.	10/12/2015 12:34 PM
10	It was a great and innovative experience from how we introduced ourselves to the combination of panels and walking tours.	10/9/2015 11:31 AM
11	Great day for sure.	10/9/2015 9:22 AM
12	We have terrific Council leadership.	10/8/2015 9:38 PM
13	Great	10/7/2015 8:15 PM
14	Outstanding job	10/7/2015 4:46 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 11 Skipped: 27

#	Responses	Date
1	Possible Speaker: Carl Dranoff - Philadelphia Possible Speaker: Philadelphia Housing person Possible Session: Affordable/Workforce Housing - Are we doing enough in big cities?	10/16/2015 2:13 PM
2	lessons learned on a variety of PPP deals of varying sizes	10/15/2015 6:30 PM
3	Continue the leadership session - make it a series.	10/13/2015 12:45 PM
4	I think it would be beneficial to have sessions that focus on the behind the scenes negotiations and structures of PPPs, including smaller scale development projects. Really get into the nuts and bolts of the PPP deals and understand what worked, what didn't work, and best practices.	10/12/2015 12:34 PM
5	Include a brainstorm session on public financing tools, more on leadership.	10/9/2015 3:20 PM
6	Creative affordable housing and the implementation of our next layer of transit in our urban cities	10/9/2015 11:31 AM
7	We should do a half-day, intensive workshop to go through public and private finance tools to aid PPPs. That would be a wonderful use of our time, and something we should try out.	10/8/2015 9:38 PM
8	Affordable Housing social policy. Continue leadership conversation.	10/8/2015 9:08 PM
9	Bob Lalane from UC Berkeley Kofi Bonner from Lennar Urban	10/8/2015 3:46 PM
10	Explore crowd funding more. Perhaps case study.	10/8/2015 1:21 AM
11	Liked the member review of relevant projects - would like to see more of that	10/7/2015 8:15 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 10 Skipped: 28

#	Responses	Date
1	Variety of scale of projects.	10/16/2015 12:26 PM
2	Be sure we can get more details - both financial and especially big challenges/roadblocks.	10/16/2015 12:22 PM
3	Interaction time, group discussion & dynamics	10/15/2015 12:14 PM
4	We need to include more smaller scale PPP projects. The only projects we tend to hear about are large-scale, long-term, large capital projects which have limited take home value because we're not as likely to do one, or more than one, in our lifetime. We need better speakers. Just because you have a great project doesn't mean you're a good speaker.	10/14/2015 1:24 PM
5	Focus on the details of PPPs - actual numbers and processes for the private side; how to effectively work with the private side - tips and recommendations for the public side. Overview of public financing tools; what is being done to replace URA in CA; threats to TIF and options in other jurisdictions..	10/13/2015 12:45 PM
6	Keep the leadership sessions, maybe tour some smaller scale PPP projects. Like the small table interaction with other Council members to learn what they are doing and challenges they face.	10/12/2015 12:34 PM
7	Focus on smaller projects.	10/9/2015 3:20 PM
8	Maybe look at the reduction of one secession so we do not have to rush. It may be a logistical problem to combine with gold for a secession on council although I understand that to get some important info out it may be the only way to do it.	10/9/2015 11:31 AM
9	Very interesting morning intros. Would have been nice to come back around at the end of the day and discuss how what we learned might impact the issues brought up in the morning session. [not sure how you would have fit in any more though]	10/9/2015 9:22 AM
10	Minimal PPTs, MUCH more time for questions.	10/8/2015 9:38 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 6 Skipped: 32

#	Responses	Date
1	I have been fully engaged!	10/16/2015 5:19 PM
2	I have already volunteered to help on the program in Philly.	10/13/2015 12:45 PM
3	Greater representation from the public sector (which makes up 20% of our Council) as an integral part of the public/private partnerships.	10/12/2015 12:34 PM
4	Work on ideas for legislation/policies and engage ULI to support those.	10/9/2015 3:20 PM
5	They are always open to ideas	10/9/2015 11:31 AM
6	I am relatively new and would benefit from a more frequent rhythm of meeting/calls/touches to help stay more engaged between Spring and Fall Meetings.	10/9/2015 9:22 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 38 Skipped: 0

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	92.11% 35	0.00% 0	7.89% 3	38
The Council Reception and Venue Were Great!	91.18% 31	0.00% 0	8.82% 3	34

#	Additional Comments on the Council Day Venue and Reception	Date
1	We spent most of the day outside the convention center, which was stimulating!	10/16/2015 5:19 PM
2	Thank you - another great ULI conference experience	10/16/2015 3:02 PM
3	Thanks to the Team for their efforts!!! See you in Philadelphia!!	10/16/2015 2:13 PM
4	best reception and dinner we have had	10/16/2015 12:22 PM
5	Would like to have a speaker presentation at the Council reception (describing the venue)	10/14/2015 12:10 PM
6	Need as much room to circulate as possible.	10/13/2015 12:45 PM
7	Would have enjoyed a dinner instead of the shared/family style approach and non shellfish and pork options.	10/12/2015 3:37 PM
8	Wonder food networking and location	10/9/2015 11:31 AM
9	Great people that I always look forward to seeing again!	10/9/2015 9:22 AM
10	very well planned. great sites, great content and great company and food.	10/8/2015 3:46 PM

Council Day Survey for San Francisco Fall 2015

**Q29 PPPCGold, Please Rate Each Council Day Session**

Answered: 30 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
University of California: PPP for Education and Technology	93.33% 28	0.00% 0	6.67% 2	0.00% 0	30
The Transbay Project—Harnessing Land Value to a 40 acre mixed use community	93.33% 28	0.00% 0	6.67% 2	0.00% 0	30
Alameda Point--How to do Base Re-use effectively	68.97% 20	3.45% 1	24.14% 7	3.45% 1	29
Stadiums as value creators	85.71% 24	7.14% 2	3.57% 1	3.57% 1	28

Was Organized					
	Yes	No	Somewhat	N/A	Total
University of California: PPP for Education and Technology	100.00% 30	0.00% 0	0.00% 0	0.00% 0	30
The Transbay Project—Harnessing Land Value to a 40 acre mixed use community	93.33% 28	0.00% 0	6.67% 2	0.00% 0	30
Alameda Point--How to do Base Re-use effectively	86.21% 25	0.00% 0	10.34% 3	3.45% 1	29
Stadiums as value creators	93.10% 27	0.00% 0	0.00% 0	6.90% 2	29

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
University of California: PPP for Education and Technology	70.37% 19	0.00% 0	29.63% 8	0.00% 0	27
The Transbay Project—Harnessing Land Value to a 40 acre mixed use community	65.38% 17	3.85% 1	30.77% 8	0.00% 0	26
Alameda Point--How to do Base Re-use effectively	73.08% 19	0.00% 0	23.08% 6	3.85% 1	26
Stadiums as value creators	61.54% 16	11.54% 3	19.23% 5	7.69% 2	26

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I thought the council day was very well organized and had good content.	10/16/2015 11:45 AM
2	The sessions were smart and well-organized. It would have been fun to be on-site for the Giants session.	10/16/2015 11:41 AM
3	I really enjoy when we can tour a project that is discussed such as a potential tour of Alameda Point or the Giants stadium. We have done that with past Council days and it is my highlight. I was happy to be out of a window-less room for the 2nd half of the day.	10/16/2015 11:27 AM
4	Next time maybe there could be a mix of examples that include small scale, medium scale and large scale projects.	10/12/2015 2:36 PM
5	The Transbay presentation was very interesting, however the tour was not particularly organized. With such an incredible and impactful project, I was really hoping for more out of the tour and our guide. Our guide was not as knowledgeable as I was expecting and our group somewhat wandered with little discussion.	10/12/2015 11:45 AM
6	Larege scale proejects are interesting but the transaction details are often left out. Smaller scale with moredeal points and tradeoffs made would be more helpful	10/9/2015 2:42 PM

## Council Day Survey for San Francisco Fall 2015

7	We should look at a few less speakers per topic or slightly longer time slots to allow a little more Q&A	10/9/2015 1:18 PM
8	I would rank Transbay best because it also had an outside walking tour of the project. Would have been amazing to see stadiums and university PPPs but that would have been hard.	10/9/2015 11:33 AM
9	All four sessions were executed very well and I learned a lot from them.	10/8/2015 8:44 PM
10	Really enjoy our "field" time the most - could've added a little more time on our feet seeing projects. :)	10/8/2015 5:03 PM
11	Very substantive sessions. Walking tour of Transbay was interesting.	10/8/2015 2:54 PM
12	Very good and relevant content. Great speakers. Probably too much time in doors.	10/8/2015 12:16 AM
13	Walking tour was also excellent.	10/7/2015 6:51 PM



### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 29 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	96.55% 28	0.00% 0	3.45% 1	29
My Chair Kept Members Engaged & Encouraged Broad Interaction	96.55% 28	0.00% 0	3.45% 1	29
Did the Team Perform to Your Expectation?	100.00% 29	0.00% 0	0.00% 0	29
Do You Feel That the Team Communicates Well With You Outside of Council Day?	89.29% 25	0.00% 0	10.71% 3	28

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 12 Skipped: 20

#	Responses	Date
1	The tour of the Transbay project was a bit disorganized and difficult. I was disappointed that the tour wasn't given by the panelists that worked on the project. A hard hat tour, while I am sure difficult to arrange for that size group, would have been memorable.	10/16/2015 11:32 AM
2	Great dinner venue. Meeting facilities outside convention center were very good.	10/15/2015 7:09 AM
3	Doubling up with PPP Blue on portions of the presentations was a littly dicey...but worked. The other group seemed to be hearded in and out. Didn't bother me - since we were in the group not moving around - but I'm not sure I'd want to be in the group coming in and out.	10/13/2015 4:48 PM
4	Another good day. It seems to those of us who have been on the Council for a while that we do a lot of stadium sessions--maybe time to give that topic a rest.	10/13/2015 4:20 PM
5	The brief cocktail reception was OK, but probably could have done without it. May have been due to the interest level in the general session immediately following. I might consider expanding lunch to allow/encourage more interaction among members and skip the cocktail reception.	10/12/2015 11:52 AM
6	Excellent Council Day ! Many thanks to all the organizers. The Transbay project tour was especially good.	10/10/2015 4:51 PM
7	Good combination of tours and meetings. Very good council day venues.	10/9/2015 2:44 PM
8	Add more time for member discussion/roundtables	10/9/2015 1:19 PM
9	Excellent!	10/8/2015 8:45 PM
10	we have a great team!	10/8/2015 5:07 PM
11	Very dense content-wise. Limited time for interaction.	10/8/2015 2:56 PM
12	Good to have several intetesting guests. Appreciate the successful effort to diversity the Council.	10/7/2015 6:57 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 26

#	Responses	Date
1	Not sure exactly how to organize such a session - but would get to more depth on the structure of P3 agreements (development agreements, ground leases, etc.) - best practices from public and private perspectives	10/13/2015 4:48 PM
2	The best sessions are ones that our own members have been involved in completing. They can be hard to match to our host city, but if a session topic is good enough, it does not necessarily have to relate to the meeting city.	10/13/2015 4:20 PM
3	Perhaps something that includes a public private partnership for adaptive reuse.	10/12/2015 2:41 PM
4	In Philly, Spruce Street Harbor Park, Navy Yard, Sister Cities and Dilworth Plaza, Camden's Campbell's & Subaru developments, Liberty Property Trust new development on Waterfront.	10/9/2015 11:34 AM
5	Work on a case study.	10/8/2015 2:56 PM
6	Like to see speakers from Canada and UK as both countries have strong P3 initiatives.	10/7/2015 6:57 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 6 Skipped: 26

#	Responses	Date
1	Tours or meetings on project sites are interesting.	10/16/2015 11:29 AM
2	It would be nice to get copies of the PowerPoint presentations.	10/12/2015 2:41 PM
3	More touring projects, less classroom/lecture discussions.	10/10/2015 4:51 PM
4	Volunteer	10/8/2015 2:56 PM
5	Better balance of seeing PPP's on the ground vs. in the conference rooms.	10/8/2015 12:17 AM
6	Leadership consistently does an outstanding job. Had to think of ways to improve. Maybe more coffee in the afternoon.	10/7/2015 6:57 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 0 Skipped: 32

#	Responses	Date
	There are no responses.	

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 29 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	96.55% 28	0.00% 0	3.45% 1	29
The Council Reception and Venue Were Great!	89.29% 25	3.57% 1	7.14% 2	28

#	Additional Comments on the Council Day Venue and Reception	Date
1	Reception - Place was wonderful and on water, but it was cramped with the tables and no pre-function area and made it difficult to meet and greet people. Just a small note. Overall, well done and improvement from Houston on quality and location.	10/16/2015 11:29 AM
2	The dinner was really nice!	10/13/2015 4:20 PM
3	Council dinner venue was great for the dinner itself, but not the most conducive set up for networking. the food, however, was fantastic.	10/12/2015 11:52 AM
4	Very nice venue for our reception and dinner.	10/10/2015 4:51 PM
5	If the purpose of the Council Dinner is to network we really need to find a venue large enough for folks to circulate and not so noisy that you can barely converse with the person sitting next to you!	10/9/2015 2:44 PM
6	Reception venue was a little loud	10/9/2015 11:12 AM
7	All of the choices for venue were awesome! I'm glad we always end with happy hour...don't change that! The food at Fang and at La Mar were fabulous!	10/8/2015 5:07 PM
8	Dinner location (Council Reception) was great!	10/8/2015 2:56 PM
9	Great day.	10/8/2015 2:09 PM

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**Q30 RDCBlue, Please Rate Each Council Day Session**

Answered: 34 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	88.24% 30	2.94% 1	8.82% 3	0.00% 0	34
The Big Question	79.41% 27	2.94% 1	14.71% 5	2.94% 1	34
Lightning Round Short Takes	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
ULI Legend Pearls of Wisdom	58.82% 20	17.65% 6	14.71% 5	8.82% 3	34
Roundtable Discussions	68.75% 22	3.13% 1	28.13% 9	0.00% 0	32
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	85.29% 29	2.94% 1	11.76% 4	0.00% 0	34
The Big Blue – Stories of Caribbean Development	78.79% 26	3.03% 1	15.15% 5	3.03% 1	33
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	47.83% 11	0.00% 0	13.04% 3	39.13% 9	23
Session B – This is Not Your Father's Country Club	31.58% 6	5.26% 1	10.53% 2	52.63% 10	19
Session C – Capital Markets Update	52.17% 12	0.00% 0	8.70% 2	39.13% 9	23
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	96.88% 31	3.13% 1	0.00% 0	0.00% 0	32
The Big Question	81.25% 26	3.13% 1	12.50% 4	3.13% 1	32
Lightning Round Short Takes	75.00% 24	0.00% 0	25.00% 8	0.00% 0	32
ULI Legend Pearls of Wisdom	62.50% 20	15.63% 5	12.50% 4	9.38% 3	32
Roundtable Discussions	70.00% 21	6.67% 2	23.33% 7	0.00% 0	30
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	87.50% 28	0.00% 0	12.50% 4	0.00% 0	32
The Big Blue – Stories of Caribbean Development	87.10% 27	0.00% 0	6.45% 2	6.45% 2	31
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	52.38% 11	0.00% 0	9.52% 2	38.10% 8	21
Session B – This is Not Your Father's Country Club	50.00% 9	0.00% 0	0.00% 0	50.00% 9	18
Session C – Capital Markets Update	50.00% 11	0.00% 0	9.09% 2	40.91% 9	22

## Council Day Survey for San Francisco Fall 2015

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Combined RDC Program Session - The State of the Economy and Resort Real Estate	75.00% 21	0.00% 0	25.00% 7	0.00% 0	28
The Big Question	72.41% 21	6.90% 2	6.90% 2	13.79% 4	29
Lightning Round Short Takes	58.62% 17	10.34% 3	27.59% 8	3.45% 1	29
ULI Legend Pearls of Wisdom	24.14% 7	37.93% 11	3.45% 1	34.48% 10	29
Roundtable Discussions	32.14% 9	32.14% 9	17.86% 5	17.86% 5	28
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	86.21% 25	3.45% 1	10.34% 3	0.00% 0	29
The Big Blue – Stories of Caribbean Development	67.86% 19	7.14% 2	17.86% 5	7.14% 2	28
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	52.94% 9	0.00% 0	0.00% 0	47.06% 8	17
Session B – This is Not Your Father's Country Club	50.00% 9	0.00% 0	0.00% 0	50.00% 9	18
Session C – Capital Markets Update	45.45% 10	4.55% 1	4.55% 1	45.45% 10	22

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The fast takes were informative, but they extended beyond their allotted timeframe. My recommendation: have true 'lightning' round replace the round tables with up to three short, but detailed presentations.	10/16/2015 1:42 PM
2	Overall the venue for the meeting was outstanding.	10/16/2015 11:54 AM
3	I had a long conversation with Matt Walker and shared my comments personally	10/15/2015 7:36 PM
4	In the future, please provide direction to the moderators of roundtable discussions so that they understand that their role is to moderate a conversation among the participants rather than present their own thoughts in a presentation form.	10/14/2015 9:38 AM
5	very good content overall this fall. The lightning short takes got long and threw us off schedule. Not sure anyone one of them was too long (although most exceeded the time allotted) but the number of them made the module overall lengthy.	10/13/2015 7:22 PM
6	Cuba session was both informative well organized, great pictures complemented the feel of old Havana. Caribbean session was a little weak, too much material and too much "reading slides" without the distilled take-aways (though the CIP discussion was good).	10/12/2015 5:31 PM
7	Lightning Round Short Takes is the best part of the program, but really needs to be reigned in relative to the time allotment for each presentation.	10/11/2015 5:27 PM
8	Matt knows how to keep a day moving so we never get off track. Capital markets session was very impressive.	10/10/2015 6:46 PM
9	A well designed and executed program. Possibly tried to get too much into the time allowed. Excellent overall.	10/9/2015 4:33 PM
10	We ran late in the morning and didn't get to report on the round tables - but we could have done that after lunch. Part of the value of those breakout sessions is the roundup of comments afterward!	10/9/2015 3:25 PM
11	Overall, great venue. Good content.	10/9/2015 2:47 PM
12	cuba program was too specific to a small group interest	10/9/2015 1:09 PM
13	Too spread out. 7am bus meant leaving hotel at 615. Bus did not depart until 715. Arrive 8am. Took 2 hours to get to council day.	10/8/2015 12:02 AM



Council Day Survey for San Francisco Fall 2015

14	Generally great meeting. Location A+. Good topics and well organized. My only criticism was not keeping lighting round presenters within time limits. It compressed the other elements and all of the presenters except Lani / Tony could have communicated the same info in 50% of the time. Other than that, great stuff!	10/7/2015 7:42 PM
15	I particularly enjoyed the lighting round short takes and the Cuba report.	10/7/2015 6:42 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 34 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>75.76%</b> 25	<b>6.06%</b> 2	<b>18.18%</b> 6	33
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>94.12%</b> 32	<b>0.00%</b> 0	<b>5.88%</b> 2	34
Did the Team Perform to Your Expectation?	<b>94.12%</b> 32	<b>0.00%</b> 0	<b>5.88%</b> 2	34
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>87.88%</b> 29	<b>0.00%</b> 0	<b>12.12%</b> 4	33

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 9 Skipped: 26

#	Responses	Date
1	Excellent session--and the unique venue was also appreciated	10/16/2015 1:53 PM
2	some presenters forgot the lightning part of the lightning round. time management	10/16/2015 11:29 AM
3	Shared with Matt	10/15/2015 7:37 PM
4	Great work.	10/14/2015 9:46 AM
5	Excellent meeting; was great to have received all three flight directories and updated agenda just before the meeting. Overall venue was excellent.	10/12/2015 5:33 PM
6	Always good to get an overview of new projects like hotel project in the Caymans and Spain.	10/10/2015 6:55 PM
7	Very worthwhile and enjoyable day.	10/9/2015 2:48 PM
8	beautiful location, but too remote. major hassles getting there and back	10/9/2015 11:55 AM
9	Very positive. With one exception, all the projects or deals presented were unique and interesting.	10/8/2015 1:17 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 27

#	Responses	Date
1	Beyond Leed: the future trends of health and wellness in resort/recreation development and planning.	10/16/2015 1:53 PM
2	actual market data by region and type of resort (beach, ski resort) Sales pace, inventory, price levels.	10/16/2015 11:58 AM
3	Yes	10/15/2015 7:37 PM
4	Repositioning of private clubs - case study examples & who is doing it International markets - hot trends and locations (i.e. Vietnam, Croatia, S. America,) Impact of the "Sharing Economy" on RDC members (Uber, Airbnb, etc.)	10/14/2015 9:46 AM
5	Want to have someone focused on customer behavior - understanding what the luxury buyer (at different categories) wants (aspirational luxury, entry level, \$1m network, and over \$25m)	10/12/2015 5:33 PM
6	Would be good to hear from Asian investors directly as to where they see there interest in real estate going in the future.	10/10/2015 6:55 PM
7	It would be great to have a combined session with the community development council as there is much overlap between the two.	10/9/2015 3:27 PM
8	Maybe a look at projects that have repurposed golf courses.	10/8/2015 1:17 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 6 Skipped: 29

#	Responses	Date
1	Either extending or tightening up on the short takes.	10/16/2015 1:53 PM
2	I did that	10/15/2015 7:37 PM
3	All is good, and great venue!	10/13/2015 6:08 PM
4	Nothing, well done guys!	10/12/2015 5:33 PM
5	Statistics are always good to bring back to the office about what is going on nationwide. We have had economic speakers who provide great data at some meetings which can be used effectively in number of ways back at the office.	10/10/2015 6:55 PM
6	Tighter venues	10/8/2015 12:03 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 32

#	Responses	Date
1	The Council Leadership, in my opinion, does a great job encouraging participation by a range of council members	10/16/2015 1:53 PM
2	Shared with Matt	10/15/2015 7:37 PM
3	I am happy to volunteer to help guide content, moderate panels, etc. Contact me if you need me: Mark Diedrich	10/14/2015 9:46 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 34 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	91.18% 31	2.94% 1	5.88% 2	34
The Council Reception and Venue Were Great!	85.29% 29	5.88% 2	8.82% 3	34

#	Additional Comments on the Council Day Venue and Reception	Date
1	Thanks for the food! I nevertheless prefer a cocktail type vs. sit down style dinner as it allows for more fluid networking.	10/16/2015 1:53 PM
2	One of the best in memory - plenty of space and food was superb.	10/16/2015 11:47 AM
3	The sit down meal will probably get mixed reviews. If we do it again, I recommend some time to socialize at the bar after the meal. I felt I didn't get to talk to many people due to the sit down dinner. I imagine the older members of the council who don't need to network enjoyed sitting down with old friends, however.	10/14/2015 9:46 AM
4	E and O was very good. Some of the highest quality food we have had at the Reception. The room we had for council day was great with nice views and the wine reception was an excellent idea.	10/13/2015 7:23 PM
5	Both venues were great. The view and light was worth the bus ride.	10/10/2015 6:55 PM
6	thanks for thinking outside the box and getting us the room with a view!	10/9/2015 3:27 PM
7	Liked the sit down dinner as opposed to heavy hors d'oeuvres only.	10/9/2015 11:55 AM
8	Council day venue was the best ever. Suggest trying to find unique, relevant venues like that for future meetings.	10/8/2015 1:17 AM

Council Day Survey for San Francisco Fall 2015

**Q31 RDCGold, Please Rate Each Council Day Session**

Answered: 30 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	83.33% 25	6.67% 2	6.67% 2	3.33% 1	30
Breaking News, Recent Deals, New Initiatives	75.00% 21	3.57% 1	21.43% 6	0.00% 0	28
Council Program – Technology Impact on the Resort Economy	81.48% 22	3.70% 1	14.81% 4	0.00% 0	27
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	60.71% 17	10.71% 3	25.00% 7	3.57% 1	28
Breaking News Part II	67.86% 19	3.57% 1	17.86% 5	10.71% 3	28
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	63.16% 12	0.00% 0	0.00% 0	36.84% 7	19
Session B – This is Not Your Father’s Country Club	55.00% 11	0.00% 0	0.00% 0	45.00% 9	20
Session C – Capital Markets Update	55.56% 10	0.00% 0	0.00% 0	44.44% 8	18
Wine Tasting Program – Central Courtyard	50.00% 12	4.17% 1	16.67% 4	29.17% 7	24
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	89.66% 26	0.00% 0	6.90% 2	3.45% 1	29
Breaking News, Recent Deals, New Initiatives	92.59% 25	3.70% 1	3.70% 1	0.00% 0	27
Council Program – Technology Impact on the Resort Economy	88.46% 23	0.00% 0	11.54% 3	0.00% 0	26
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	85.19% 23	3.70% 1	7.41% 2	3.70% 1	27
Breaking News Part II	76.92% 20	3.85% 1	11.54% 3	7.69% 2	26
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	68.75% 11	0.00% 0	6.25% 1	25.00% 4	16
Session B – This is Not Your Father’s Country Club	61.11% 11	0.00% 0	0.00% 0	38.89% 7	18
Session C – Capital Markets Update	56.25% 9	0.00% 0	0.00% 0	43.75% 7	16
Wine Tasting Program – Central Courtyard	86.96% 20	0.00% 0	4.35% 1	8.70% 2	23
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	89.29% 25	0.00% 0	7.14% 2	3.57% 1	28



## Council Day Survey for San Francisco Fall 2015

Breaking News, Recent Deals, New Initiatives	<b>84.62%</b> 22	<b>0.00%</b> 0	<b>15.38%</b> 4	<b>0.00%</b> 0	26
Council Program – Technology Impact on the Resort Economy	<b>84.00%</b> 21	<b>4.00%</b> 1	<b>12.00%</b> 3	<b>0.00%</b> 0	25
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	<b>73.08%</b> 19	<b>0.00%</b> 0	<b>23.08%</b> 6	<b>3.85%</b> 1	26
Breaking News Part II	<b>68.00%</b> 17	<b>4.00%</b> 1	<b>20.00%</b> 5	<b>8.00%</b> 2	25
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	<b>73.33%</b> 11	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>26.67%</b> 4	15
Session B – This is Not Your Father's Country Club	<b>62.50%</b> 10	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>37.50%</b> 6	16
Session C – Capital Markets Update	<b>60.00%</b> 9	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>40.00%</b> 6	15
Wine Tasting Program – Central Courtyard	<b>30.00%</b> 6	<b>5.00%</b> 1	<b>0.00%</b> 0	<b>65.00%</b> 13	20

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I am not sure we need to do as much breaking news. i would prefer more organized topics and guests.	10/16/2015 1:07 PM
2	Very much appreciated the sit down dinner at the reception. Please continue this in the future. Also, would recommend that the general meeting not have sessions on council day but have two days after council day for other informative sessions. As it is now, council members miss out on some interesting topics.	10/16/2015 12:17 PM
3	Consider having two panel discussions in the Council program rather than two Breaking News sessions and one panel.	10/15/2015 10:16 AM
4	Very Good Council Day	10/13/2015 6:59 PM
5	Good information and candor on the Sharing Economy session	10/13/2015 5:32 PM
6	Great sessions. Could have used more time.	10/13/2015 3:22 PM
7	Great Reception	10/13/2015 10:25 AM
8	The economic overview and Cuba discussion were both particularly interesting. The venue was enjoyable as well.	10/12/2015 3:27 PM
9	Great setting for the meeting although room arrangement with rounds made presentations and discussions difficult.	10/9/2015 12:38 PM
10	lighting rounds could be quicker and more succinct, more interplay between members on trending topics, contrasting views, etc.	10/9/2015 12:40 AM
11	Great Meeting Nicole	10/8/2015 9:21 PM
12	Definitely the best venue we've had for meetings. Sessions continue to have good content. The schedule seems to always get compressed after lunch.	10/8/2015 8:02 PM
13	Nicole and John did a TERRIFIC job....make sure people stay on time...also, Slides were hard to read with light coming in and WAY too much material on one slide...there should be guideliness if presenter is going to use visuals	10/8/2015 1:41 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 30 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 30	0.00% 0	0.00% 0	30
My Chair Kept Members Engaged & Encouraged Broad Interaction	96.67% 29	0.00% 0	3.33% 1	30
Did the Team Perform to Your Expectation?	100.00% 30	0.00% 0	0.00% 0	30
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 30	0.00% 0	0.00% 0	30

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 6 Skipped: 25

#	Responses	Date
1	Interesting panel discussions - consider limiting Breaking News to one session.	10/15/2015 10:18 AM
2	Our Chair is very well organized and was a great communicator leading up to the conference.	10/12/2015 5:13 PM
3	Great venue and very well organized	10/12/2015 3:28 PM
4	GREAT day of topics and the Leadership team did a very good job on organizing & running the sessions.	10/9/2015 10:59 AM
5	communication outside of council day has improved	10/8/2015 8:07 PM
6	First class effort	10/8/2015 1:44 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 25

#	Responses	Date
1	Impact of hotel branding on resort residential developments.	10/15/2015 10:18 AM
2	Shared Economy session was well done. Additional sessions on this topic could be helpful.	10/13/2015 5:37 PM
3	It was nice to hear of projects outside like Soho House. Would it be possible to have people that are working on cutting-edge projects outside the group present so we can stay current on a wide range of topics.	10/10/2015 11:18 AM
4	We had a good discussion of the resort aspects of these projects. I thought this was great, and I'd like this trend to continue.	10/9/2015 6:35 PM
5	Will get some thoughts to leadership team	10/8/2015 8:07 PM
6	We need a class on Communications...how to be respectful and reply to 100% of communication	10/8/2015 1:44 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 3 Skipped: 28

#	Responses	Date
1	I'd like to see more lighting rounds. It helps showcase current projects that are most relevant in real time.	10/13/2015 3:23 PM
2	I'm wondering if RDC needs to meet within the ULI selected city. RDC should or could have met in a more resort location nearby. Looking ahead to Philadelphia and then Dallas, both markets don't really lend themselves to RDC topics.	10/10/2015 12:56 PM
3	Have a system to keep people on time	10/8/2015 1:44 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 0 Skipped: 31

#	Responses	Date
	There are no responses.	

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 30 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	96.67% 29	0.00% 0	3.33% 1	30
The Council Reception and Venue Were Great!	80.77% 21	7.69% 2	11.54% 3	26

#	Additional Comments on the Council Day Venue and Reception	Date
1	Reception was abridged in order to attend General Session.	10/13/2015 6:19 PM
2	The Presidio was a home run location.	10/13/2015 5:37 PM
3	Always nice to change up the venue and be in a new location similar to going to Whistler last year.	10/12/2015 5:13 PM
4	Love not being in the typical convention center	10/9/2015 12:42 AM
5	The best venue ever. Flight delay caused my missing the reception	10/8/2015 8:07 PM

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**Q32 RDCRed, Please Rate Each Council Day Session**

Answered: 41 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	92.68% 38	2.44% 1	4.88% 2	0.00% 0	41
Council Sharing - New Members/Old Members/Guests	68.29% 28	9.76% 4	19.51% 8	2.44% 1	41
Hawaii – It’s Back to Business	77.50% 31	5.00% 2	17.50% 7	0.00% 0	40
“What Are You Hearing?”	34.21% 13	7.89% 3	7.89% 3	50.00% 19	38
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	58.54% 24	12.20% 5	24.39% 10	4.88% 2	41
Content Marketing	62.50% 25	10.00% 4	22.50% 9	5.00% 2	40
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	51.72% 15	0.00% 0	3.45% 1	44.83% 13	29
Session B – This is Not Your Father’s Country Club	60.00% 15	4.00% 1	0.00% 0	36.00% 9	25
Session C – Capital Markets Update	50.00% 12	0.00% 0	0.00% 0	50.00% 12	24
Wine Tasting Program – Central Courtyard	61.76% 21	5.88% 2	8.82% 3	23.53% 8	34
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Combined RDC Program Session - The State of the Economy and Resort Real Estate	94.87% 37	0.00% 0	5.13% 2	0.00% 0	39
Council Sharing - New Members/Old Members/Guests	64.10% 25	7.69% 3	28.21% 11	0.00% 0	39
Hawaii – It’s Back to Business	84.21% 32	2.63% 1	10.53% 4	2.63% 1	38
“What Are You Hearing?”	29.41% 10	14.71% 5	5.88% 2	50.00% 17	34
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	84.62% 33	0.00% 0	12.82% 5	2.56% 1	39
Content Marketing	86.84% 33	0.00% 0	7.89% 3	5.26% 2	38
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	50.00% 14	3.57% 1	0.00% 0	46.43% 13	28
Session B – This is Not Your Father’s Country Club	65.22% 15	0.00% 0	0.00% 0	34.78% 8	23
Session C – Capital Markets Update	50.00% 11	0.00% 0	0.00% 0	50.00% 11	22
Wine Tasting Program – Central Courtyard	83.33% 25	0.00% 0	6.67% 2	10.00% 3	30



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Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Combined RDC Program Session - The State of the Economy and Resort Real Estate	86.84% 33	2.63% 1	10.53% 4	0.00% 0	38
Council Sharing - New Members/Old Members/Guests	27.03% 10	24.32% 9	13.51% 5	35.14% 13	37
Hawaii – It's Back to Business	81.08% 30	8.11% 3	10.81% 4	0.00% 0	37
"What Are You Hearing?"	21.21% 7	12.12% 4	15.15% 5	51.52% 17	33
Combined RDC Program Session – CUBA: Glimpses of Possibility for the Forbidden Island	68.42% 26	5.26% 2	18.42% 7	7.89% 3	38
Content Marketing	81.08% 30	5.41% 2	8.11% 3	5.41% 2	37
Session A – The Sharing Economy and Resort Real Estate – A Round Table Discussion	55.56% 15	0.00% 0	0.00% 0	44.44% 12	27
Session B – This is Not Your Father's Country Club	59.09% 13	0.00% 0	4.55% 1	36.36% 8	22
Session C – Capital Markets Update	52.38% 11	0.00% 0	0.00% 0	47.62% 10	21
Wine Tasting Program – Central Courtyard	39.29% 11	3.57% 1	7.14% 2	50.00% 14	28

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Overall a good session	10/16/2015 1:03 PM
2	I really enjoyed the Hawaii discussion format as everyone added comments. I think the group is very smart about various topics so I like the direction of "crowd sourcing" the topics so that everyone gets a broad perspective of topics, issues, solutions. I thought the introductions of the member took too long. I like the photos which gave folks a personal touch but I think we need to move along faster. I would be fine if that segment were eliminated.	10/16/2015 12:54 PM
3	I thought the new members/old members took up way too much of our valuable time....	10/16/2015 12:42 PM
4	Members introduction at the beginning of the session takes too much time. It is great to know everyone but it becomes repetitive and it takes much of the valuable time to discuss topics of interest and the sessions. Suggest limiting to new members and guest in the future.	10/16/2015 12:11 PM
5	The meet the members session was great but probably too long given the other agenda items. Really enjoyed it though.	10/16/2015 11:32 AM
6	Thought the Content Marketing was excellent	10/16/2015 11:32 AM
7	All things considered, a good counsel meeting. Lost a lot of time on intros, but it was interesting. Some of the programs seemed to be filler.	10/16/2015 11:26 AM
8	The council sharing with photos was a good experiment...obviously went long but also got a lot of personality out of it, got to know members, so I think it is worth another try...	10/13/2015 5:39 PM
9	Council sharing with photos of members and their interests was fun and valuable.	10/13/2015 4:04 PM
10	I enjoyed seeing the deal/project and personal photos. I thought the Cuba and Capital Markets sessions were particularly good.	10/13/2015 2:53 PM
11	I think the New Members/Old members session was interesting with the slide show but ran a little long. Next time we might consider a timer to keep us on track? However the slides made for interesting introductions and focus on new deals members were working on.	10/13/2015 1:20 PM
12	Capital market session was excellent.	10/12/2015 12:31 PM
13	It was not as described. They did not address anything very specific other than to point out a few renovations to older buildings.	10/9/2015 2:30 PM

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14	Council Sharing ran way too long and time could have been better used. I may have missed the "What are you hearing" segment.	10/9/2015 1:05 PM
15	Intorduction needs to be much shorter. Length of introduction impacts value of the day.	10/9/2015 11:59 AM
16	Wine tasting was a joke. Too little wine	10/9/2015 11:23 AM
17	as always good people to catch up with. Looking forward to seeing more on disruption and innovation in our fields.	10/9/2015 11:13 AM
18	The Presidio was an excellent venue for the meetings.	10/9/2015 10:57 AM
19	Great venue!	10/9/2015 10:56 AM
20	Captive venue allowed for notably more great networking time than when in a big conference space. Able to really connect with others much better before, after and during breaks.	10/9/2015 9:51 AM
21	Cuba and Sharing Economy sessions were very good. Need more focus on sharing new trends and best new ideas seen by members	10/8/2015 2:26 PM
22	we can shorten the member/guest intros Also need more time to casually chat with other RDC during the day. Breaks are important	10/8/2015 11:58 AM
23	Great job by leadership team. Wish we had more time to explore Presidio venue. Cuba session was not relevant to vast majority of RDC members.	10/8/2015 3:01 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 41 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>80.49%</b> 33	<b>4.88%</b> 2	<b>14.63%</b> 6	41
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>97.56%</b> 40	<b>0.00%</b> 0	<b>2.44%</b> 1	41
Did the Team Perform to Your Expectation?	<b>92.68%</b> 38	<b>0.00%</b> 0	<b>7.32%</b> 3	41
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>90.24%</b> 37	<b>0.00%</b> 0	<b>9.76%</b> 4	41

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 24 Skipped: 18

#	Responses	Date
1	great experience!	10/16/2015 2:04 PM
2	Leadership team is well organized.	10/16/2015 1:04 PM
3	I really enjoyed the council day. I came away with a number of thoughts and follow-up ideas. I enjoyed the venue, very nice rooms with great views.	10/16/2015 1:00 PM
4	I think some sessions get to geographically oriented...those should be save for the concurrent session so you can choose...It seems there are always a few concurrent I want to attend and a geospecific(ie Hawaii) general that I would prefer to skip.....	10/16/2015 12:48 PM
5	The Cal Berkeley economist seemed ill-prepared for the session. Cuba session took a pretty big chunk of time, but really wasn't something it seemed the majority of the audience could use for their business.	10/16/2015 12:42 PM
6	Overall enjoyed it very much.	10/16/2015 11:37 AM
7	New on the Red so, first effort	10/16/2015 11:28 AM
8	The choice of venue for both dinner and council day was one of the best in the last years.	10/15/2015 10:07 AM
9	Larry has a good presence (hard to do in that group) and mixes humor and the gavel well. Nice job.	10/13/2015 5:42 PM
10	The Presidio was an incredible spot to meet and overall feedback was very positive for the location and content this year.	10/13/2015 1:24 PM
11	Having members show pictures really proved to very informative about what members are doing.	10/12/2015 12:34 PM
12	Lightning round burns up too much time	10/9/2015 6:41 PM
13	I thought the venue was great.	10/9/2015 2:33 PM
14	One of 5 best council programs for me in in 38 years!	10/9/2015 2:05 PM
15	Again the Member introductions ran too long.	10/9/2015 1:10 PM
16	Venue was great although the food was mediocre. I like the breakout into topic related matters in the afternoon that we have been doing.	10/9/2015 12:09 PM
17	Good group	10/9/2015 11:25 AM
18	Overall, a great experience with great people.	10/9/2015 11:00 AM
19	Best mtg in years	10/9/2015 10:57 AM
20	A lot of effort went into planning/programming the day.	10/9/2015 9:58 AM
21	Excellent!	10/8/2015 2:29 PM
22	Excellent job by leadership. The slide show was great idea although the member introduction by 50+ members and 5+ guests is not best use of time.	10/8/2015 3:07 AM
23	Great leadership	10/7/2015 7:54 PM
24	Larry Corson is excellent!	10/7/2015 6:03 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 17 Skipped: 25

#	Responses	Date
1	wellness and healthy places	10/16/2015 2:04 PM
2	I think the repositioning and influence of second home on resort sucesreamins a topic in process...so even if it was a recent topic, always relevant.	10/16/2015 12:48 PM
3	Would love more data and real world case study analysis	10/16/2015 11:37 AM
4	Not now	10/16/2015 11:28 AM
5	Internet of things and innovatona in design and smart homes, sustainable energy	10/15/2015 10:07 AM
6	Would be great to highlight a new resort with an update from major new project. Baha Mar? Ritz Carlton Reserve Cabo?	10/13/2015 1:24 PM
7	I would like to discuss more master planning communities. I would also like to discuss amenities and programming (to capture both couples and families.)	10/9/2015 2:33 PM
8	More Case Studies of deals in the sector that are actually getting done.	10/9/2015 1:10 PM
9	The timeshare industry is consolidating rapidly and by the next meeting there will probably be 3 or 4 additional acquisitions of long established timeshare companies that will have taken place. A panel of what has driven the consolidation and how it effects developers who may be in the resort sector but not purely timeshare companies, would probably be of interest to the group.	10/9/2015 12:09 PM
10	Are we near a bubble for resort real estate? Why are developments NOT succeeding in this environment. Is it design, too old a project, positioning or marketing.	10/9/2015 12:03 PM
11	Carribean update	10/9/2015 11:25 AM
12	Autonomous driving, more on shared economy Are we an industry or just some successful projects	10/9/2015 11:14 AM
13	Not at this time.	10/9/2015 11:00 AM
14	Capital pannel with large family office representation, those investing in resort/recreational deals. Much of the institutional capital is still chasing distressed opportunities or has left the space.	10/9/2015 9:58 AM
15	Tie in one topic related to the local venue even if off topic for council product type. Something that blends local venue/history with a broad topic on innovation.	10/8/2015 3:07 AM
16	how the Millennials are impacting resort development	10/7/2015 7:54 PM
17	More marketing sessions	10/7/2015 5:55 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 15 Skipped: 27

#	Responses	Date
1	Great meeting - loved the venue and the content	10/16/2015 2:04 PM
2	With respect to introductions - Maybe we just introduce guests and any council member who wants to be recognized. Maybe if someone has changed positions, received an award, or has something that might be interesting to the group, they can be recognized.	10/16/2015 1:00 PM
3	I like the rapid fire updates	10/16/2015 12:48 PM
4	We spent an hour and a half doing the round the table intro's. Most of us know each other already, also we have written bios on everyone and their firms sent around prior to the conference, so it seems like a real waste of time to have people stand up and say "hi, I'm so and so, and my firm builds houses in a golf resort in West Virginia". This session, when compared to the entire day, is like 25% of the total time we're in the room together, seems disproportionate for intro's.	10/16/2015 12:42 PM
5	I find the flight interaction and concurrent sessions more valuable than the combined sessions. Wonder if more time could be allocated for those	10/16/2015 11:37 AM
6	Solicit input from members on program	10/16/2015 11:28 AM
7	I like the sharing session at the beginning of the day and think that we should provide ample time for that.	10/13/2015 2:53 PM
8	I think the plated dinner was a nice touch to bring back this year. Lots of food! It was good to have a cocktail hour ahead of dinner. The E&O bar was a little tight for that many folks but the food and atmosphere was on point!	10/13/2015 1:24 PM
9	Good conference.	10/9/2015 2:33 PM
10	Reduce or eliminate the introduction period.	10/9/2015 12:03 PM
11	Food and drink weak	10/9/2015 11:25 AM
12	Separate council dinner with just Red Flight members?	10/9/2015 11:00 AM
13	Tough to beat.	10/9/2015 9:58 AM
14	Member sharing should be more about ideas and trends...and less about "projects"	10/8/2015 2:29 PM
15	Avoid overprogramming and prioritize some big picture trends or topics for round table discussion so we can dive deeper with the 10 people at our table. Also topics like the Hawaii topic that gets the council engaged in interactive session of Q&A. Encourage group to switch tables after lunch to sit with different members.	10/8/2015 3:07 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 5 Skipped: 37

#	Responses	Date
1	I would be happy to help take on more leadership if needed for my RDC council - specifically as a woman, maybe to help inspire more diversity.	10/16/2015 2:04 PM
2	By educating me more about opportunities and helping me to understand how I can add value	10/16/2015 11:37 AM
3	See above.	10/16/2015 11:28 AM
4	Carlos.hernandezgarcia@gmail.com	10/15/2015 10:07 AM
5	Perhaps poll members as to what types of deals they're looking to fund and develop and see how current deals are being funded given institutional private equity isn't always there.	10/9/2015 9:58 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 41 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	95.12% 39	0.00% 0	4.88% 2	41
The Council Reception and Venue Were Great!	80.49% 33	7.32% 3	12.20% 5	41

#	Additional Comments on the Council Day Venue and Reception	Date
1	great day folks!!	10/16/2015 2:04 PM
2	Had a great time. See you in Philly.	10/16/2015 1:00 PM
3	Presidio was a great and inspiring venue. The restaurant was VERY crowded in the bar area during cocktail reception, so hard to network, just due to the space constraints.	10/16/2015 12:42 PM
4	The combined session room was a little small I thought and food service not the best. But great atmosphere.	10/16/2015 11:37 AM
5	Venue fantastic. Reception was a tight space and difficult to maneuver with a seated dinner. Better value on food, but less on experience.	10/16/2015 11:28 AM
6	The council day venue was one of the best ever.... I did not appreciate being 'forced' to sit down and served for dinner - seemed stilted and cut off the mingling.	10/13/2015 5:42 PM
7	A bit cramped for cocktail hour.	10/12/2015 12:34 PM
8	Dinner was great. Meeting venue was excellent but for shortage of seats at meals	10/9/2015 6:41 PM
9	I liked that we were able to sit down to dinner at long tables.	10/9/2015 2:33 PM
10	Tight quarters for both the reception and combined meeting location. Prefer a reception venue where didn't have to sit down at one table to eat but could float around to meet people. Presidio was nice but the central meeting room was too small.	10/9/2015 1:10 PM
11	Prefer more of a reception format than sitting down and being served dinner.	10/9/2015 12:09 PM
12	Dinner was perfect. Much better with Dir down dinner	10/9/2015 11:25 AM
13	Liked food /dinner element	10/9/2015 10:57 AM
14	Great job!!	10/9/2015 9:58 AM
15	Wonderful locations...best ever!	10/8/2015 2:29 PM
16	Kudos to Gary Derck for arranging fantastic (and filling) council dinner and council day venue at Presidio. Well done!	10/8/2015 3:07 AM
17	All in all, an excellent day!	10/7/2015 6:03 PM



Council Day Survey for San Francisco Fall 2015

**Q33 RNDCBlue, Please Rate Each Council Day Session**

Answered: 29 Skipped: 5

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction: New Members and Guests only	46.43% 13	14.29% 4	21.43% 6	17.86% 5	28
Rapid Roundtable Discussions	79.31% 23	6.90% 2	10.34% 3	3.45% 1	29
Builder Story: Fresh Paint by Garman Homes – “Build it Like a Girl”	65.52% 19	6.90% 2	27.59% 8	0.00% 0	29
Market, Economics and Consumer Updates: Two Views	100.00% 29	0.00% 0	0.00% 0	0.00% 0	29
Builder/developer Panel	66.67% 8	8.33% 1	25.00% 3	0.00% 0	12
Builder/developer Panel	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Walking Tours of the Presidio (optional) Begin	48.28% 14	3.45% 1	20.69% 6	27.59% 8	29
CASE STUDY: 610 East, Sunnyvale, CA	46.43% 13	17.86% 5	35.71% 10	0.00% 0	28
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction: New Members and Guests only	89.66% 26	0.00% 0	6.90% 2	3.45% 1	29
Rapid Roundtable Discussions	86.21% 25	0.00% 0	10.34% 3	3.45% 1	29
Builder Story: Fresh Paint by Garman Homes – “Build it Like a Girl”	82.76% 24	0.00% 0	17.24% 5	0.00% 0	29
Market, Economics and Consumer Updates: Two Views	96.55% 28	0.00% 0	3.45% 1	0.00% 0	29
Builder/developer Panel	75.00% 9	0.00% 0	25.00% 3	0.00% 0	12
Builder/developer Panel	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Walking Tours of the Presidio (optional) Begin	48.28% 14	3.45% 1	24.14% 7	24.14% 7	29
CASE STUDY: 610 East, Sunnyvale, CA	71.43% 20	7.14% 2	21.43% 6	0.00% 0	28
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction: New Members and Guests only	7.41% 2	29.63% 8	3.70% 1	59.26% 16	27
Rapid Roundtable Discussions	35.71% 10	14.29% 4	32.14% 9	17.86% 5	28

## Council Day Survey for San Francisco Fall 2015

Builder Story: Fresh Paint by Garman Homes – “Build it Like a Girl”	<b>86.21%</b> 25	<b>3.45%</b> 1	<b>10.34%</b> 3	<b>0.00%</b> 0	29
Market, Economics and Consumer Updates: Two Views	<b>86.21%</b> 25	<b>3.45%</b> 1	<b>10.34%</b> 3	<b>0.00%</b> 0	29
Builder/developer Panel	<b>100.00%</b> 12	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	12
Builder/developer Panel	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	0
Walking Tours of the Presidio (optional) Begin	<b>68.97%</b> 20	<b>0.00%</b> 0	<b>3.45%</b> 1	<b>27.59%</b> 8	29
CASE STUDY: 610 East, Sunnyvale, CA	<b>55.56%</b> 15	<b>7.41%</b> 2	<b>29.63%</b> 8	<b>7.41%</b> 2	27

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Round table discussions should not be segmented by business segment.	10/17/2015 7:18 AM
2	Council day was very well organized done and I took home a number of pages of notes and had a lot of conversations with other developer/builder members.	10/16/2015 12:05 PM
3	Market, economic and consumer update: two views was the most useful. Would have been good to have more time for Q&A on this one.	10/15/2015 6:41 PM
4	Both the Garman Homes and 610 East presentations seemed to include details that wouldn't have take-home value for the rest of us. Both great projects that deserved some time at our council day - perhaps just not so much time.	10/15/2015 12:14 PM
5	Unfortunately I was distracted for the first two morning events as I had to be on two conference calls - my apologies to the leadership team. The afternoon session where not as insightful as the morning, very much the same old stuff as the last meeting just different projects.	10/15/2015 10:03 AM
6	Most sessions were too long and too specific to California or San Francisco	10/14/2015 8:15 AM
7	Rapid roundtable discussion question was a little weak. Garman Homes presentation was a little strange. Market update from Burns was great as always. Redfin was good as well. Case study should have been shortened or multiple mixed in. Thanks for putting in the time and effort. Venue was great.	10/13/2015 2:57 PM
8	(1) Sessions were too long. Let's go back to them being a bit shorter. (2) Not enough time allowed to travel back to Moscone West building to hear Condeleeza Rice's remarks.	10/9/2015 6:46 PM
9	we needed more sessions that involved interaction from the group, not just allowing for questions	10/9/2015 11:11 AM
10	Case studies in general were to California centric and did not teach many principles that can be used in other regions. There was not enough time, or in some cases, photos and images representing the physical aspects of their solutions. e.g. Floor plans, elevations, site plans, etc.	10/8/2015 1:48 PM
11	The case studies and the panel of California builders were way out of the mainstream of most of our businesses. The Fresh Paint presentation was much more relevant. Rapid round table is always really good. Would prefer to spend more time on that. The council members are a great resource. Would like to spend more time together in structured small group discussion. Break up by discipline is a great idea. Thank you!	10/8/2015 1:45 AM
12	I loved the presentation by Garman homes. However, they've only sold 14 homes and only in one submarket. I would have preferred it was presented less as a success story (which it definitely was) and a self-congratulations for Newland (also, my opinion) and more as a case study of where things might be going, what might work, and what it really was, which was a compelling case for a balanced development team (women/men, design/construction, big company/small company, production builder/semi-custom builder).	10/7/2015 4:18 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 29 Skipped: 5

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>96.55%</b> 28	<b>0.00%</b> 0	<b>3.45%</b> 1	29
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>86.21%</b> 25	<b>6.90%</b> 2	<b>6.90%</b> 2	29
Did the Team Perform to Your Expectation?	<b>75.86%</b> 22	<b>0.00%</b> 0	<b>24.14%</b> 7	29
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>71.43%</b> 20	<b>3.57%</b> 1	<b>25.00%</b> 7	28

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 11 Skipped: 23

#	Responses	Date
1	Great Job by council leadership!	10/16/2015 12:05 PM
2	We come from different aspects of the business and from different areas of the country, so it will probably always be difficult to suit everyone's desires. But a review of the outline of each presentation might result in editing out details that won't be pertinent to the majority of the council.	10/15/2015 12:19 PM
3	Communication for this event was a little slower and less frequent than previous meetings. Maybe because it was our first joint session in a while.	10/15/2015 10:14 AM
4	Shorter sessions 45 minutes with 15 minute breaks would make sense. Need more focused take home information.	10/14/2015 8:18 AM
5	Overall program good, well organized and moved rapidly. I little too much sitting. Walking tour at lunch good idea.	10/11/2015 2:38 PM
6	We need more schedule breaks. The time for the speakers is to long. No scheduled breaks after lunch, need more networking time.	10/10/2015 11:17 AM
7	RNDC Blue has great leadership; I'm so appreciative of the job they do.	10/9/2015 6:47 PM
8	Although the Presidio was nice, it was quite a distance to get there. The tour of the facilities was worthless. The tour guide didn't show us much. Instead she spent more of her time talking about who manages the property. I would have preferred that the council meeting was closer to Moscone Center.	10/9/2015 2:03 PM
9	too many case studies this time and not enough time for networking and interactive sessions	10/9/2015 11:12 AM
10	Great networking and good attendance! Topics were very relevant.	10/9/2015 11:08 AM
11	It was a good day. The location was great.	10/7/2015 6:44 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 10 Skipped: 24

#	Responses	Date
1	My favorite presentation in recent years was when Nick Lenhart of KTGy came to present a variety of new and unique residential neighborhood designs they're working on in various markets. If something like this were presented, the council members could then discuss which would or wouldn't work in various markets, and why.	10/15/2015 12:19 PM
2	Need to find and identify new and cutting end topics - environment, site development, legal, product, finance etc. Impacts of any new regulatory requirements.	10/15/2015 10:14 AM
3	Presentations need to have broad national appeal with take home bonus!	10/14/2015 8:18 AM
4	Affordability is crucial in so many markets it should be discussed	10/12/2015 3:47 PM
5	Info on single family detached "for lease" product	10/11/2015 2:38 PM
6	Senior Housing	10/9/2015 6:47 PM
7	In Houston, there was a session on Cinco Ranch. I liked that a lot. I am interested in master planned communities and specific programs that are run within the communities. I would like to see another session on a master planned community. I am very interested in how master planned communities are using social media to communicate with homeowners.	10/9/2015 2:03 PM
8	Capital markets, technology disruption -- impact on business models	10/9/2015 11:10 AM
9	More small group work within the council.	10/8/2015 1:47 AM
10	Prefer new case study materials relative to legal issues.	10/7/2015 7:08 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 10 Skipped: 24

#	Responses	Date
1	Take home value is the key, so keep up the good work!	10/15/2015 12:19 PM
2	Would be great if we could get an executive summary (if not the whole presentation) from each of the presentations as part of the agenda prior to the meeting. This way we may be better prepared for Q/A.	10/15/2015 10:14 AM
3	National level presentations	10/14/2015 8:18 AM
4	Add one more roundtable discussion segment	10/11/2015 2:38 PM
5	I would prefer that the council meetings are held closer to the the main ULI meeting facility.	10/9/2015 2:03 PM
6	More round table interaction; shorter panel durations	10/9/2015 11:10 AM
7	The sessions were too long - at least for me. In my opinion they would have been just as good if they were 15 minutes shorter and the time used to break/refresh or add another session. Speakers will always fill the time you give them.	10/9/2015 10:57 AM
8	The length of the day/session was about 1 hr too long.	10/8/2015 2:56 PM
9	The interaction sessions are great. Less lecture and more sharing of information. Have case studies focus on teaching innovation rather process.	10/8/2015 1:52 PM
10	Prefer not to combine councils.	10/7/2015 7:08 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 32

#	Responses	Date
1	Just call. Will be glad to help.	10/15/2015 10:14 AM
2	Discussions outside of both Spring and Fall meetings would be nice if possible. Current topics etc.	10/12/2015 3:47 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 29 Skipped: 5

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	89.66% 26	0.00% 0	10.34% 3	29
The Council Reception and Venue Were Great!	89.66% 26	6.90% 2	3.45% 1	29

#	Additional Comments on the Council Day Venue and Reception	Date
1	Great venue for both.	10/15/2015 10:14 AM
2	reception was ok...food not that great as compared to past. FYI not complaining just honest.	10/12/2015 3:47 PM
3	The reception venue was great. But, the food was terrible.	10/9/2015 6:47 PM
4	This comment is not the fault of the council leadership team, but the food at the reception was very bad and most at our table did not eat their meal. Full bar needs to be available at reception.	10/9/2015 11:08 AM
5	Overall a good day, just a bit long and tedious at times.	10/9/2015 10:57 AM
6	Consider having shorter and more sessions. Review panelists presentations and coach them on focusing on takeaways	10/8/2015 1:52 PM
7	terrific	10/8/2015 10:16 AM
8	Better if we could be at a project and do a hands on tour.	10/8/2015 1:47 AM
9	Prefer to pay more for a better dinner. For \$125 the dinner was marginal at best	10/7/2015 7:08 PM
10	Great job.	10/7/2015 6:44 PM



Council Day Survey for San Francisco Fall 2015

**Q34 RNDCGold, Please Rate Each Council Day Session**

Answered: 29 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction: New Members and Guests only	74.07% 20	3.70% 1	14.81% 4	7.41% 2	27
Rapid Roundtable Discussions	89.66% 26	3.45% 1	6.90% 2	0.00% 0	29
Builder Story: Fresh Paint by Garman Homes – “Build it Like a Girl”	60.71% 17	0.00% 0	39.29% 11	0.00% 0	28
Market, Economics and Consumer Updates: Two Views	100.00% 28	0.00% 0	0.00% 0	0.00% 0	28
Walking Tours of the Presidio (optional) Begin	46.43% 13	10.71% 3	3.57% 1	39.29% 11	28
CASE STUDY: 610 East, Sunnyvale, CA	64.29% 18	0.00% 0	32.14% 9	3.57% 1	28
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction: New Members and Guests only	92.59% 25	0.00% 0	7.41% 2	0.00% 0	27
Rapid Roundtable Discussions	96.43% 27	0.00% 0	3.57% 1	0.00% 0	28
Builder Story: Fresh Paint by Garman Homes – “Build it Like a Girl”	88.89% 24	0.00% 0	11.11% 3	0.00% 0	27
Market, Economics and Consumer Updates: Two Views	100.00% 27	0.00% 0	0.00% 0	0.00% 0	27
Walking Tours of the Presidio (optional) Begin	57.69% 15	3.85% 1	3.85% 1	34.62% 9	26
CASE STUDY: 610 East, Sunnyvale, CA	77.78% 21	3.70% 1	18.52% 5	0.00% 0	27
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction: New Members and Guests only	26.09% 6	17.39% 4	4.35% 1	52.17% 12	23
Rapid Roundtable Discussions	45.83% 11	12.50% 3	25.00% 6	16.67% 4	24
Builder Story: Fresh Paint by Garman Homes – “Build it Like a Girl”	92.31% 24	0.00% 0	7.69% 2	0.00% 0	26
Market, Economics and Consumer Updates: Two Views	84.62% 22	0.00% 0	15.38% 4	0.00% 0	26
Walking Tours of the Presidio (optional) Begin	48.00% 12	4.00% 1	0.00% 0	48.00% 12	25
CASE STUDY: 610 East, Sunnyvale, CA	46.15% 12	23.08% 6	30.77% 8	0.00% 0	26

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Recommend two consecutive case studies that are more rapid fire...offers ability to compare and contrast. A case study time allocation should be no more than 45 mins total - 30 presentation and 15 compare and questions. Maybe there should be some discussion topics prepared in advance that the council can use like a book group, to get a question and dialogue period going.	10/16/2015 12:21 PM
2	While the programs were insightful they were way too long. I prefer to have more presentations for shorter more concise learning opportunities. 45 to 60 minutes vs. 90 minutes per topic much easier to take for a full day session.	10/12/2015 1:01 PM
3	It would be nice to schedule in a half hour to 45 min session of an open forum group discussion on anything going on in the industry - A larger Rapid Roundtable Discussion. The time would be an anecdotal survey of each members specific region and compliment the Market, Economic and Consumer empirical data presented.	10/12/2015 12:10 PM
4	I would prefer more shorter sessions. Thirty minutes for presentations with 15 minutes for Q&A should generally be the maximum length.	10/11/2015 10:24 AM
5	Fresh Paint was too long	10/9/2015 11:18 AM
6	A thought: instead of just one case study how about a rapid round with 3 case studies presented to the group.	10/8/2015 5:31 PM
7	Both the builder story and the case study seemed a little long.	10/8/2015 2:37 PM
8	The "fresh paint" story was too general with too many flowery marketing adjectives without enough detail about how they are distinguishing their business from others.	10/7/2015 8:45 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 28 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 28	0.00% 0	0.00% 0	28
My Chair Kept Members Engaged & Encouraged Broad Interaction	89.29% 25	0.00% 0	10.71% 3	28
Did the Team Perform to Your Expectation?	100.00% 27	0.00% 0	0.00% 0	27
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 28	0.00% 0	0.00% 0	28

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 7 Skipped: 24

#	Responses	Date
1	great venue. liked the seating assignments - fostered richer table discussion.	10/16/2015 12:23 PM
2	Well worth my time	10/15/2015 10:59 AM
3	It was a great council day. I really enjoyed being combined with RNDC Blue	10/15/2015 10:41 AM
4	Loved the joint council session. More people to mix with and the energy level seemed better.	10/12/2015 1:06 PM
5	Our chairs did an awesome job yet again! Venue was awesome and John Burns presentation was great!! I think the time slots for the presentations were too long. Rather than 90 min time slots it seems like shorter 30-45 min sessions would have kept folks more engaged. I really enjoyed the roundtable discussion and would have preferred if we spent more time doing roundtable discussions.	10/10/2015 10:08 AM
6	Would have been nice to have a couple more breaks for networking purposes and stretching our legs	10/9/2015 10:58 AM
7	great venue	10/7/2015 8:46 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 5 Skipped: 26

#	Responses	Date
1	I believe talent management is something we all deal with...we certainly can't succeed without great people...having someone speak to retention and culture would be beneficial.	10/15/2015 10:59 AM
2	In our firm, we have some of the most respected Land Use attorneys in the Country. I would suggest that they do a presentation on one of the large residential/planned communities they have worked on. We could have our developer clients also speak about the project. Perhaps, the Spring meeting in Seattle in 2017 would be a good time for this.	10/15/2015 10:41 AM
3	Consumer insights from outside our industry. The Futures Company delivered incredible data at PCBC in 2015. Product changes, SFD, MPC and MF, that are successfully pushing the envelope	10/12/2015 1:06 PM
4	Maybe a 1-2 more small breaks in the action	10/9/2015 12:03 PM
5	Is there a way to tackle the homeless situation in the metros we are dealing with by finding better solutions within our market rate developments to address this growing issue	10/9/2015 10:58 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 6 Skipped: 25

#	Responses	Date
1	More interaction and engagement of the council participants.	10/16/2015 3:40 PM
2	comparative case studies - by market or product type in a given market	10/16/2015 12:23 PM
3	Nothing	10/15/2015 10:41 AM
4	More, shorter and varied sessions	10/11/2015 10:27 AM
5	Couple more short breaks to keep energy levels up	10/9/2015 10:58 AM
6	plead with presenters to leave time for q&a	10/7/2015 8:46 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 28

#	Responses	Date
1	I would like to be more involved in helping to plan the meetings in the future.	10/15/2015 10:41 AM
2	Happy to participate in panels. Can add a great perspective on public/private homebuilder capital raising and M&A activity.	10/13/2015 2:40 PM
3	Cell phone	10/9/2015 12:03 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 28 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	96.43% 27	0.00% 0	3.57% 1	28
The Council Reception and Venue Were Great!	92.31% 24	0.00% 0	7.69% 2	26

#	Additional Comments on the Council Day Venue and Reception	Date
1	don't usually like to eat in the room where council session occurs.	10/16/2015 12:23 PM
2	Good to have the dinner convenient to main hotels which was what you did in SF. The Presido Officers Club was a fabulous place to be on Council Day	10/11/2015 10:27 AM
3	Well done!	10/9/2015 12:03 PM
4	The food at the dinner reception was only marginal, the venue was nice though	10/9/2015 11:13 AM
5	The council day venue was outstanding!!! Food was average, boxed lunches might be a better option when we do joint council session like this just to make it go faster/smooother.	10/8/2015 5:32 PM
6	N	10/7/2015 5:01 PM



Council Day Survey for San Francisco Fall 2015

**Q35 RPIC, Please Rate Each Council Day Session**

Answered: 24 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Innovation In and Around the Built Environment	82.61% 19	0.00% 0	13.04% 3	4.35% 1	23
Walking Tour and discussion - Delancy Street Foundation	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23
EcoDistricts – Profiles of Portland’s Lloyd District and District Scale Infrastructure	73.91% 17	0.00% 0	26.09% 6	0.00% 0	23
RPI Principles in Action to Preserve Affordable Housing	90.91% 20	0.00% 0	9.09% 2	0.00% 0	22
Responsible Capital Investing	90.91% 20	0.00% 0	9.09% 2	0.00% 0	22
Risky Business. Adapting to a Drier West	77.27% 17	9.09% 2	13.64% 3	0.00% 0	22
Art, Real Estate and Community – SFMoMA, Equinox Studios	77.27% 17	4.55% 1	18.18% 4	0.00% 0	22
Mission Rock – Negotiating Returns, Affordability & Resilience	20.00% 4	5.00% 1	5.00% 1	70.00% 14	20
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Innovation In and Around the Built Environment	73.91% 17	4.35% 1	17.39% 4	4.35% 1	23
Walking Tour and discussion - Delancy Street Foundation	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
EcoDistricts – Profiles of Portland’s Lloyd District and District Scale Infrastructure	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
RPI Principles in Action to Preserve Affordable Housing	86.36% 19	0.00% 0	13.64% 3	0.00% 0	22
Responsible Capital Investing	95.24% 20	0.00% 0	4.76% 1	0.00% 0	21
Risky Business. Adapting to a Drier West	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
Art, Real Estate and Community – SFMoMA, Equinox Studios	90.91% 20	0.00% 0	9.09% 2	0.00% 0	22
Mission Rock – Negotiating Returns, Affordability & Resilience	20.00% 4	5.00% 1	10.00% 2	65.00% 13	20
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Innovation In and Around the Built Environment	45.45% 10	22.73% 5	27.27% 6	4.55% 1	22
Walking Tour and discussion - Delancy Street Foundation	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22

## Council Day Survey for San Francisco Fall 2015

EcoDistricts – Profiles of Portland's Lloyd District and District Scale Infrastructure	<b>72.73%</b> 16	<b>9.09%</b> 2	<b>18.18%</b> 4	<b>0.00%</b> 0	22
RPI Principles in Action to Preserve Affordable Housing	<b>85.71%</b> 18	<b>0.00%</b> 0	<b>14.29%</b> 3	<b>0.00%</b> 0	21
Responsible Capital Investing	<b>75.00%</b> 15	<b>0.00%</b> 0	<b>25.00%</b> 5	<b>0.00%</b> 0	20
Risky Business. Adapting to a Drier West	<b>71.43%</b> 15	<b>9.52%</b> 2	<b>19.05%</b> 4	<b>0.00%</b> 0	21
Art, Real Estate and Community – SFMoMA, Equinox Studios	<b>85.71%</b> 18	<b>9.52%</b> 2	<b>4.76%</b> 1	<b>0.00%</b> 0	21
Mission Rock – Negotiating Returns, Affordability & Resilience	<b>22.22%</b> 4	<b>5.56%</b> 1	<b>5.56%</b> 1	<b>66.67%</b> 12	18

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The Council had a terrific balance of sustainability, unique financing models and issues, and social/community benefit. I wish, however, that one of the projects or transactions featured had actually showed us numbers or some metrics. It makes it hard to take 'lessons learned' if the information is all anecdotal.	10/16/2015 11:31 AM
2	Great day. Lots of interesting talk. Excellent diversity of subject matter, that was still relevant to RPIC and the 3 "P"s. Can't say enough.	10/15/2015 12:32 PM
3	Unfortunately ULI Committee Meetings conflicted and the location of RPI made it difficult to participate in much.	10/15/2015 10:45 AM
4	Great venue!!!	10/15/2015 9:59 AM
5	Impact Investing was the most interesting session I attended at ULI - completely fascinating panelists. The entire council day was fantastic, we simply didn't have enough time to finish with Mission Rock and our tour guide was stuck in traffic	10/14/2015 3:23 PM
6	Great presentations, just a little rushed.	10/13/2015 5:33 PM
7	Outstanding day of presentations and discussions	10/13/2015 2:53 PM
8	Great day! Just need to build in more time between presentations next time	10/13/2015 2:03 PM
9	Mission Rock Session presenter was a no-show	10/12/2015 11:46 AM
10	The schedule was too packed. Always seemed rushed and not enough time for discussion.	10/11/2015 2:00 PM
11	EXCELLENT PROGRAMMING!!!!	10/9/2015 3:33 PM
12	First session ran long which caused problems for the rest of the day. Schedule was a bit over booked. All good topics, just one too many.	10/9/2015 2:06 PM
13	Excellent day overall; all the sessions had very good content. One of the speakers in the first session took much longer than scheduled, so that got the timing off a bit. But Molly and the other organizers did their best to get everything back on schedule. It was a great day.	10/9/2015 12:41 PM
14	This was an outstanding mix of broad topics. It is part of what I enjoy about this council. Molly and her team did a fantastic job.	10/9/2015 12:11 PM
15	The best council day I have ever attended! The speakers and topics were outstanding!	10/9/2015 11:49 AM
16	I stepped out and missed a little of the sessions.	10/9/2015 10:52 AM
17	The sessions were very well prepared and very informative. I thoroughly enjoyed each one.	10/9/2015 9:38 AM
18	Excellent day!	10/7/2015 7:42 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	75.00% 18	4.17% 1	20.83% 5	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	91.67% 22	0.00% 0	8.33% 2	24
Did the Team Perform to Your Expectation?	95.83% 23	0.00% 0	4.17% 1	24
Do You Feel That the Team Communicates Well With You Outside of Council Day?	95.83% 23	0.00% 0	4.17% 1	24

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 15 Skipped: 10

#	Responses	Date
1	Our chair and the leadership team does an amazing job. They are all incredibly busy individuals, yet they find time to share interesting information with us throughout the year, to help recruit new members, and to ensure that our Council Day involves time for networking and talking with others. The newly minted 'buddy system' for guests was a great idea. I hope the guests thought so, as well.	10/16/2015 11:39 AM
2	Great and varied topics	10/16/2015 11:31 AM
3	Kudos to Chair and organizing team. Fast-paced, diverse, an amazing range of speakers.	10/15/2015 12:33 PM
4	Location was inconvenient for those with other ULI obligations. Facility was undersized and uncomfortable.	10/15/2015 10:51 AM
5	Outstanding council dinner!	10/15/2015 10:00 AM
6	Fantastic!	10/14/2015 3:25 PM
7	Great topics, but too aggressive of an agenda without stronger time control.	10/11/2015 2:03 PM
8	It was a great day - said it before; would say it again. Lots of really good energy.	10/9/2015 12:45 PM
9	Tried to pack in too much, but content was great	10/9/2015 12:33 PM
10	This was a very difficult group to keep on time. Molly did a good job reigning us all in.	10/9/2015 12:14 PM
11	Molly and team just did an exceptional job!	10/9/2015 11:51 AM
12	Molly and Todd did a fabulous job!	10/9/2015 10:54 AM
13	Venue was not good. Hot, hard to get to, and crowded.	10/8/2015 10:00 AM
14	Excellent content during the council meeting, especially the walking tour of DeLancey Street. Everything worked well and as ever Molly and team did a great job providing informative, topical and relevant sessions. Loved the inclusion of the Bedrock wine tasting - just rounded out the 2 days.	10/7/2015 8:29 PM
15	Molly and team did a great job! Very interesting topics!	10/7/2015 7:43 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 7 Skipped: 18

#	Responses	Date
1	Yes, have communicated these to the Chair	10/16/2015 11:31 AM
2	Behavioral aspects of energy usage. Non-subsidized workforce housing.	10/15/2015 12:33 PM
3	Sources of capital for Responsible Investments--who they are and what they will and will not do. Maggie Super Church and Russ Appel did a fabulous job at the Building Healthy Places Forum Monday afternoon.	10/15/2015 10:51 AM
4	Fewer presentations and more debates.	10/15/2015 10:00 AM
5	More on technology, affordable housing and P3's, possible a pension fund panel on CSR investment policy	10/14/2015 3:25 PM
6	Resilience examples in Philadelphia?	10/11/2015 2:03 PM
7	Not at this time.	10/9/2015 12:45 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 11 Skipped: 14

#	Responses	Date
1	I would have been interested in hearing some hard numbers on something during the course of the day....perhaps a deal in the Lloyd District in Portland or actually visiting an incubator or other project in SF and understanding how something relatively unconventional gets financed. This was a big topic in larger ULI sessions but we missed it altogether in ours. The answer seemed to be alternative equity sources, who we had at a fascinating session. What do their deals look like?	10/16/2015 11:39 AM
2	Keeping speakers on track. Vetting speakers on their respective expertise.	10/16/2015 11:31 AM
3	Great job.	10/15/2015 12:33 PM
4	Dump the power points, unless they are truly substantive and research oriented.	10/15/2015 10:00 AM
5	More of the same it was 100% fabulous	10/14/2015 3:25 PM
6	Add at least one deal presentation	10/13/2015 2:05 PM
7	Schedule control.	10/11/2015 2:03 PM
8	Nothing I can think of. The location was out of the way and took longer to get there than I would have hoped; the cab driver I used didn't even know where it was.	10/9/2015 12:45 PM
9	Integrating networking time & time outside would be good	10/9/2015 12:33 PM
10	The room needed to be a little larger given all of the members and guests in attendance.	10/9/2015 10:54 AM
11	We need to schedule more breaks in the program. There were none scheduled during this council day and we were behind schedule as a result.	10/9/2015 9:40 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 0 Skipped: 25

#	Responses	Date
	There are no responses.	

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	62.50% 15	8.33% 2	29.17% 7	24
The Council Reception and Venue Were Great!	100.00% 23	0.00% 0	0.00% 0	23

#	Additional Comments on the Council Day Venue and Reception	Date
1	It was terrific not being in Moscone, especially after our horrifying room in Houston. The reception and dinner was great.	10/16/2015 11:39 AM
2	Fantastic venue and wine-tasting!	10/16/2015 11:31 AM
3	RPI is trying too hard to be different or maybe green in its venue choice. There are benefits in being adjacent to other ULI Councils and meeting activities. No one should have had to miss Emerging Trends.	10/15/2015 10:51 AM
4	Venue was a beautiful location, but a little small and far away from the main conference.	10/11/2015 2:03 PM
5	Not clear on what you are referring to re "Reception". The Council Dinner was fabulous. The Council Day Venue was beautiful but the room was overly hot and stuffy. As noted above, it was out of the way and took more time to get there than I would have preferred.	10/9/2015 12:45 PM
6	The food was truly awesome and the location of the venue was just perfect. The room was too small, but the advantages offset that.	10/9/2015 12:14 PM
7	Very good!	10/9/2015 10:54 AM
8	Molly knows the room was a little small and no tables but location was fabulous as was the food and content so no issues at all!!	10/7/2015 8:29 PM
9	It would have been great to hold the whole meeting at Delancy Street	10/7/2015 8:06 PM



Council Day Survey for San Francisco Fall 2015

**Q36 RRC, Please Rate Each Council Day Session**

Answered: 19 Skipped: 5

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Off-site Tour: 140 New Montgomery Street,	82.35% 14	0.00% 0	17.65% 3	0.00% 0	17
Introduction of Guests and Members	78.95% 15	0.00% 0	15.79% 3	5.26% 1	19
Case Study, Breaking New Ground in Old Buildings: Silicon Valley Goes Net Zero	89.47% 17	0.00% 0	10.53% 2	0.00% 0	19
Energy Efficiency Finance: How are Owners Paying for these Projects?	57.89% 11	0.00% 0	42.11% 8	0.00% 0	19
Technology Speed Round: What's the latest & how does it work?	57.89% 11	5.26% 1	31.58% 6	5.26% 1	19
Open Forum	55.56% 10	0.00% 0	27.78% 5	16.67% 3	18
Better, Cheaper, Faster Urban Development	61.11% 11	5.56% 1	27.78% 5	5.56% 1	18
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Off-site Tour: 140 New Montgomery Street,	94.12% 16	0.00% 0	5.88% 1	0.00% 0	17
Introduction of Guests and Members	94.74% 18	0.00% 0	0.00% 0	5.26% 1	19
Case Study, Breaking New Ground in Old Buildings: Silicon Valley Goes Net Zero	89.47% 17	0.00% 0	10.53% 2	0.00% 0	19
Energy Efficiency Finance: How are Owners Paying for these Projects?	84.21% 16	0.00% 0	15.79% 3	0.00% 0	19
Technology Speed Round: What's the latest & how does it work?	78.95% 15	5.26% 1	10.53% 2	5.26% 1	19
Open Forum	66.67% 12	0.00% 0	16.67% 3	16.67% 3	18
Better, Cheaper, Faster Urban Development	77.78% 14	0.00% 0	16.67% 3	5.56% 1	18
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Off-site Tour: 140 New Montgomery Street,	93.33% 14	0.00% 0	6.67% 1	0.00% 0	15
Introduction of Guests and Members	50.00% 8	6.25% 1	6.25% 1	37.50% 6	16
Case Study, Breaking New Ground in Old Buildings: Silicon Valley Goes Net Zero	94.12% 16	0.00% 0	5.88% 1	0.00% 0	17
Energy Efficiency Finance: How are Owners Paying for these Projects?	88.24% 15	0.00% 0	11.76% 2	0.00% 0	17

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Technology Speed Round: What's the latest & how does it work?	<b>76.47%</b> 13	<b>17.65%</b> 3	<b>5.88%</b> 1	<b>0.00%</b> 0	17
Open Forum	<b>56.25%</b> 9	<b>6.25%</b> 1	<b>18.75%</b> 3	<b>18.75%</b> 3	16
Better, Cheaper, Faster Urban Development	<b>93.75%</b> 15	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>6.25%</b> 1	16

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Overall a great day. Would prefer more emphasis on creative building reuse / design / emerging tenant sectors; less on details of energy efficiency technology.	10/13/2015 3:54 PM
2	I was unexpectedly unavailable to attend the Council Day and the conference	10/13/2015 2:06 PM
3	The case study was excellent, with a first-rate speaker.	10/12/2015 4:17 PM
4	This was the right meeting to delve into technology and real estate.	10/10/2015 10:57 AM
5	all fascinating above-ground stuff. my work focuses on below grade matters, and so I am more interested in that area.	10/9/2015 12:17 PM
6	I thought the use of an organizing theme gave the day an overall coherence that was better than a day where we just have panels without a unifying theme.	10/7/2015 8:32 PM
7	Theming is a great idea. Excellent tour, very good content today. Well organized, good venues.	10/7/2015 7:47 PM
8	This council meetings program was nice but a little off of the high energy, information packed agendas of prior meetings	10/7/2015 7:04 PM
9	Excellent day of programs and speakers, drawing on the resources of the San Francisco area.	10/7/2015 4:49 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 19 Skipped: 5

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 19	0.00% 0	0.00% 0	19
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 19	0.00% 0	0.00% 0	19
Did the Team Perform to Your Expectation?	100.00% 18	0.00% 0	0.00% 0	18
Do You Feel That the Team Communicates Well With You Outside of Council Day?	94.74% 18	0.00% 0	5.26% 1	19

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 5 Skipped: 19

#	Responses	Date
1	Love my fellow council members and comparing notes on what we are working on at the moment -- deals, design challenges etc.. Look forward to when we can add a second flight so that one group can perhaps focus more on creative building reuse (less on brownfield).	10/13/2015 3:57 PM
2	The Council continues to provide a richer experience, as we mature as a group. We would benefit from more interaction between meetings.	10/12/2015 4:20 PM
3	our leadership team is excellent and clearly works very hard to deliver a terrific product!	10/9/2015 12:21 PM
4	We have a great group that continues to improve with time as the relationships deepen, and we get some experience with welcoming in new members.	10/7/2015 8:36 PM
5	Good group that's getting better. We need to keep bringing guests and work towards another flight.	10/7/2015 7:52 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 18

#	Responses	Date
1	Since we're headed to Philadelphia, would be great to tour some historic neighborhoods that are the process of regenerating.	10/13/2015 3:57 PM
2	Leveraging tax credits for financing redevelopment (e.g., New Markets Tax Credits, LIHTC, Historic Tax Credits) and how to layer them with other capital sources. Given proximity to DC, perhaps we could get policymakers to attend as well. Lots of people to help pull something together, including Ed McMahon, Roger Platt, et al. Maybe a joint council meeting with others interested in the topic. Can we have cheesesteaks?	10/10/2015 11:04 AM
3	I am checking whether a lawyer I know in the Philly area would like to present regarding local redevelopment projects.	10/9/2015 12:21 PM
4	Public/Private partnerships. Master Planning--University City in Philadelphia.	10/8/2015 12:50 AM
5	Not right now. We're all thinking about what theme might be suitable at Philly.	10/7/2015 8:36 PM
6	Health and wellness oriented development. Innovative infill housing - renovations, additions and new build.	10/7/2015 7:52 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 19

#	Responses	Date
1	Involve more members in the preparation for Council Day.	10/12/2015 4:20 PM
2	The meeting ran smoothly. Great job, Krista and team. Thanks for your service.	10/10/2015 11:04 AM
3	some balance between above ground topics and below ground issues. there should be some amazing redevelopment projects in Philly based on its industrial history. i would also note it may be hard to find interesting below grade topics since those issues are not as dynamic or new as they were previously.	10/9/2015 12:21 PM
4	Our room today either needed a bit more volume on the sound system or a bit less noise from the wait staff. They were doing what they could, but there was just some inherent conflict. That said, it was better than being in a soulless conference room.	10/7/2015 8:36 PM
5	I still think a "facebook" of sorts would be a good idea, especially for new members. Also good to have digital copies of presentations.	10/7/2015 7:52 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 22

#	Responses	Date
1	See above.	10/12/2015 4:20 PM
2	As per an answer above, I think we have a really solid group; and the use of a unifying theme was a good innovation.	10/7/2015 8:36 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 19 Skipped: 5

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	57.89% 11	0.00% 0	42.11% 8	19
The Council Reception and Venue Were Great!	73.68% 14	0.00% 0	26.32% 5	19

#	Additional Comments on the Council Day Venue and Reception	Date
1	Council day venue was held in two locations to include a tour; location was not easily accessible, no visible signage at location, doors were locked; Council reception was out-of-the-way, could have picked a better location	10/13/2015 2:11 PM
2	I really appreciate being off-site for our meetings. But, I would like to hear more about the backstory of the venues.	10/10/2015 11:04 AM
3	great to take chances on "different" locations, as opposed to just going with "the usual!"	10/9/2015 12:21 PM
4	Dinner and breakfast were later than I would prefer. Better to have breakfast at first morning event.	10/8/2015 4:15 PM
5	I was a bit worried about the length of the bus ride, as a local, but it worked out fine.	10/7/2015 8:36 PM
6	Maybe half a notch below great But still good.	10/7/2015 7:07 PM
7	Loved the restaurant (Beach Chalet)!	10/7/2015 4:50 PM



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**Q37 SDC, Please Rate Each Council Day Session**

Answered: 43 Skipped: 0

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Tour of Presidio and Girard Corridor project area	95.35% 41	2.33% 1	2.33% 1	0.00% 0	43
Background and Introduction to Presidio Technical Advisory Exercise	93.02% 40	2.33% 1	4.65% 2	0.00% 0	43
Presidio Technical Advisory Exercise	88.37% 38	2.33% 1	9.30% 4	0.00% 0	43
Report Out and Wrap Up	95.35% 41	0.00% 0	4.65% 2	0.00% 0	43
Lightning Rounds	86.05% 37	2.33% 1	11.63% 5	0.00% 0	43

Was Organized					
	Yes	No	Somewhat	N/A	Total
Tour of Presidio and Girard Corridor project area	100.00% 43	0.00% 0	0.00% 0	0.00% 0	43
Background and Introduction to Presidio Technical Advisory Exercise	100.00% 43	0.00% 0	0.00% 0	0.00% 0	43
Presidio Technical Advisory Exercise	90.70% 39	2.33% 1	6.98% 3	0.00% 0	43
Report Out and Wrap Up	93.02% 40	0.00% 0	6.98% 3	0.00% 0	43
Lightning Rounds	100.00% 43	0.00% 0	0.00% 0	0.00% 0	43

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Tour of Presidio and Girard Corridor project area	97.56% 40	0.00% 0	2.44% 1	0.00% 0	41
Background and Introduction to Presidio Technical Advisory Exercise	95.12% 39	0.00% 0	4.88% 2	0.00% 0	41
Presidio Technical Advisory Exercise	95.00% 38	0.00% 0	2.50% 1	2.50% 1	40
Report Out and Wrap Up	95.12% 39	2.44% 1	2.44% 1	0.00% 0	41
Lightning Rounds	95.12% 39	0.00% 0	4.88% 2	0.00% 0	41

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	It was a very interesting and enjoyable program, and well-planned and organized by the Council leadership	10/16/2015 5:56 PM
2	All the sessions were very good. The "somewhat" on the take home value is more a reflection that the Presidio is a very unique property and governance structure that is interesting but not readily replicated on other projects.	10/16/2015 1:07 PM
3	The Lighting Rounds location, although a great space and delicious lunch, made it difficult to hear and engage in the topics. It was comfortable though.	10/16/2015 12:23 PM

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4	These were all great sessions and a fascinating project.	10/14/2015 12:53 PM
5	All around, I think this was the best council meeting that I have attended. The topics were relevant and interesting, the setting was amazing and the program was extremely well done.	10/14/2015 10:24 AM
6	Just when I think it's not possible based on the last one, this Council raises the bar again for informative, meaningful Council Days. Keep up the great work!	10/13/2015 2:06 PM
7	I would like more case studies with financial impacts of sustainable design and operating principles	10/13/2015 2:00 PM
8	This was my first time attending the SDC. I enjoyed the lightning rounds and think they provide a great opportunity to learn about a topic and to get to know the people in the council. I enjoyed the tour of the Presidio and learning more about the idea of it.	10/13/2015 11:09 AM
9	The insurance talk was hard to relate to and seemed formulaic. The Doyle Drive Talk was good. The Health metrics were not something I could understand as valuable outside of that individuals practice. The others I cant remember.	10/12/2015 5:10 PM
10	Really great council meeting	10/9/2015 2:14 PM
11	Excellent meeting. Content and format was well prepared and locally relevant.	10/9/2015 1:38 PM
12	the lightning rounds format is great!	10/9/2015 1:13 PM
13	We participated in a "flash mob" ULI Advisory Board manner and hopefully, provided great value to the hosts (Presidio Trust). They were great. The one comment I have is that the group spokesperson in our case did not really capture several critical points and connections. This is something we will follow up on so as to provide the full benefit of the exercise.	10/9/2015 12:46 PM
14	There is never any sharing of the real numbers and issues behind the content.	10/9/2015 11:50 AM
15	I found the charette on the Girard Corridor project area to be of value and I would like to see the council do more of these sorts of exercises.	10/9/2015 11:17 AM
16	Let's do a TAP next time, this was terrific. Dinner venue and all day sessions were a home run.	10/9/2015 11:06 AM
17	The idea of incorporating a mini-TAP was innovative and very well suited to this particular deep dive project. It obviously won't work every time, but well done	10/9/2015 10:22 AM
18	Great venue...live the mini tap	10/9/2015 2:57 AM
19	I liked the advisory exercise	10/8/2015 5:24 PM
20	I thought the insurance presentation was not very helpful.	10/8/2015 4:46 PM
21	outstanding day	10/8/2015 11:34 AM
22	I've been to 9 of 11 Council Day events (8 when on retail green and this one). This was by far the most outstanding Council Day I've had. The interaction was excellent and I actually felt like I was part of the team. Big thanks to Andy and Pike and the entire Presidio Trust group.	10/8/2015 9:44 AM
23	Wonderful opportunity to see a historic site where a not for profit was challenged to monetize and sustain an asset controlled as an national park yet with the challenge of being financially independent. The Tap enables the Council to work collectively, thus allowing for better interaction between the members.	10/8/2015 8:21 AM
24	Great venue, great organization, great food and kept us busy and interested!	10/8/2015 1:41 AM
25	The mini TAP was great!	10/7/2015 7:42 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 43 Skipped: 0

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 43	0.00% 0	0.00% 0	43
My Chair Kept Members Engaged & Encouraged Broad Interaction	95.35% 41	0.00% 0	4.65% 2	43
Did the Team Perform to Your Expectation?	100.00% 43	0.00% 0	0.00% 0	43
Do You Feel That the Team Communicates Well With You Outside of Council Day?	97.67% 42	0.00% 0	2.33% 1	43

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 17 Skipped: 26

#	Responses	Date
1	Great day and worthwhile experience.	10/16/2015 5:59 PM
2	Great group of council members and council leaders!	10/16/2015 1:13 PM
3	Best council days always involve off site tours of projects. Keep it going!	10/14/2015 12:54 PM
4	It was by far the best council day experience that I have had.	10/14/2015 10:29 AM
5	Very powerful "mini-TAP" experience. The breakout sessions and wrap-up were great, and I am still thinking about the questions raised, and info presented.	10/13/2015 2:11 PM
6	Pike was very helpful in advance of the day!	10/12/2015 5:17 PM
7	Excellent team. Fortunate to have their commitment and leadership. Programs continue to get stronger.	10/9/2015 1:41 PM
8	Our leadership is truly exceptional	10/9/2015 12:54 PM
9	Chair is good and process works. Content is not so valuable	10/9/2015 11:54 AM
10	Terrific	10/9/2015 11:09 AM
11	would like to see the sessions have more real world applicability - discussing lessons learned/economics of actual for-profit deals.	10/9/2015 11:04 AM
12	It was a fabulous day. Well done.	10/8/2015 4:47 PM
13	n/a	10/8/2015 11:36 AM
14	Our council leadership is great	10/8/2015 10:50 AM
15	It takes two to communicate and I will do my part with several members of the group.	10/8/2015 9:55 AM
16	Pike's creation of the Group Site is an efficient means of communicating within the council	10/8/2015 8:25 AM
17	I appreciate the attempt to optimize social media and other means of communication outside of the fall and spring meetings	10/8/2015 1:44 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 13 Skipped: 30

#	Responses	Date
1	No right now.	10/16/2015 5:59 PM
2	We are due for a session or a couple of lightning rounds that talk about project performance with respect to sustainability. did it perform as planned and why it did or didn't would be very useful.	10/16/2015 1:13 PM
3	Yes. Charles Rienhardt from the GSA, as well as several others.	10/13/2015 2:11 PM
4	Yes, more ground up or re positioning development projects that have been completed with financials	10/13/2015 2:01 PM
5	I think some urban development project that connects to the City of Philly's stormwater program in a SUBSTANTIVE way would be great to see next.	10/12/2015 5:17 PM
6	Remain focused on locally relevant examples along with best in class. Continue broadening "sustainability" discussion to embrace healthy living, sustainable development practices vs technologies. Council should be leaders in broader healthy living discussion.	10/9/2015 1:41 PM
7	+ Performance contracting - lights, power (overall), water - benefits, practitioners and how to + Trading benefits - maybe not carbon - but specific stories of developments where materials or other initiatives helped blunt otherwise cumbersome processes and costs	10/9/2015 12:54 PM
8	Require more summary of objective and performance when presenting any content	10/9/2015 11:54 AM
9	Sea level rise solutions in the built and planned environment	10/9/2015 11:09 AM
10	As our development opportunities expand, we have an extreme shortage skilled labor...how we train the workforce	10/9/2015 3:00 AM
11	n/a	10/8/2015 11:36 AM
12	Yes. I would like to see our Council invite some C-Suite folks that are heading up the sustainability departments (and the major players all have them now) for the Country's large Mall and Retail developers along with large manufacturing and office owners/developers.	10/8/2015 9:55 AM
13	Further focus on housing, infrastructure, and health/wellness; building healthy places partnership is key	10/8/2015 1:44 AM

Council Day Survey for San Francisco Fall 2015

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 13 Skipped: 30

#	Responses	Date
1	Keep up the good work.	10/16/2015 5:59 PM
2	Acoustics is always a challenge. It was good for the morning TAP and not so good at the commissary. let's continue to be diligent in trying to find acoustically friendly venues.	10/16/2015 1:13 PM
3	Hard to find something we could have done better.	10/13/2015 2:11 PM
4	Dinner is awkward each time. A better system for mingling would be preferred. Pass around appetizers with seating for all would be much better. I think the space we had would have been great set up with 3 tops and a little evening entertainment for half and hour with 1.5 hours of mingling before and after would have been better for example. Lets try it for Philly.	10/12/2015 5:17 PM
5	Need a mic for soft-spoken people	10/9/2015 1:16 PM
6	Stay in office!	10/9/2015 12:54 PM
7	Great people. Well intended. Very professional	10/9/2015 11:54 AM
8	Make it two days. I want more!	10/9/2015 11:09 AM
9	Great job!	10/9/2015 10:24 AM
10	n/a	10/8/2015 11:36 AM
11	Keep doing what you're doing!	10/8/2015 9:55 AM
12	Appreciated the advanced reading etc. like to come ready for discussion rather than rely on fast learning curves; please continue the mini advisory methodology next time!	10/8/2015 1:44 AM
13	This was the best council day in a long time	10/7/2015 6:28 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 8 Skipped: 35

#	Responses	Date
1	I'd like to help out more with the lightning rounds for Spring 2016. Chris Squadra	10/13/2015 2:11 PM
2	Sure, Bry Sarté, happy to review dinner / program for input on maximum quality experience.	10/12/2015 5:17 PM
3	Here is a possible win-win: Have Council Leadership encourage and engage members in Advisory Board work/projects and actively facilitate a "report back" opportunity at our meetings as part of the lightening rounds. This has the double benefit of encouraging members to deepen their activity with ULI and apply their capacities and bring it home to the council.	10/9/2015 12:54 PM
4	Will do	10/9/2015 11:54 AM
5	I would love to help in any way I can.	10/9/2015 11:09 AM
6	n/a	10/8/2015 11:36 AM
7	Bob Feinberg, Colliers International, bob.feinberg@colliers.com 505.238.7707	10/8/2015 9:55 AM
8	please continue the mini advisory methodology next time!: glad to help further on in Philadelphia and Socia media – this is Rives Taylor	10/8/2015 1:44 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 42 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	97.62% 41	0.00% 0	2.38% 1	42
The Council Reception and Venue Were Great!	95.00% 38	0.00% 0	5.00% 2	40

#	Additional Comments on the Council Day Venue and Reception	Date
1	I was unable to attend the reception.	10/16/2015 1:13 PM
2	The Council Day venue was amazing. Being in the Presidio overlooking the Bay and Golden Gate bridge cannot be topped. However, overlooking the highway tunneling project made the setting extremely relevant.	10/14/2015 10:29 AM
3	The Presidio was an inspiring place to meet.	10/13/2015 2:11 PM
4	Wonderful venue. Lots of opportunity to get out and walk. Great day!	10/13/2015 11:10 AM
5	The venue for the dinner was great.	10/12/2015 5:17 PM
6	great locations.	10/9/2015 1:41 PM
7	Much better for noise at the reception. Could have been even better by spreading the tables.	10/9/2015 1:16 PM
8	Be great to have a revisit in a couple of years to see how things went. Maybe do this for some past venues/projects.	10/9/2015 12:54 PM
9	Would like to see the reception in walking distance from hotel/convention center	10/9/2015 11:04 AM
10	The room to ourselves was great big thank you to David Cropper	10/9/2015 10:24 AM
11	Consider sites close to transit	10/9/2015 3:00 AM
12	Great Day.	10/8/2015 4:47 PM
13	Great venue	10/8/2015 10:50 AM
14	Honestly, I wish Council reception would begin on Monday night and have our Council day on Tuesday so members of all Product Councils would at least have the opportunity and choice to stay and attend some of the great sessions that are being offered. Currently, we are not allowed that choice, as you know.	10/8/2015 9:55 AM
15	good combination of learning and participating	10/8/2015 8:25 AM



Council Day Survey for San Francisco Fall 2015

**Q38 SHC, Please Rate Each Council Day Session**

Answered: 23 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Economic Overview and Seniors Housing Industry Update	82.61% 19	0.00% 0	17.39% 4	0.00% 0	23
Innovation: Driving the next generation of senior care	91.30% 21	4.35% 1	4.35% 1	0.00% 0	23
Improving the "WOW" Factor!	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23
The Business Case for Affordability – Successful Tools for making deals work on the margin	56.52% 13	13.04% 3	26.09% 6	4.35% 1	23
Case Studies	90.91% 20	0.00% 0	9.09% 2	0.00% 0	22

Was Organized					
	Yes	No	Somewhat	N/A	Total
Economic Overview and Seniors Housing Industry Update	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23
Innovation: Driving the next generation of senior care	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
Improving the "WOW" Factor!	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
The Business Case for Affordability – Successful Tools for making deals work on the margin	73.91% 17	4.35% 1	17.39% 4	4.35% 1	23
Case Studies	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Economic Overview and Seniors Housing Industry Update	85.71% 18	4.76% 1	9.52% 2	0.00% 0	21
Innovation: Driving the next generation of senior care	85.71% 18	0.00% 0	14.29% 3	0.00% 0	21
Improving the "WOW" Factor!	90.48% 19	0.00% 0	9.52% 2	0.00% 0	21
The Business Case for Affordability – Successful Tools for making deals work on the margin	85.71% 18	4.76% 1	4.76% 1	4.76% 1	21
Case Studies	95.00% 19	0.00% 0	5.00% 1	0.00% 0	20

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	i thought the affordability session was a great topic but came off disjointed. EB5 wasn't particulary relevant. Design/operating concepts like Kaplan/AEW dual occupancy program would be more releveant. Would like to see session repeated with different content/speakers.	10/17/2015 10:00 AM
2	Affordability session could be half the day	10/16/2015 4:10 PM
3	Stone Creek case study was very good. I thought the honesty of the speaker was refreshing relative to the good and bad that happens during the development process.	10/16/2015 12:34 PM

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4	I thought the general real estate portion of the economic overview was fairly weak. The NIC portion was fine and good to include especially for those who do not go to NIC. The CBRE portion was not great. Two statements stick in my mind. 1. "the multifamily is insatiable" 2. "interest rates will remain low". Perhaps we could get a good more general economist in the future.	10/16/2015 11:45 AM
5	a very full and productive day	10/13/2015 8:16 PM
6	They were all very interesting!	10/13/2015 3:05 PM
7	One less presentation, more interactive thought and ideas from members through interactive case study groups. Presentation on selecting markets, what fits where, compare NIC metro data with a specific site data, then feasibility to develop that site.	10/12/2015 5:41 AM
8	Excellent council day-great content and participation	10/9/2015 10:07 PM
9	re the economic overview, Beth Mace was terrific as usual. The "economist " from CBRE was sophomoric, with smile faces etc in lieu of real information. There was no value.	10/9/2015 4:31 PM
10	The technology presentation and discussion was especially valuable.	10/9/2015 4:20 PM
11	One of the best Council Days ever in terms of take home value and quality of content.	10/9/2015 2:00 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 22 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	90.91% 20	0.00% 0	9.09% 2	22
My Chair Kept Members Engaged & Encouraged Broad Interaction	95.45% 21	0.00% 0	4.55% 1	22
Did the Team Perform to Your Expectation?	95.45% 21	0.00% 0	4.55% 1	22
Do You Feel That the Team Communicates Well With You Outside of Council Day?	77.27% 17	4.55% 1	18.18% 4	22

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 7 Skipped: 18

#	Responses	Date
1	Great!	10/16/2015 4:11 PM
2	great presentations, colleague interaction	10/13/2015 8:17 PM
3	This was the best meeting we have had since I got involved with the SHC	10/13/2015 3:05 PM
4	The "Improving the Wow Factor" was an especialy good session	10/9/2015 10:12 PM
5	Caliber and experience of members and guests continues to improve.	10/9/2015 2:03 PM
6	Always have a speaker during lunch. Keeps the program moving.	10/7/2015 11:08 PM
7	Excellent	10/7/2015 5:42 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 7 Skipped: 18

#	Responses	Date
1	More Affordability segments	10/16/2015 4:11 PM
2	Building code trends for senior housing and their impact on costs Capex costs	10/13/2015 3:05 PM
3	More Affordable Options for Seniors	10/9/2015 10:12 PM
4	more should be done on affordability; everyone seems to be focused on the upper 5% of the market.	10/9/2015 4:33 PM
5	More future-oriented presentations	10/9/2015 4:21 PM
6	Pre council day tours are great. Keep doing them.	10/9/2015 2:03 PM
7	Many give me a call Seggy	10/7/2015 5:42 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 20

#	Responses	Date
1	More time for questions	10/16/2015 4:11 PM
2	Limit introductions to new members. Takes time away from Q&A.	10/16/2015 12:37 PM
3	Sign up some of the council guests as members (who were positive contributors)	10/9/2015 10:12 PM
4	Didn't think the broader economic overview was helpful. would have liked more time to discuss the NIC conclusions.	10/9/2015 3:43 PM
5	macro economic session is not that helpful. Beth can do both.	10/9/2015 2:03 PM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 22

#	Responses	Date
1	Participate on panels	10/16/2015 4:11 PM
2	Really like the hotel panel. Would like to see more speakers and presentations from other sectors.	10/12/2015 5:43 AM
3	I will reach out to the chair, who did an excellent job	10/9/2015 10:12 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 22 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	95.45% 21	0.00% 0	4.55% 1	22
The Council Reception and Venue Were Great!	95.24% 20	0.00% 0	4.76% 1	21

#	Additional Comments on the Council Day Venue and Reception	Date
1	excellent restaurant	10/13/2015 8:17 PM
2	Meeting rooms in hotels are never going to be great, but our dinner was great!	10/13/2015 3:05 PM



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**Q39 SSDCBlue, Please Rate Each Council Day Session**

Answered: 38 Skipped: 2

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
The Market Today – Risks and Opportunities	94.74% 36	0.00% 0	5.26% 2	0.00% 0	38
Envision 2020: The Future of the Shopping Center Industry	70.27% 26	8.11% 3	18.92% 7	2.70% 1	37
Case Study – San Pedro Square Market	83.33% 30	2.78% 1	11.11% 4	2.78% 1	36
ULI Update – Advisory Panels	70.27% 26	2.70% 1	18.92% 7	8.11% 3	37
ULI Foundation Update	70.27% 26	8.11% 3	13.51% 5	8.11% 3	37
Without a Net	84.21% 32	7.89% 3	7.89% 3	0.00% 0	38
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	97.37% 37	2.63% 1	0.00% 0	0.00% 0	38
Announcements and Tour Overview	86.84% 33	0.00% 0	5.26% 2	7.89% 3	38
Tour of 475 Brannan	91.89% 34	0.00% 0	5.41% 2	2.70% 1	37
Tour of 1400 16th Street	94.74% 36	0.00% 0	2.63% 1	2.63% 1	38
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
The Market Today – Risks and Opportunities	100.00% 38	0.00% 0	0.00% 0	0.00% 0	38
Envision 2020: The Future of the Shopping Center Industry	83.78% 31	2.70% 1	10.81% 4	2.70% 1	37
Case Study – San Pedro Square Market	91.89% 34	2.70% 1	2.70% 1	2.70% 1	37
ULI Update – Advisory Panels	83.78% 31	2.70% 1	8.11% 3	5.41% 2	37
ULI Foundation Update	86.49% 32	2.70% 1	5.41% 2	5.41% 2	37
Without a Net	81.08% 30	5.41% 2	13.51% 5	0.00% 0	37
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	97.22% 35	0.00% 0	2.78% 1	0.00% 0	36
Announcements and Tour Overview	89.47% 34	0.00% 0	7.89% 3	2.63% 1	38
Tour of 475 Brannan	91.89% 34	0.00% 0	8.11% 3	0.00% 0	37
Tour of 1400 16th Street	89.19% 33	0.00% 0	10.81% 4	0.00% 0	37

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Time for Q&A					
	Yes	No	Somewhat	N/A	Total
The Market Today – Risks and Opportunities	94.59% 35	5.41% 2	0.00% 0	0.00% 0	37
Envision 2020: The Future of the Shopping Center Industry	77.78% 28	5.56% 2	13.89% 5	2.78% 1	36
Case Study – San Pedro Square Market	91.67% 33	0.00% 0	5.56% 2	2.78% 1	36
ULI Update – Advisory Panels	80.56% 29	5.56% 2	5.56% 2	8.33% 3	36
ULI Foundation Update	75.00% 27	11.11% 4	2.78% 1	11.11% 4	36
Without a Net	89.19% 33	2.70% 1	8.11% 3	0.00% 0	37
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	86.11% 31	2.78% 1	11.11% 4	0.00% 0	36
Announcements and Tour Overview	80.56% 29	8.33% 3	0.00% 0	11.11% 4	36
Tour of 475 Brannan	97.22% 35	2.78% 1	0.00% 0	0.00% 0	36
Tour of 1400 16th Street	97.22% 35	2.78% 1	0.00% 0	0.00% 0	36

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	the project tours in the afternoon was a great way to engage and get a real feel for the activity in the local market. It is much easier to relate in the field as opposed to a power point presentation. thank you!	10/17/2015 2:04 AM
2	To some extent, I think the economic presentation at the beginning of the day was oriented toward a positive outlook for real estate rather than a balanced perspective on the risks we face as the cycle gets further along. I think these sessions are quite good, but perhaps it's time to rotate to a different economist when we are in Philadelphia.	10/16/2015 11:29 PM
3	Not sure what "yes" means but as usual everything on Council Day was great with no complaints..	10/16/2015 2:40 PM
4	Unfortunately, I had to cancel last minute for family medical reasons. The agenda, as always, looked great and I was sorry to miss being a part of it.	10/16/2015 1:33 PM
5	Fantastic day!!!!	10/16/2015 12:59 PM
6	Best Council Day - Very well organized and good mix of presentations	10/16/2015 12:07 PM
7	More tours gives the ULI participants a real good perspective on the city. Perhaps add a little bit more depth to financial analysis on those tours	10/16/2015 11:39 AM
8	Would avoid the tours. Agree that it was good to get out of the room, good to see product, interesting but by and large, they lack the in depth, candid detail and take home value derived from in the room case studies.	10/16/2015 11:30 AM
9	very good session	10/13/2015 2:21 PM
10	The topics were by and large very good, except for the retail changes which really needs an expert to give it legitimacy and get to a deeper level of understanding.	10/13/2015 2:01 PM
11	The tour was the highlight of the day. Also, great lunch speaker.	10/9/2015 11:38 AM
12	Sessions were all very good.	10/9/2015 11:27 AM
13	Adding a tour of an actual project was great. Walking a project provides great take home value.	10/9/2015 11:11 AM
14	Enjoyed afternoon tour.	10/8/2015 5:08 PM
15	Great panels and presentations!	10/8/2015 1:12 PM

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16	Great value to have Tim present. Very useful to my business. Can you please send me his slides? I found the day to be of great value. Positives: Tim Wang, Ken Rosen, San Pedro, ULI Advisory. I think the ICSC presentation was worthless - more of an infomercial. For the next meeting, it'd be best to have meeting rooms/lunch without columns (please). Also, I was disappointed by the lack of healthy/nutritious food choices for breakfast and lunch. I'd be happy to offer suggestions and/or volunteer to assist if need be. Finally, a big thank you to our Council Leadership. As usual, an excellent day.	10/8/2015 12:27 PM
17	Tours excellent. Wang and Rosen excellent. Some other speakers somewhat long winded. Would have liked some time to hear what council members see in their markets- the "town hall".	10/8/2015 10:26 AM
18	Lunch was great	10/7/2015 7:10 PM
19	Great day. I felt like the lunch was too much overlap with Tim's presentation. I liked Tim's more, but the topic was the same.	10/7/2015 7:02 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 38 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 38	0.00% 0	0.00% 0	38
My Chair Kept Members Engaged & Encouraged Broad Interaction	97.37% 37	0.00% 0	2.63% 1	38
Did the Team Perform to Your Expectation?	97.37% 37	0.00% 0	2.63% 1	38
Do You Feel That the Team Communicates Well With You Outside of Council Day?	92.11% 35	0.00% 0	7.89% 3	38

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 11 Skipped: 29

#	Responses	Date
1	Mary and team have done an exceptional job in keeping relevance and communication with the entire group	10/17/2015 2:07 AM
2	Fantastic	10/16/2015 1:01 PM
3	Kudos to the Council Leadership for another great day!	10/14/2015 12:42 PM
4	Lousy room. We need a room without columns!!!	10/13/2015 2:07 PM
5	Excellent meeting	10/12/2015 12:07 PM
6	I particularly like the tour since these are type of properties I am working on now and own	10/9/2015 1:49 PM
7	Continued programs that highlight creative, innovative projects.	10/8/2015 5:17 PM
8	Great overall. Would have preferred more product variety on tours and probably didn't need two economic presentations although both were good. Really enjoyed the San Pedro square and startup presentations.	10/8/2015 1:56 PM
9	It was an excellent day. Great programming that was very value added. The bus tour exceeded my expectations. Paul provided excellent context and background for our tour of SoMa and his buildings. Would like to see more tours if they could match this quality.	10/8/2015 1:12 PM
10	Please refer to my previous comment regarding venue and food offerings.	10/8/2015 12:29 PM
11	Mary did an very excellent job!!!	10/8/2015 10:27 AM

## Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?

Answered: 16 Skipped: 24

#	Responses	Date
1	Always appreciate the financial market overview and to learn from the local markets where our events take place.	10/17/2015 2:07 AM
2	I really enjoyed the tour and suggest we try to do one again in Philadelphia.	10/16/2015 11:31 PM
3	Technology and how it impacts real estate	10/16/2015 12:08 PM
4	I like the tours and lived the San Pedro presentation more of those type	10/16/2015 11:41 AM
5	as I think of topics, I will contact the council leadership	10/14/2015 12:42 PM
6	Lets do a council introduction. 15 minutes each, four a session, who are they, what they do, latest challenges/successes. One session each time with an outside expert. Look at the trends agenda from the last meeting and pick someone, like the idea of architecture as a brand and how it move the project beyond just an investment but also adds relevance to a neighborhood or product type for success.	10/13/2015 2:07 PM
7	Capital markets overview	10/13/2015 2:00 PM
8	Yes...will send later	10/9/2015 1:49 PM
9	Know your council member. 10- 15 minute presentation of a deal or project by new members.	10/9/2015 11:29 AM
10	It would be interesting to have a speaker address the elections and potential economic/policy issues that will face the industry.	10/9/2015 11:23 AM
11	A program that highlights creative financing approaches.	10/8/2015 5:17 PM
12	Be great to see innovative case studies of how developers are adapting to changes in demand for all product types as a result of evolving economic, social, technological and climate conditions.	10/8/2015 1:56 PM
13	Something on building healthy places.	10/8/2015 1:12 PM
14	Paul Stein's bus tour was quite interesting. It would be nice to have a recently completed creative office project presented. A warehouse project presentation would also be great personal value. Thank you	10/8/2015 12:29 PM
15	Town Hall meeting.	10/8/2015 10:27 AM
16	I have yet to find great info on the impact and real timing of autonomous cars. I am beginning to believe that they will hit the market sooner than most think. The impact to real estate will be huge. I would like to cover it if we can find the right data/speaker.	10/7/2015 7:06 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 10 Skipped: 30

#	Responses	Date
1	Like to hear about deals that failed after a great deal of work and capital was expended...sometimes the best deals we do are the ones in which we learn great lessons but they do not work out and sometimes the best deals we do are the ones we do not do...	10/16/2015 2:44 PM
2	How to network more with council group	10/16/2015 12:08 PM
3	Room was average	10/16/2015 11:41 AM
4	See previous comment re: avoiding tours. Continue to do what we do best - interactive sessions, sessions across the product spectrum, personal/leadership sessions, economic/trend sessions.	10/16/2015 11:31 AM
5	no changes, doing a great job	10/14/2015 12:42 PM
6	A small break out session by table that talks about a current topic, like the stateof the market, challenges/opportunities and have a goal of agreeing on three take aways that can be communicated to the rest of the room	10/13/2015 2:07 PM
7	nothing	10/12/2015 12:07 PM
8	I miss the updates we use to have early in the meeting on view of Council members own markets and future	10/9/2015 1:49 PM
9	Another great Council Day. Thanks for the great job.	10/8/2015 5:17 PM
10	Keep up the good work	10/8/2015 10:27 AM

**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 38

#	Responses	Date
1	Maybe fewer presentations and interaction on some topics like: 1.member views on their market in next few years 2.have a topic/policy with opposing views presented	10/9/2015 1:49 PM
2	Already plugged in, thank you	10/8/2015 10:27 AM



Council Day Survey for San Francisco Fall 2015

**Q58 Please Rate the Council Day Venue and Council Reception**

Answered: 38 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	42.11% 16	10.53% 4	47.37% 18	38
The Council Reception and Venue Were Great!	89.19% 33	0.00% 0	10.81% 4	37

#	Additional Comments on the Council Day Venue and Reception	Date
1	Venue - too many columns in the basement space. Reception - When in San Francisco - find a place with a view!	10/16/2015 11:31 PM
2	I sat at a back table and couldn't see the screen for many of the presentations...so I guess we need beefed up visual help from the venue we choose	10/16/2015 2:44 PM
3	Room without columns.....easy access to a hallway where one can go to handle business if needed.	10/13/2015 2:07 PM
4	Room was not good	10/12/2015 11:09 PM
5	Hard to hear with all the noise..sometime have a venue where we can have some outside space since some of us cannot hear well with background noise	10/9/2015 1:49 PM
6	The food at the Marker was excellent.	10/9/2015 12:30 PM
7	Reception was one of the best ever. Council day session venue was poor due to a room with large columns that blocked the view of presenters and other council members.	10/9/2015 11:29 AM
8		10/8/2015 5:17 PM
9	Columns were annoying in both the day and lunch sessions.	10/7/2015 7:06 PM

Council Day Survey for San Francisco Fall 2015

**Q40 SSDCGold, Please Rate Each Council Day Session**

Answered: 35 Skipped: 4

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Town Hall	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
Local Interest Session: Silicon Boom! Dissecting the Bay Area into Three Distinct Markets (San Francisco, Oakland, Silicon Valley)	62.86% 22	0.00% 0	31.43% 11	5.71% 2	35
Current Challenges for the Small-Scale or Regional Developer/Operator.	77.14% 27	0.00% 0	20.00% 7	2.86% 1	35
Table Discussions (Arranged by topic with table captains)	75.76% 25	3.03% 1	21.21% 7	0.00% 0	33
Ground-Up Office Development in Nashville – Navigating a White-Hot Marketplace!	52.94% 18	17.65% 6	20.59% 7	8.82% 3	34
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
Foot-Race -- Marker Hotel to WeWork	28.13% 9	21.88% 7	3.13% 1	46.88% 15	32
WeWork Walking Tour/Presentation	88.24% 30	2.94% 1	8.82% 3	0.00% 0	34
Co-Working Solution for Secondary Markets	82.35% 28	0.00% 0	14.71% 5	2.94% 1	34
Revitalizing Inner Rings and Urbanizing Suburban Cores	81.82% 27	0.00% 0	15.15% 5	3.03% 1	33
Wine Tasting and Chair's Closing Remarks, Recap, Suggested Topics for Next Spring	58.06% 18	3.23% 1	9.68% 3	29.03% 9	31
Optional Post-Council Day Tour: The Wilson – Office to Multifamily Conversion	48.39% 15	0.00% 0	3.23% 1	48.39% 15	31
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Town Hall	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
Local Interest Session: Silicon Boom! Dissecting the Bay Area into Three Distinct Markets (San Francisco, Oakland, Silicon Valley)	91.43% 32	0.00% 0	2.86% 1	5.71% 2	35
Current Challenges for the Small-Scale or Regional Developer/Operator.	85.71% 30	0.00% 0	11.43% 4	2.86% 1	35
Table Discussions (Arranged by topic with table captains)	75.00% 24	0.00% 0	25.00% 8	0.00% 0	32
Ground-Up Office Development in Nashville – Navigating a White-Hot Marketplace!	84.85% 28	0.00% 0	6.06% 2	9.09% 3	33
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34
Foot-Race -- Marker Hotel to WeWork	34.38% 11	12.50% 4	9.38% 3	43.75% 14	32
WeWork Walking Tour/Presentation	82.35% 28	0.00% 0	17.65% 6	0.00% 0	34

## Council Day Survey for San Francisco Fall 2015

Co-Working Solution for Secondary Markets	85.29% 29	0.00% 0	14.71% 5	0.00% 0	34
Revitalizing Inner Rings and Urbanizing Suburban Cores	87.88% 29	0.00% 0	9.09% 3	3.03% 1	33
Wine Tasting and Chair's Closing Remarks, Recap, Suggested Topics for Next Spring	77.42% 24	0.00% 0	6.45% 2	16.13% 5	31
Optional Post-Council Day Tour: The Wilson – Office to Multifamily Conversion	45.16% 14	3.23% 1	3.23% 1	48.39% 15	31
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Town Hall	78.13% 25	3.13% 1	18.75% 6	0.00% 0	32
Local Interest Session: Silicon Boom! Dissecting the Bay Area into Three Distinct Markets (San Francisco, Oakland, Silicon Valley)	70.59% 24	0.00% 0	23.53% 8	5.88% 2	34
Current Challenges for the Small-Scale or Regional Developer/Operator.	57.58% 19	15.15% 5	21.21% 7	6.06% 2	33
Table Discussions (Arranged by topic with table captains)	59.38% 19	9.38% 3	18.75% 6	12.50% 4	32
Ground-Up Office Development in Nashville – Navigating a White-Hot Marketplace!	65.63% 21	0.00% 0	25.00% 8	9.38% 3	32
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	78.79% 26	0.00% 0	21.21% 7	0.00% 0	33
Foot-Race -- Marker Hotel to WeWork	23.33% 7	6.67% 2	0.00% 0	70.00% 21	30
WeWork Walking Tour/Presentation	90.63% 29	0.00% 0	9.38% 3	0.00% 0	32
Co-Working Solution for Secondary Markets	90.63% 29	0.00% 0	9.38% 3	0.00% 0	32
Revitalizing Inner Rings and Urbanizing Suburban Cores	84.38% 27	0.00% 0	12.50% 4	3.13% 1	32
Wine Tasting and Chair's Closing Remarks, Recap, Suggested Topics for Next Spring	48.39% 15	6.45% 2	3.23% 1	41.94% 13	31
Optional Post-Council Day Tour: The Wilson – Office to Multifamily Conversion	41.94% 13	6.45% 2	0.00% 0	51.61% 16	31

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Liked that we met off-site during the day, but would recommend a nicer hotel next time. The walk to WeWork through the panhandlers was a bit much.	10/18/2015 2:23 PM
2	a bit more question/answer periods would be useful	10/16/2015 1:11 PM
3	Tour of WeWork was a great idea!	10/16/2015 12:20 PM
4	Thought there was a slight over emphasis on the co-working trend, and not enough on the current challenges by small scale operators. Overall very good conference with variety - never got dull or felt like a waste of time.	10/16/2015 11:13 AM
5	Good content might have tried to do a little to much in one day. Thank you to the leadership team as you put a great deal of effort into making the day productive.	10/15/2015 7:35 PM
6	Great day	10/15/2015 4:14 PM
7	Moderators did a great job keeping everyone on schedule, but there wasn't much time for questions in most every session.	10/14/2015 10:31 AM
8	My take-away every session from the table discussions has been great. I suggest keeping this agenda item on as it both fosters great discussion/conversation and a way to get to better know fellow council members - well done.	10/12/2015 6:55 AM

## Council Day Survey for San Francisco Fall 2015

9	Time is always an issues and reason for most of the remarks besides 'yes'.	10/11/2015 9:07 PM
10	There was a tremendous amount of content in the day Well do Everything! Need to figure out how to do better case studies with real numbers and time for q and a	10/11/2015 10:39 AM
11	I felt the town hall was weak and not enough participation. Also, the Nashville presentation was too specific on Nashville so not as much take home value	10/9/2015 1:38 PM
12	Absolutely loved the tour of Wework - think we should have project tour in every meeting. Really interesting and different - good food for thought. Too much content in "Current challenges" to digest and for Q&A	10/9/2015 12:05 PM
13	Very good meeting	10/9/2015 11:53 AM
14	Great effort, but tried to cram in too many topics so hardly any of the presentations could be completed with time for Q & A. Suggest one or two less topics next time.	10/9/2015 10:53 AM
15	I liked the two 30 year old's presentation on creative office in Atlanta! Great energy and enthusiam (albeit possilby blinded).	10/8/2015 1:52 PM
16	It was great to get out of the room for the tour.	10/7/2015 9:10 PM
17	Not sure the off site stuff worked	10/7/2015 8:25 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 33 Skipped: 6

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	96.97% 32	0.00% 0	3.03% 1	33
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 33	0.00% 0	0.00% 0	33
Did the Team Perform to Your Expectation?	93.94% 31	0.00% 0	6.06% 2	33
Do You Feel That the Team Communicates Well With You Outside of Council Day?	93.94% 31	3.03% 1	3.03% 1	33

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 15 Skipped: 24

#	Responses	Date
1	Our Council group was very engaged and energetic in participation.	10/16/2015 3:43 PM
2	Overall, thought it was one of better days since I have joined this council about a year or so ago.	10/16/2015 2:26 PM
3	Very good meeting.	10/16/2015 12:21 PM
4	well planned and informative, good format	10/16/2015 12:00 PM
5	all good	10/16/2015 11:15 AM
6	Really great experience! I'm new to this council and was very impressed.	10/15/2015 4:53 PM
7	All Great....	10/15/2015 4:14 PM
8	The town hall and table topic time was very valuable.	10/15/2015 10:10 AM
9	Great program.	10/12/2015 2:48 PM
10	I enjoyed the opportunity to "get out in the field" and see in practice what typically is relegated to a powerpoint presentation. I look forward to more of these in the future.	10/12/2015 7:02 AM
11	Outside communication is superb	10/11/2015 10:40 AM
12	Continues to be an excellent opportunity to network with other professionals and learn what others are doing.	10/10/2015 11:29 AM
13	I feel it's important to have all members introduce themselves. This was not done.	10/9/2015 1:42 PM
14	Great take home value. Loved the focus on the description of local market dynamics.	10/9/2015 12:08 PM
15	Very good meal and wine at dinner - good value and location.	10/8/2015 1:54 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 10 Skipped: 29

#	Responses	Date
1	having information relating to market waterfalls and/or deal structures would be helpful	10/16/2015 12:00 PM
2	Maybe some guest boutique developers focusing on adaptive re-use.	10/16/2015 11:15 AM
3	The marijuana industry's impact on the commercial real estate market.	10/15/2015 7:40 PM
4	The future of suburban office space in less walkable locations.	10/12/2015 2:48 PM
5	I'm a big fan of re-adaptive uses and think for our group, this topic would be well received. The topic on the urbanization of the suburbs is also a trend that will continue. Lastly, maybe a quick follow up on recent presentations that lend themselves to a post analysis could provide an interesting dialogue on lessons learned and adapting to the ever changing environment. At some point, a discussion on the impact of the next election may be warranted.	10/12/2015 7:02 AM
6	See case study comment	10/11/2015 10:40 AM
7	At the spring conference in Philadelphia, it might be interesting to hear about changes in Atlantic City gaming economy in light of new competition from casinos in PA and other nearby states. Not a Small Scale topic, necessarily (although there are casino properties now trading at small scale pricing, including the Showboat).	10/10/2015 11:29 AM
8	Would have been interesting to have a debrief session after Ken Rosen talk to see different perspectives/reactions on his outlook.	10/9/2015 12:08 PM
9	More people who don't look like the room (old/semi-old white males)...how about very young entrepreneurs, immigrants, etc.	10/8/2015 1:54 PM
10	Update at Spring meeting on the HVCRE issues that are currently impacting construction loans.	10/8/2015 1:15 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 34

#	Responses	Date
1	more question/answer period	10/16/2015 1:11 PM
2	ensure the venue is spacious enough	10/16/2015 12:00 PM
3	a bit more focus on capital stacks and maybe more on deal structure with partners.	10/16/2015 11:15 AM
4	check out the rooms in advance. the venue for the lunch speaker included several columns, making it very difficult for all to see his slides.	10/10/2015 11:29 AM
5	More time for Q & A.	10/9/2015 11:54 AM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 37

#	Responses	Date
1	I am happy to organize, present, moderate panels, tours, speakers--just ask..P	10/16/2015 3:43 PM
2	At a future meeting, I would like to present on two possible relevant topics if they are of interest, 1) Workplace of the Future or 2) How the Internet of Things (IoT) will affect real estate, operations, and site selection	10/16/2015 12:50 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 33 Skipped: 6

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	75.76% 25	3.03% 1	21.21% 7	33
The Council Reception and Venue Were Great!	93.33% 28	0.00% 0	6.67% 2	30

#	Additional Comments on the Council Day Venue and Reception	Date
1	This immediate area of SF was really dirty, stinky and full of ever present homeless people; many of whom were intrusive. The immediate outside environment was not hospitable for running in the AM, walking to meetings very early or late etc. I understand there a lot of councils for which to organize venues but this was a substandard location. The room and interior of the hotel was fine.. the food was surprisingly good as well.	10/16/2015 3:43 PM
2	Like seated dinner much better than cocktail reception only	10/16/2015 2:26 PM
3	I really enjoy getting out of the room to tour properties.	10/12/2015 2:52 PM
4	Try to avoid rooms with columns. A distraction during session and at the Ken Rosen lunch.	10/12/2015 2:48 PM
5	I think the council day venue was adequate (room for Ken Rosen's presentation was mediocre, too many columns obstructing view of the slides), but the location of the hotel was a bit too close to the Tenderloin for comfort. Rooms at the hotel were adequate as well.	10/12/2015 7:02 AM
6	Prefer that council not be separate from Moscone	10/11/2015 1:19 PM
7	Venue was fine, but for lunch. Couldn't see speaker's slides, hidden by columns.	10/10/2015 11:29 AM
8	While the room was "bigger" the columns made it really hard to connect with all the members.	10/9/2015 1:42 PM
9	One more table would have been great.	10/9/2015 12:08 PM
10	Best reception venue for years!!!!	10/7/2015 8:26 PM

## Q41 SSDCSilver, Please Rate Each Council Day Session

Answered: 32 Skipped: 1

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
San Francisco and Beyond	84.38% 27	3.13% 1	12.50% 4	0.00% 0	32
Never Sell Great Real Estate	65.63% 21	6.25% 2	28.13% 9	0.00% 0	32
Serving Chinese Capital in California	78.13% 25	6.25% 2	12.50% 4	3.13% 1	32
The U.C. Berkeley Real Estate Company	87.50% 28	6.25% 2	6.25% 2	0.00% 0	32
Bento Box 5	84.38% 27	6.25% 2	9.38% 3	0.00% 0	32
Latest Foreign Import: EB-5 Financing	71.88% 23	12.50% 4	12.50% 4	3.13% 1	32
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	90.63% 29	0.00% 0	3.13% 1	6.25% 2	32
Walk to 140 New Montgomery St.	54.84% 17	9.68% 3	9.68% 3	25.81% 8	31
Tour 140 New Montgomery St.	80.65% 25	9.68% 3	3.23% 1	6.45% 2	31
Tour of 222 Second St.	70.97% 22	9.68% 3	9.68% 3	9.68% 3	31
Was Organized					
	Yes	No	Somewhat	N/A	Total
San Francisco and Beyond	96.88% 31	0.00% 0	3.13% 1	0.00% 0	32
Never Sell Great Real Estate	65.63% 21	6.25% 2	28.13% 9	0.00% 0	32
Serving Chinese Capital in California	81.25% 26	6.25% 2	12.50% 4	0.00% 0	32
The U.C. Berkeley Real Estate Company	100.00% 32	0.00% 0	0.00% 0	0.00% 0	32
Bento Box 5	93.75% 30	0.00% 0	6.25% 2	0.00% 0	32
Latest Foreign Import: EB-5 Financing	81.25% 26	6.25% 2	9.38% 3	3.13% 1	32
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	90.63% 29	0.00% 0	3.13% 1	6.25% 2	32
Walk to 140 New Montgomery St.	58.06% 18	6.45% 2	6.45% 2	29.03% 9	31
Tour 140 New Montgomery St.	83.87% 26	6.45% 2	3.23% 1	6.45% 2	31
Tour of 222 Second St.	74.19% 23	6.45% 2	9.68% 3	9.68% 3	31

## Council Day Survey for San Francisco Fall 2015

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
San Francisco and Beyond	90.00% 27	3.33% 1	6.67% 2	0.00% 0	30
Never Sell Great Real Estate	87.10% 27	3.23% 1	9.68% 3	0.00% 0	31
Serving Chinese Capital in California	93.55% 29	3.23% 1	3.23% 1	0.00% 0	31
The U.C. Berkeley Real Estate Company	90.32% 28	3.23% 1	6.45% 2	0.00% 0	31
Bento Box 5	96.77% 30	0.00% 0	3.23% 1	0.00% 0	31
Latest Foreign Import: EB-5 Financing	77.42% 24	6.45% 2	12.90% 4	3.23% 1	31
Lunch: The Economic and Real Estate Outlook in a Time of Rising Interest Rates	83.87% 26	3.23% 1	6.45% 2	6.45% 2	31
Walk to 140 New Montgomery St.	55.17% 16	10.34% 3	0.00% 0	34.48% 10	29
Tour 140 New Montgomery St.	89.66% 26	0.00% 0	3.45% 1	6.90% 2	29
Tour of 222 Second St.	80.00% 24	3.33% 1	6.67% 2	10.00% 3	30

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	U.C. Berkley representative was excellent.	10/16/2015 3:19 PM
2	Tours could have moved along quicker	10/16/2015 2:34 PM
3	I enjoyed it. Great presentations and tours.	10/16/2015 11:45 AM
4	Great day. Great sessions. Diverse mix which is always good. Hotel was nice but meeting room with columns made room less than ideal. Great job ??	10/16/2015 11:42 AM
5	Really liked the tours of the buildings. Was great to get out of the conference rooms - afforded us the chance to talk with each other and with the development teams. Hope we do tours again in the future.	10/13/2015 4:24 PM
6	All were good.	10/13/2015 2:36 PM
7	Very well organized and informative sessions. Questions on some impeded on time for others, as well as walk to 140 new Montgomery, but were due to excellent content of presentations	10/13/2015 2:19 PM
8	I know the Chinese Capital had mixed reviews from the group; but I enjoyed it and glad he had the opportunity to present. EB-5 left me with more questions than answers, and UC Berkeley was great...but left me thinking of where and how I could apply that experience to me. I'd love to see some more block and tackle by product type lessons/instructions...and/or some mentor type program/presentations to bridge the dynamic of older and younger members.	10/9/2015 5:33 PM
9	Ratings listed are N/A were not attended. Programs listed as "somewhat" reflect a presentation, while good, that is for a product type or transaction structure for which I don't deal.	10/9/2015 1:02 PM
10	Chair was disorganized. Allows programs to run long, thereby stealing time from the next one, which could have been more interesting. Only one program on development of real estate. Tour guides had not been told that we share at ULI.	10/9/2015 11:33 AM
11	Really liked the quick overview of trends in the city to start the day, and a tour to end the day getting out and seeing the real estate. The combination worked well.	10/9/2015 1:39 AM
12	Great session! Perfect amount of time in the hotel! Richard	10/8/2015 12:35 PM
13	Was fun to get out and see some of SF	10/7/2015 9:17 PM
14	Good to do tour after lunch	10/7/2015 7:32 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 32 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>90.63%</b> 29	<b>6.25%</b> 2	<b>3.13%</b> 1	32
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>93.75%</b> 30	<b>3.13%</b> 1	<b>3.13%</b> 1	32
Did the Team Perform to Your Expectation?	<b>93.75%</b> 30	<b>3.13%</b> 1	<b>3.13%</b> 1	32
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>84.38%</b> 27	<b>9.38%</b> 3	<b>6.25%</b> 2	32

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 11 Skipped: 22

#	Responses	Date
1	my first experience. Overall it's a great experience. Wanted more intimate closed format discussion. Touring assets doesn't seem to be the best use of the time during the council day.	10/17/2015 3:52 AM
2	Scott needs to cut guys off. He is too nice	10/16/2015 2:40 PM
3	One thing missing from the past was some sort of small group exercise which I found beneficial in the past	10/16/2015 2:39 PM
4	Enjoyed taking the afternoon to tour some projects in the area.	10/15/2015 10:07 AM
5	Excellent.	10/13/2015 4:30 PM
6	Good meeting...enjoyed touring new projects in the market	10/13/2015 2:41 PM
7	Venue worked out fine and I actually did like the walking tour and office tours, we needed to have one and SF was great city to do that.	10/12/2015 9:48 AM
8	It was one of the better ones. I personally enjoy the tours	10/9/2015 5:35 PM
9	Well organized and the tours where a great addition.	10/9/2015 1:08 PM
10	A few of the presentations: Don't Sell good real estate, EB-5, Chinese investors, Berkely had no relevance to what I do. The tours were great.	10/9/2015 12:50 PM
11	Excellent council day. Great leadership.	10/7/2015 7:34 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 7 Skipped: 26

#	Responses	Date
1	Equity structures with outside investors	10/16/2015 2:39 PM
2	Yes, for Fall 2016. Already mentioned to Scott. A couple of possible project tours come to mind that are close to Downtown Dallas (quick drive) and some that are walkable in Downtown Dallas.	10/13/2015 4:30 PM
3	More from general market perspective on office, industrial, retail etc trends	10/12/2015 11:08 AM
4	Lender panel Solar energy implications for RE We need a retail project discussion...some people are doing rehab and dvpt work in the product type despite being a down product type now.	10/12/2015 9:48 AM
5	Previously mentioned, some mentor or instruction type program...more block and tackle of a redevelopment, etc. that can help bridge the older and younger generation	10/9/2015 5:35 PM
6	Round table discussion	10/9/2015 5:25 PM
7	I'd like to hear more industrial presentations. Also, I spoke to several members looking for equity. It occurs to me that we have equity providers on Council (Thackeray, etc.) and it might be helpful to hear where they're looking (geography and product types).	10/9/2015 1:08 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 7 Skipped: 26

#	Responses	Date
1	All in-classroom setting.	10/17/2015 3:52 AM
2	Little better interaction with all council members	10/16/2015 2:39 PM
3	This one was great. Greatly prefer the mix of capital markets coverage, special financing tools presentation (EB-5), coverage of investment structure, and true small scale project (Bento Box).	10/13/2015 4:30 PM
4	More from general market perspectives on office, industrial , retail etc trends.	10/12/2015 11:08 AM
5	I like ending the sessions at 3pm or 330pm.	10/12/2015 9:48 AM
6	Doing a great job.	10/9/2015 5:35 PM
7	Break up intros and make them more personal.	10/9/2015 5:25 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 31

#	Responses	Date
1	Love to provide perspective from Chinese capital view onto the U.S. real estate markets.	10/17/2015 3:52 AM
2	I'd be happy to reach out to a couple of people regarding possible tours.	10/13/2015 4:30 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 31 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	74.19% 23	0.00% 0	25.81% 8	31
The Council Reception and Venue Were Great!	90.00% 27	3.33% 1	6.67% 2	30

#	Additional Comments on the Council Day Venue and Reception	Date
1	Council day dinner venue was not helpful. We shall set the table of SSDC Silver only, encouraging the Silver council members to have dialogue and build relationship; no need to combine all the SSDC councils. No opening nor closing on that dinner venue. Seems to be a waste of time/money. Very noisy for the the whole night.	10/17/2015 3:52 AM
2	I would rather meet in the convention center or closer to the convention hotels. It was a haul to get to the meeting room for council day.	10/16/2015 2:40 PM
3	We were too separated	10/16/2015 12:11 PM
4	As always, thank you!	10/13/2015 4:30 PM
5	Reception venue was very tight - a larger venue might be better for future	10/13/2015 2:21 PM
6	Reception was very nice. I'd like to have more interaction at reception from leadership at dinner..who are leaders from other flights for example. Why are we are at this venue? I also like a dinner venue that has some RE importance for another chance to see what is happening in the host city.	10/12/2015 9:48 AM
7	Best reception we have had since PHX in 2011. Venue was great and the food was awesome.	10/11/2015 7:30 PM
8	Excellent food at both venues and both convenient locations.	10/7/2015 9:18 PM
9	Very nice breakfast.	10/7/2015 7:34 PM

## Q42 TODC, Please Rate Each Council Day Session

Answered: 41 Skipped: 1

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Capital Markets	100.00% 41	0.00% 0	0.00% 0	0.00% 0	41
TOD/Smart Growth Funds	95.12% 39	2.44% 1	2.44% 1	0.00% 0	41
Capitol Hill & WalkUP Research Update	92.50% 37	0.00% 0	7.50% 3	0.00% 0	40
Transbay Development Project	97.56% 40	0.00% 0	2.44% 1	0.00% 0	41
Lunch & Q&A on TransBay Center	97.56% 40	0.00% 0	2.44% 1	0.00% 0	41
Tour A: TransBay	65.71% 23	0.00% 0	2.86% 1	31.43% 11	35
Tour B: Mercy Housing	53.13% 17	0.00% 0	6.25% 2	40.63% 13	32
Was Organized					
	Yes	No	Somewhat	N/A	Total
Capital Markets	95.00% 38	0.00% 0	5.00% 2	0.00% 0	40
TOD/Smart Growth Funds	95.00% 38	0.00% 0	5.00% 2	0.00% 0	40
Capitol Hill & WalkUP Research Update	97.44% 38	0.00% 0	2.56% 1	0.00% 0	39
Transbay Development Project	100.00% 40	0.00% 0	0.00% 0	0.00% 0	40
Lunch & Q&A on TransBay Center	97.50% 39	0.00% 0	2.50% 1	0.00% 0	40
Tour A: TransBay	64.71% 22	0.00% 0	2.94% 1	32.35% 11	34
Tour B: Mercy Housing	54.84% 17	0.00% 0	6.45% 2	38.71% 12	31
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Capital Markets	100.00% 36	0.00% 0	0.00% 0	0.00% 0	36
TOD/Smart Growth Funds	97.22% 35	0.00% 0	0.00% 0	2.78% 1	36
Capitol Hill & WalkUP Research Update	91.43% 32	0.00% 0	8.57% 3	0.00% 0	35
Transbay Development Project	100.00% 36	0.00% 0	0.00% 0	0.00% 0	36

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Lunch & Q&A on TransBay Center	<b>100.00%</b> 36	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	36
Tour A: TransBay	<b>60.00%</b> 18	<b>0.00%</b> 0	<b>3.33%</b> 1	<b>36.67%</b> 11	30
Tour B: Mercy Housing	<b>66.67%</b> 18	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>33.33%</b> 9	27

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	It would be great to have a session that focuses on a project from the perspective of the following stakeholders -- transit agency, developer, local government -- and their respective views on the challenges and successes of the project.	10/16/2015 2:04 PM
2	Sessions were organized well but the A/V pitfalls were distracting	10/13/2015 3:46 PM
3	We really did not get to tour the site. We just walked around the block and saw the same thing we could have seen had we gone on our own. Tour was very disappointing. Not the council's fault, more the fault of the developer. It should have been a hard hat tour to really be beneficial. Honestly, I was very disappointed as it was a waste of a good afternoon.	10/9/2015 8:17 PM
4	Capital markets slides were too small to read. Either dispense with them or make points readable.	10/9/2015 1:09 PM
5	Excellent overall program. Kudos to the leadership team.	10/9/2015 11:48 AM
6	Really good all day.	10/9/2015 1:33 AM
7	Excellent Day, great take home value	10/8/2015 11:14 AM
8	Terrific meeting. Best since Chicago.	10/8/2015 3:11 AM
9	Transbay presentation was top shelf	10/8/2015 12:29 AM
10	This was a terrific Council Day. Great substance, very well organized by the leaders and of great value.	10/7/2015 8:02 PM
11	Fantastic	10/7/2015 7:52 PM
12	Great as usual! Always look forward to the information received as relevant.	10/7/2015 7:49 PM
13	San Francisco is the definition of TOD. The planning committee did a great job of bringing current project activity to the attention of the attendees, including and especially the Transbay project.	10/7/2015 4:12 PM
14	Some slides not readable from the back of the room, room was quite noise	10/7/2015 4:11 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 40 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 40	0.00% 0	0.00% 0	40
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 40	0.00% 0	0.00% 0	40
Did the Team Perform to Your Expectation?	100.00% 40	0.00% 0	0.00% 0	40
Do You Feel That the Team Communicates Well With You Outside of Council Day?	92.50% 37	0.00% 0	7.50% 3	40

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 32

#	Responses	Date
1	Tour content was extraordinary.	10/18/2015 9:19 AM
2	excellent	10/16/2015 2:10 PM
3	Great council leadership, great reception and good food, and interesting venue	10/9/2015 8:18 PM
4	Great job!	10/9/2015 11:49 AM
5	Best Council meeting ever.	10/9/2015 1:35 AM
6	Chair was excellent in keeping program moving and keeping relevant to TOD	10/8/2015 11:15 AM
7	Another outstanding day!!!!	10/8/2015 12:31 AM
8	Great day. Really liked the discussion of the triple bottom line investing.	10/7/2015 8:41 PM
9	Excellent leadership by the Chair.	10/7/2015 8:04 PM
10	Tour was great	10/7/2015 7:55 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 8 Skipped: 34

#	Responses	Date
1	Not yet.	10/18/2015 9:19 AM
2	The Atlanta Braves are building a new stadium in my community which has sparked discussion around the opportunities and challenges of enhanced transit. It would be interesting and/or helpful to hear about the issues this developing market is facing and how we're dealing with the question of regional transit given our accelerated growth. (Malaika Rivers, Cumberland Community Improvement District)	10/13/2015 3:50 PM
3	More project case study discussions and tours	10/9/2015 1:23 PM
4	I would really like to see more sessions on the quality of transit. Transit-oriented development only works if the residents use the transit networks, and there's a lot of concern that US transit systems aren't up to the challenge. I think this Council should consider the challenges of low-quality transit or how transit systems and developers can better work together to deliver high quality product.	10/9/2015 12:42 PM
5	more of the same	10/9/2015 11:49 AM
6	no	10/9/2015 1:35 AM
7	None	10/8/2015 12:31 AM
8	Government action	10/7/2015 7:55 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 6 Skipped: 36

#	Responses	Date
1	nothing noted.	10/18/2015 9:19 AM
2	More robust tour	10/9/2015 8:18 PM
3	it was all good.	10/9/2015 1:35 AM
4	Liked the networking/heavy hordeuves approach to council dinner, should do every other time	10/8/2015 11:15 AM
5	Just keep it going	10/8/2015 12:31 AM
6	More cocktail time	10/7/2015 7:55 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 39

#	Responses	Date
1	Contact me re: participation in the 2016 Dallas, Texas program. Would love to assist as a local.	10/18/2015 9:19 AM
2	they have	10/9/2015 1:35 AM
3	Any help I can do	10/7/2015 7:55 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 39 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	92.31% 36	0.00% 0	7.69% 3	39
The Council Reception and Venue Were Great!	97.37% 37	0.00% 0	2.63% 1	38

#	Additional Comments on the Council Day Venue and Reception	Date
1	Getting off-site to the AvalonBay project was a great idea	10/16/2015 2:05 PM
2	flight was delayed and did not attend	10/14/2015 5:24 PM
3	The audio quality in the Avalon Bay recreational space was not great.	10/9/2015 12:42 PM
4	all good	10/9/2015 1:35 AM
5	Excellent. Thought the informal council reception was a nice change of pace.	10/8/2015 12:31 AM
6	Both venues were superb.	10/7/2015 8:04 PM
7	Council venue was a creatively used space that was easy to access, bright and airy.	10/7/2015 4:14 PM

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**Q43 UDIC, Please Rate Each Council Day Session**

Answered: 24 Skipped: 1

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Session 1: Mission Bay: Evolution of a University Research District in San Francisco's South Bay	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Session 2: Innovation Districts: Fact or Fiction?	87.50% 21	0.00% 0	12.50% 3	0.00% 0	24
Lunch Presentation	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Session 3: Transportation Trends for Universities and Innovation Firms	91.67% 22	0.00% 0	8.33% 2	0.00% 0	24

Was Organized					
	Yes	No	Somewhat	N/A	Total
Session 1: Mission Bay: Evolution of a University Research District in San Francisco's South Bay	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Session 2: Innovation Districts: Fact or Fiction?	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Lunch Presentation	95.83% 23	0.00% 0	4.17% 1	0.00% 0	24
Session 3: Transportation Trends for Universities and Innovation Firms	95.83% 23	0.00% 0	4.17% 1	0.00% 0	24

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Session 1: Mission Bay: Evolution of a University Research District in San Francisco's South Bay	72.73% 16	4.55% 1	22.73% 5	0.00% 0	22
Session 2: Innovation Districts: Fact or Fiction?	63.64% 14	4.55% 1	31.82% 7	0.00% 0	22
Lunch Presentation	73.91% 17	4.35% 1	21.74% 5	0.00% 0	23
Session 3: Transportation Trends for Universities and Innovation Firms	77.27% 17	4.55% 1	18.18% 4	0.00% 0	22

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I really appreciated all the work that went into organizing this council meeting. The content was overall very relevant and the speakers showed expertise in their respective fields. No nice to hear from the developers/owners directly. Well worth the commitment of time!Q	10/16/2015 5:14 PM
2	Great program. Need more time for peer discussion.	10/16/2015 1:13 PM
3	The Mission Bay session was particularly good, and useful to have perspectives of university, municipality, and developer all at the same table.	10/16/2015 12:04 PM
4	it was all excellent.	10/16/2015 11:17 AM
5	What a great day! Everything was just perfect! So many takeaways! Thank you!!!	10/15/2015 2:11 PM
6	All great sessions!	10/15/2015 9:58 AM
7	All of the sessions were incredibly well organized and informational. This will be a very difficult event to match or improve upon. Great speakers and great content.	10/13/2015 2:25 PM

## Council Day Survey for San Francisco Fall 2015

8	Perfect setting and excellent, well-informed presenters.	10/13/2015 11:23 AM
9	Very good program. The field trip to Stanford was very well organized and high value add.	10/9/2015 12:58 PM
10	The sessions were really great, across the board!	10/9/2015 11:48 AM
11	great session.	10/8/2015 12:12 PM
12	Meeting format and structure was great. Some press on time but felt speakers and structure was on point	10/8/2015 12:01 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 23 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 22	0.00% 0	0.00% 0	22
My Chair Kept Members Engaged & Encouraged Broad Interaction	95.65% 22	0.00% 0	4.35% 1	23
Did the Team Perform to Your Expectation?	100.00% 22	0.00% 0	0.00% 0	22
Do You Feel That the Team Communicates Well With You Outside of Council Day?	86.96% 20	4.35% 1	8.70% 2	23

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 9 Skipped: 16

#	Responses	Date
1	Good group. Need more members from universities	10/16/2015 1:14 PM
2	The field trip to Stanford was just fantastic, as was the council day location in Mission Bay.	10/16/2015 12:06 PM
3	We are so fortunate to have such an outstanding leadership team for our Council!	10/15/2015 2:12 PM
4	Just a well organized two day program	10/13/2015 2:38 PM
5	Council day was one of the best I have attended	10/13/2015 2:26 PM
6	Extraordinarily well organized. And the tour to Stanford the previous day was filled with quality take-aways.	10/13/2015 11:26 AM
7	Excellent overall	10/9/2015 2:18 PM
8	The team is doing a great job!	10/9/2015 11:49 AM
9	The best, most valuable Council Daythat I've experienced over the last 7 years.	10/9/2015 10:56 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 4 Skipped: 21

#	Responses	Date
1	I think we should continue to interact with the Student Housing group -- perhaps a session on innovation in student housing would be a good point of intersection.	10/16/2015 12:06 PM
2	Session on social and environmental justice.	10/16/2015 11:18 AM
3	Camden, NJ for the spring meeting. Specifically the organization of Rutgers Rowan and Camden County College to revitalize a struggling urban center	10/13/2015 2:38 PM
4	Programs and projects that address equity issues	10/9/2015 11:49 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 4 Skipped: 21

#	Responses	Date
1	I'd like to see us try a dinearound format for a few meetings, so council members can have an extended sit down dinner with each other and really get to know each other well.	10/16/2015 11:18 AM
2	Try, if possible, not to schedule the tour day on the same day as the ULI tour day. I know we discussed this already so not a big issue.	10/13/2015 2:38 PM
3	i think it would benefit the group if it were less presentation and more group discussion. possibly a case study with break out groups to foster both dialogue and responsibility to participate. A "roll up your sleeves" half day	10/13/2015 2:27 PM
4	More time for discussion of topics	10/13/2015 2:26 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 24

#	Responses	Date
1	We are brainstorming ways to enhance year round communication	10/8/2015 12:03 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 23 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	86.96% 20	0.00% 0	13.04% 3	23
The Council Reception and Venue Were Great!	95.24% 20	0.00% 0	4.76% 1	21

#	Additional Comments on the Council Day Venue and Reception	Date
1	Huge improvement over past locations. Thank you again for your efforts.	10/16/2015 5:16 PM
2	Venues for both were fantastic! Gained a lot by being on site at Mission Bay in conjunction with the presentation.	10/15/2015 9:59 AM
3	Just a bit more on the food or provide some additional time to grab a dinner.	10/13/2015 2:38 PM
4	A thank you to the organizers. it is a time consuming task and they should be congratulated	10/13/2015 2:27 PM
5	Reception venue was terrific but food was limited and the cost was very high.	10/9/2015 2:18 PM
6	Great settings for both.	10/8/2015 12:03 PM

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**Q45 UDMUCBlue, Please Rate Each Council Day Session**

Answered: 24 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
The markets are changing rapidly.	87.50% 21	0.00% 0	12.50% 3	0.00% 0	24
The Transbay Project—Harnessing Land Value to a 40 acre mixed use community	91.67% 22	0.00% 0	8.33% 2	0.00% 0	24
Experience the Center of Innovation: the new Salesforce Tower	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Juxtaposition of downtown Sf and Silicon Valley	79.17% 19	0.00% 0	12.50% 3	8.33% 2	24
The Development Potential and Future of the San Francisco Waterfront	83.33% 20	4.17% 1	4.17% 1	8.33% 2	24

<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
The markets are changing rapidly.	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
The Transbay Project—Harnessing Land Value to a 40 acre mixed use community	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Experience the Center of Innovation: the new Salesforce Tower	100.00% 24	0.00% 0	0.00% 0	0.00% 0	24
Juxtaposition of downtown Sf and Silicon Valley	83.33% 20	0.00% 0	8.33% 2	8.33% 2	24
The Development Potential and Future of the San Francisco Waterfront	87.50% 21	0.00% 0	4.17% 1	8.33% 2	24

<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
The markets are changing rapidly.	78.26% 18	4.35% 1	17.39% 4	0.00% 0	23
The Transbay Project—Harnessing Land Value to a 40 acre mixed use community	82.61% 19	4.35% 1	13.04% 3	0.00% 0	23
Experience the Center of Innovation: the new Salesforce Tower	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Juxtaposition of downtown Sf and Silicon Valley	72.73% 16	0.00% 0	18.18% 4	9.09% 2	22
The Development Potential and Future of the San Francisco Waterfront	73.91% 17	0.00% 0	17.39% 4	8.70% 2	23

<b>#</b>	<b>Please Provide any feedback you have on the sessions you rated in the text box below</b>	<b>Date</b>
1	Fantastic! McCarthy is a genius. We crammed a lot in and sometimes we didn't have a lot of time for questions.	10/16/2015 1:23 PM
2	eye opening scan of projects along the east bay. well presented. good speakers.	10/15/2015 3:51 PM
3	Lots of very good take home value directly related to Urban Development/Mixed Use topics	10/15/2015 9:59 AM
4	ambitious agenda and lots of moving around, but covered a lot of material, very good!!	10/13/2015 2:35 PM

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5	it was a wonderful day of programming	10/13/2015 2:07 PM
6	The sessions covered interesting topics. However, with a big exception of Salesforce tower presentation (which was amazing), the sessions were heavy on pretty pictures and aspirations but light on investment specifics and numbers.	10/13/2015 2:02 PM
7	One of the best council days I've ever had and I ve been around for awhile.	10/13/2015 7:46 AM
8	Great to see the projects, but I also like discussing issues with our members in an open forum, and that was not provided this time.	10/11/2015 11:14 AM
9	the day took full advantaged of being a true walking city. maximizing the impact of the growth and development taking place.	10/9/2015 5:00 PM
10	This was one of our best council meetings in the last few years in part because of the location in San Francisco but equally so because of great planning by our leadership team	10/9/2015 12:15 PM
11	would be great to have real numbers in these development projects, especially the ground up. For example, Treasure Island - how much is the infrastructure? How is it getting funded, etc.	10/9/2015 8:10 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 1

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 24	0.00% 0	0.00% 0	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	91.67% 22	0.00% 0	8.33% 2	24
Did the Team Perform to Your Expectation?	95.65% 22	0.00% 0	4.35% 1	23
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 24	0.00% 0	0.00% 0	24

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 8 Skipped: 17

#	Responses	Date
1	Humbly, it was the best Council Day ever.	10/16/2015 1:26 PM
2	it was a packed day but well organized. very informative. fun ending with John Cushman.	10/15/2015 3:54 PM
3	Terrific execution and attention to detail as always	10/15/2015 10:01 AM
4	I was talking to a member of another UDMUC council. He told me they have a rule that projects must be completed or far enough along in their capitalization and execution that the project can be presented from a quantitative and qualitative "lessons learned" standpoint -- positives and negatives -- instead of a prospective standpoint. While I wouldn't want UDMUC Blue to crowd out every early stage project from consideration, in general more emphasis on projects deeper into their lifecycle would be helpful and probably lead to more active interaction with the council members in Q&A....council members could debate if they made the right choices, what would they have done differently, etc.	10/13/2015 2:15 PM
5	Great, great great	10/13/2015 7:49 AM
6	Fast moving. Very helpful.	10/11/2015 5:24 PM
7	It was a great planed day. Showing the marco, the city	10/9/2015 5:02 PM
8	excellent day overall.	10/9/2015 8:12 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 4 Skipped: 21

#	Responses	Date
1	A deep dive on urban in fill senior housing.	10/16/2015 1:26 PM
2	not yet	10/15/2015 3:54 PM
3	"Positioning for the Next Cycle: Examples of Defensive Strategies at Work" -- have some of our NY and SF-based capital markets experts give examples of smart deals that they have capitalized or sold that provide good value with downside protection at this point in the cycle.	10/13/2015 2:15 PM
4	Already submitted a suggestion.	10/13/2015 7:49 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 20

#	Responses	Date
1	a little more discussion/interactive time?	10/15/2015 3:54 PM
2	more open discussion amongst members, recognizing that this meeting format didn't really lay out well for that. we also need some format which includes a meaningful discussion of the ULI Foundation, other than just "guilt tripping" everyone into contributing.	10/13/2015 2:38 PM
3	Present fewer projects: with emphasis on how they were conceived, capitalized, mitigated various risks and hurdles, and sold or otherwise wound up.	10/13/2015 2:15 PM
4	The	10/13/2015 2:13 PM
5	Great to go around the room & introduce everyone at the start. Also "town hall" or throw out questions to the group is extremely helpful.	10/9/2015 8:12 AM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 23

#	Responses	Date
1	conf calls ahead of time to share ideas for topics of discussion, and outside speakers?	10/15/2015 3:54 PM
2	I love being on blue	10/13/2015 2:08 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 1

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	91.30% 21	0.00% 0	8.70% 2	23
The Council Reception and Venue Were Great!	66.67% 16	4.17% 1	29.17% 7	24

#	Additional Comments on the Council Day Venue and Reception	Date
1	The food was pretty weak. The venue was great. Never feels like great value.	10/16/2015 1:26 PM
2	food was hard to eat standing up! good time.	10/15/2015 3:54 PM
3	tight space	10/15/2015 10:57 AM
4	not enough real food at the dinner, venue was ok, and plenty of booze, but food was lacking	10/13/2015 2:38 PM
5	It was nice being central and able to walk to the different locations rather than taking a bus all over the Bay Area. The cocktail reception with all UDMUCs was average. It allows flexibility, but seated dinner with UDMUC Blue is preferable since so many other ULI events (e.g., Eastdil, CBRE) have the same "floating cocktail" format.	10/13/2015 2:15 PM
6	The Council Reception and Dinner was a big disappointment.	10/13/2015 2:13 PM
7	I loved being on a walking tour! saw so much and better than being on a bus. reception was fine. cool venue	10/13/2015 2:08 PM
8	Too many councils. Left the event hungry.	10/13/2015 7:49 AM
9	great space for the reception and there was food but a bit more & thoughtful would have been an improvement (e.g. hard tacos are impossible to eat, standing up.) Grilled cheese slices are nice, but the dinner was \$150pp?	10/9/2015 8:12 AM

Council Day Survey for San Francisco Fall 2015

**Q46 UDMUCBronze, Please Rate Each Council Day Session**

Answered: 37 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Tour of Lumina	66.67% 24	5.56% 2	25.00% 9	2.78% 1	36
Mission Bay development – a case study	91.89% 34	2.70% 1	2.70% 1	2.70% 1	37
Workplace Disrupted: How Coworking Platforms are Evolving the Office Market	97.30% 36	0.00% 0	0.00% 0	2.70% 1	37
What Can You Afford?!	68.57% 24	5.71% 2	25.71% 9	0.00% 0	35
Speaker: Kevin Thorpe, Chief Economist Americas DTZ	97.30% 36	0.00% 0	0.00% 0	2.70% 1	37
Tour of Salesforce Tower	94.12% 32	0.00% 0	2.94% 1	2.94% 1	34
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Tour of Lumina	91.67% 33	0.00% 0	5.56% 2	2.78% 1	36
Mission Bay development – a case study	94.59% 35	0.00% 0	2.70% 1	2.70% 1	37
Workplace Disrupted: How Coworking Platforms are Evolving the Office Market	97.30% 36	0.00% 0	0.00% 0	2.70% 1	37
What Can You Afford?!	91.43% 32	2.86% 1	5.71% 2	0.00% 0	35
Speaker: Kevin Thorpe, Chief Economist Americas DTZ	97.30% 36	0.00% 0	0.00% 0	2.70% 1	37
Tour of Salesforce Tower	94.12% 32	0.00% 0	2.94% 1	2.94% 1	34
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Tour of Lumina	78.13% 25	6.25% 2	12.50% 4	3.13% 1	32
Mission Bay development – a case study	97.06% 33	0.00% 0	0.00% 0	2.94% 1	34
Workplace Disrupted: How Coworking Platforms are Evolving the Office Market	97.06% 33	0.00% 0	0.00% 0	2.94% 1	34
What Can You Afford?!	100.00% 33	0.00% 0	0.00% 0	0.00% 0	33
Speaker: Kevin Thorpe, Chief Economist Americas DTZ	88.24% 30	5.88% 2	2.94% 1	2.94% 1	34
Tour of Salesforce Tower	90.63% 29	0.00% 0	6.25% 2	3.13% 1	32

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Co-working session was excellent.	10/17/2015 11:03 AM
2	very well organized meeting with lots of valuable insights.	10/16/2015 6:49 PM
3	Best UDMUC Bronze council ever, fair to say	10/16/2015 3:34 PM
4	Great agenda, well put together, and covered a lot of current issues. An economic overview is always very helpful	10/16/2015 3:11 PM
5	Overall amazing council day. Broad spectrum of information with significant detail about the most important items. Good location, SalesForce Tower tour was fantastic. Suggest introductions at the beginning.	10/16/2015 2:46 PM
6	another great day	10/16/2015 12:51 PM
7	The day as a whole was very organized and had great take home value. Kevin Thorpe was one of the best economist I have heard speak in a long time. The workplace disrupted was another great panel.	10/16/2015 11:52 AM
8	Council leadership did an excellent job.	10/15/2015 10:13 AM
9	really good topics, speakers, tours. very interesting stuff	10/15/2015 9:57 AM
10	I really enjoyed both tours.	10/14/2015 11:20 AM
11	The value of the coworking session and the economist were tremendous and outweighed the balance of the program which I found of marginal value No take home value to the tours	10/14/2015 11:14 AM
12	Very well done, informative.	10/13/2015 2:30 PM
13	One of the best sessions ever	10/13/2015 12:40 PM
14	Best Bronze session yet!	10/12/2015 11:40 AM
15	great tours and great day.	10/10/2015 12:38 PM
16	Excellent day. Great sessions.	10/9/2015 8:42 PM
17	All of the sessions were interesting and informative	10/9/2015 4:58 PM
18	A very interesting and well organized day. Kevin Thorpe and the Coworking presentation were particularly interesting	10/9/2015 3:44 PM
19	One of the best council days I have attended in the past 10 years. I particularly liked the Mission Bay presentation & Sales Force Tower.	10/9/2015 2:56 PM
20	Best Council meeting I have ever been to. Co working panel was fantastic and Economist presentation was great	10/9/2015 12:20 PM
21	The sessions and speakers were great.	10/9/2015 12:19 PM
22	The coworking presentations were especially interesting - new area	10/9/2015 11:12 AM
23	Excellent Council Day!!!	10/8/2015 9:52 AM
24	Excellent. Great job. Thanks	10/7/2015 5:59 PM
25	Economist was excellent	10/7/2015 5:49 PM

**Q53 Please Rate Your Council  
Chair/Leadership Team**

Answered: 36 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>100.00%</b> 36	<b>0.00%</b> 0	<b>0.00%</b> 0	36
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>97.22%</b> 35	<b>2.78%</b> 1	<b>0.00%</b> 0	36
Did the Team Perform to Your Expectation?	<b>97.22%</b> 35	<b>0.00%</b> 0	<b>2.78%</b> 1	36
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>91.67%</b> 33	<b>0.00%</b> 0	<b>8.33%</b> 3	36

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 17 Skipped: 21

#	Responses	Date
1	Incredible Day	10/17/2015 11:05 AM
2	Great panel on coworking and great talk by the Cushman economist!	10/16/2015 12:02 PM
3	Great organization.	10/16/2015 11:54 AM
4	Excellent	10/15/2015 11:34 AM
5	Again, council leadership did an excellent job in arranging an informative day.	10/15/2015 10:20 AM
6	overall it was a great conference for UDMUC Bronze	10/15/2015 9:59 AM
7	Overall, we spend too much time on tours and not enough interacting and learning from other council members	10/14/2015 11:15 AM
8	Excellent job by council leadership.	10/13/2015 2:32 PM
9	more sessions on disruption in our business, that is driverless cars, co-working, sharing economy, etc.	10/10/2015 12:39 PM
10	Great job!	10/9/2015 3:45 PM
11	Great day!	10/9/2015 2:59 PM
12	Fantastic Experience	10/9/2015 12:21 PM
13	One of the best council days ever	10/9/2015 11:12 AM
14	Serena is terrific	10/8/2015 12:02 PM
15	Excellent work. Thank you	10/7/2015 6:55 PM
16	I really enjoyed the co-working panel. I think it's great to continue to challenge the way we think about real estate.	10/7/2015 6:48 PM
17	Well done	10/7/2015 5:52 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 32

#	Responses	Date
1	Yes, would depend in the focus.	10/17/2015 11:05 AM
2	For Dallas: Klyde Warren Park, Frisco Station / Hillwood Development, Victory New Masterplan / Trademark Development.	10/16/2015 6:52 PM
3	Yes..later	10/16/2015 3:35 PM
4	Please continue to have some econmist type talk at each council meeting. This is generally valuable information.	10/16/2015 12:02 PM
5	I would continue to include a broad economic overview from an industry expert, really helped to put the whole thing in context	10/15/2015 9:59 AM
6	Something new. Urban retail in a mixed use context, urban self storage, or gentrifying "gritty" urban market investing.	10/9/2015 8:46 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 7 Skipped: 31

#	Responses	Date
1	Suggest time for introductions of everyone in attendance.	10/16/2015 2:47 PM
2	While it was not planned, I liked a tour in the beginning and a tour at the end. It actually created more opportunity for different interaction between members. The council can tend to be migrate to little clicks.	10/16/2015 11:54 AM
3	hard to improve on this one	10/15/2015 9:59 AM
4	great lunch. yogurt, fruit and granola for breakfast	10/10/2015 12:39 PM
5	More interaction with council participants during the program. More interactive. Q&A isn't enough.	10/9/2015 8:46 PM
6	Push back start time to 830..730AM is early..I was hearing most of the other UDMUC councils did not start their council days so early after a late night council dinner.	10/9/2015 2:59 PM
7	More time for questions	10/7/2015 5:52 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 35

#	Responses	Date
1	More interaction with the built environment the better. Much more authentic experience.	10/15/2015 11:34 AM
2	Our Leadership team has been excellent. Serena is very inclusive.	10/9/2015 2:59 PM
3	We can help in Dallas	10/7/2015 5:52 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 36 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	94.44% 34	0.00% 0	5.56% 2	36
The Council Reception and Venue Were Great!	85.71% 30	0.00% 0	14.29% 5	35

#	Additional Comments on the Council Day Venue and Reception	Date
1	Overall a great council experience	10/16/2015 11:54 AM
2	Food choice was limited for a dinner.	10/15/2015 10:20 AM
3	Limited food choices	10/13/2015 2:32 PM
4	Both had plenty of room for the group sizes The food at the reception was good but a little "light"	10/9/2015 5:00 PM
5	The Council Day Venue at the Four Seasons was excellent. I also liked the fact that I never got on a ULI bus once during the close to three days I spent in SF. I walked everywhere (it was all w/in a mile or less of my hotel).	10/9/2015 2:59 PM
6	Four seasons was perfect	10/7/2015 5:52 PM

## Q47 UDMUCGold, Please Rate Each Council Day Session

Answered: 23 Skipped: 6

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Overview of the San Francisco Bay Area Market	86.96% 20	4.35% 1	8.70% 2	0.00% 0	23
Overview of Transbay Transit Center District	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
U.S. Economic Overview & Tech Economy	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Walking Tour	91.30% 21	4.35% 1	4.35% 1	0.00% 0	23
Creative Office Product	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22
What's On Your Mind	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Was Organized					
	Yes	No	Somewhat	N/A	Total
Overview of the San Francisco Bay Area Market	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22
Overview of Transbay Transit Center District	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
U.S. Economic Overview & Tech Economy	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22
Walking Tour	77.27% 17	4.55% 1	18.18% 4	0.00% 0	22
Creative Office Product	100.00% 21	0.00% 0	0.00% 0	0.00% 0	21
What's On Your Mind	86.36% 19	0.00% 0	13.64% 3	0.00% 0	22
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Overview of the San Francisco Bay Area Market	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22
Overview of Transbay Transit Center District	95.45% 21	4.55% 1	0.00% 0	0.00% 0	22
U.S. Economic Overview & Tech Economy	100.00% 22	0.00% 0	0.00% 0	0.00% 0	22
Walking Tour	68.18% 15	4.55% 1	27.27% 6	0.00% 0	22
Creative Office Product	95.24% 20	4.76% 1	0.00% 0	0.00% 0	21
What's On Your Mind	86.36% 19	0.00% 0	4.55% 1	9.09% 2	22

## Council Day Survey for San Francisco Fall 2015

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Only reason the walking tour was not top ranked was that it was difficult to hear - would be helpful next time to have earphones....	10/16/2015 12:29 PM
2	The Chair was too vocally involved in several of the sessions and frankly, very self promoting throughout the day constantly talking about his projects. He should make introductions and let the speakers speak. Speakers and walking tour destinations we excellent but could not hear discussions during the walk. Need head phones. Gensler presentation and US economic excellent. the others were not up to Par.	10/16/2015 11:48 AM
3	Having Users participate with Architect was very insightful and effective	10/16/2015 11:12 AM
4	It was a great Council day. Presentations were all interesting and provided things to think about. Coucil leadership did an outstanding job	10/16/2015 11:11 AM
5	Great, well planned day.	10/13/2015 2:25 PM
6	Session was outstanding	10/13/2015 1:58 PM
7	Felt we spent a bit too much time on the creative office session we had just had. We were never really asked "what's on our minds". Would have like to have more of a global discussion of what's happening in the world, the US economy, the election, international conflicts, etc.	10/12/2015 2:00 PM
8	Great agenda throughout, real insiders participated and beautiful lunch and dinner venue.	10/11/2015 7:26 PM
9	Well organized, educational, entertaining council day. Perfect weather and the lunch venue also didn't hurt.	10/9/2015 3:17 PM
10	Fantastic Council day. Great content! Speakers were well prepared and there was plenty of time for discussion and interaction. Love the idea of getting headsets again for our next walking tour.	10/9/2015 1:23 PM
11	Very strong council day.	10/9/2015 10:59 AM
12	My one criticism and it is a minor one, is that we really didn't look at any mixed use projects. We looked at a great condo project and Gensler's presentation was more about office trends. Again, very good, but we are a mixed-use council.	10/9/2015 10:52 AM
13	Walking tour would have been better with headphones. It was not possible to hear the group leader while walking the streets of SF.	10/8/2015 8:16 PM
14	The whole day was well organized and of value...	10/8/2015 1:25 AM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 23 Skipped: 6

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 23	0.00% 0	0.00% 0	23
My Chair Kept Members Engaged & Encouraged Broad Interaction	91.30% 21	0.00% 0	8.70% 2	23
Did the Team Perform to Your Expectation?	95.65% 22	0.00% 0	4.35% 1	23
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 23	0.00% 0	0.00% 0	23

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 6 Skipped: 23

#	Responses	Date
1	very ambitious, but good program	10/16/2015 11:14 AM
2	One of best Council days in years.	10/13/2015 2:28 PM
3	strong leadership group, communicates well and David as past chair still contributes a great deal of group collaboration and team effort.	10/11/2015 7:31 PM
4	well done	10/9/2015 3:18 PM
5	This is my first time on a council so not much to compare but the group is highly collaborative.	10/8/2015 8:20 PM
6	All went well before and during the day...	10/8/2015 1:27 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 3 Skipped: 26

#	Responses	Date
1	would like to hear more about the planning, design and entitlement process of projects. our council tends to be very heavily financially focused.	10/16/2015 11:50 AM
2	Labor shortages and potential solutions. Shortage of affordable housing in major urban areas and examples of market driven as opposed to government driven new supply.	10/13/2015 2:28 PM
3	more on the evolution of the disruptive economy. My sense is that there is a lot more coming from tech as it evolves and finds its way into more parts of what we do & how we do them.	10/8/2015 8:20 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 24

#	Responses	Date
1	need headsets for any walking tours	10/16/2015 11:14 AM
2	More committees to collaborate on future meeting preparation may get the council involved more btn meetings.	10/11/2015 7:31 PM
3	Love the idea of getting headsets again for the walking tour.	10/9/2015 1:25 PM
4	A true case study (with discussion) would have been nice.	10/8/2015 8:20 PM
5	Go to boston rather than philadelphia	10/8/2015 1:27 AM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 28

#	Responses	Date
1	Am engaged...no more contact please..	10/8/2015 1:27 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 23 Skipped: 6

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	91.30% 21	0.00% 0	8.70% 2	23
The Council Reception and Venue Were Great!	80.95% 17	9.52% 2	9.52% 2	21

#	Additional Comments on the Council Day Venue and Reception	Date
1	Reception; good venue, food quantity & choices for the price was lacking	10/16/2015 11:14 AM
2	Light on food at the reception, but also understand feeding a crowd. Otherwise great!	10/15/2015 12:58 PM
3	The Bentley Reserve was terrific.	10/9/2015 5:27 PM
4	Really enjoyed opportunity to connect with members of other UDMUC flights at the joint reception. Venue was unique.	10/9/2015 1:25 PM
5	Would rather not have to go get dinner after the dinner, however I realize it is a challenge to match venue and catering expectations for so many people.	10/9/2015 9:15 AM
6	Reception was pretty big and I would rather have an event that had a cocktail hour with all Mixed Use councils followed by dinner with just our Gold council.	10/8/2015 8:20 PM

Council Day Survey for San Francisco Fall 2015

**Q48 UDMUCGreen, Please Rate Each Council Day Session**

Answered: 26 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
JLL Property Outlook – What do the clocks say?	96.15% 25	0.00% 0	3.85% 1	0.00% 0	26
Transit Oriented Development	65.38% 17	3.85% 1	30.77% 8	0.00% 0	26
Technology & CRE	76.92% 20	3.85% 1	19.23% 5	0.00% 0	26
Transbay District Plan – A Walking Tour	88.46% 23	3.85% 1	7.69% 2	0.00% 0	26
Real Deal: Lumina Condo Project	84.62% 22	0.00% 0	11.54% 3	3.85% 1	26

Was Organized					
	Yes	No	Somewhat	N/A	Total
JLL Property Outlook – What do the clocks say?	100.00% 25	0.00% 0	0.00% 0	0.00% 0	25
Transit Oriented Development	92.00% 23	0.00% 0	8.00% 2	0.00% 0	25
Technology & CRE	84.00% 21	0.00% 0	16.00% 4	0.00% 0	25
Transbay District Plan – A Walking Tour	68.00% 17	0.00% 0	32.00% 8	0.00% 0	25
Real Deal: Lumina Condo Project	84.00% 21	0.00% 0	12.00% 3	4.00% 1	25

Time for Q&A					
	Yes	No	Somewhat	N/A	Total
JLL Property Outlook – What do the clocks say?	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
Transit Oriented Development	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
Technology & CRE	100.00% 23	0.00% 0	0.00% 0	0.00% 0	23
Transbay District Plan – A Walking Tour	78.26% 18	4.35% 1	17.39% 4	0.00% 0	23
Real Deal: Lumina Condo Project	91.30% 21	0.00% 0	4.35% 1	4.35% 1	23

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Program could have had more depth. Only San Francisco/Bay Area focus was the walking tour and a small part of the TOD session. LOTS more to talk about in the hottest market in the country.	10/16/2015 3:44 PM

## Council Day Survey for San Francisco Fall 2015

2	I always enjoy the interactive session with Ben on the markets. I thought the TOD discussions led by Jim were pretty interesting and provided an interesting segue into the tech discussion re: driverless cars which i found fascinating and evoked some interesting thoughts/ideas when trying to relate it back to its impact on CRE. I thought the walk around Transbay was really nice and interesting however it's tough to be too organized on crowded noisy streets with 60 people.	10/16/2015 2:58 PM
3	The programming was very good-- it led to good discussion among the council. I spoke with some new members who thought the discussion was strong amongst the group.	10/16/2015 11:52 AM
4	technology piece was fascinating on driverless cars. Maybe one theme we can start to explore are non-real estate experts (e.g., technology) discussing potential impacts of their space on real estate. Could have an oil expert, car expert, commodities pricing expert, retailer, etc.	10/16/2015 11:49 AM
5	Terrific group of people	10/16/2015 11:22 AM
6	The walking tour was difficult to hear the guides	10/13/2015 3:28 PM
7	The walking tour was not conducive to Q&A due to the size of the group and the combination of street and construction noise.	10/13/2015 2:56 PM
8	Great lunch Beautiful informative ULI day	10/13/2015 2:39 PM
9	The walking tour was long AND it was difficult / impossible to hear the presenter. suggest ear buds and digital connection for next one, pretty easy to do actually	10/12/2015 8:26 AM
10	I'd like to see another attempt to discuss the intersection of CRE and technology. Great idea to have a technologist/futurist address the council, but the self-driving car presentation had little practical value.	10/9/2015 11:12 AM
11	I enjoyed all of the sessions. Comments: TOD--Hawaii market info was interesting because I did not know anything about that market, but I thought it would have been better given location to have alot more about Oakland and what is going on there. Driverless Cars--thanks for opening my eyes to this and doing something different at the council meeting. Walking tour--enjoyed this and the projects are incredible, I think ti would have been better to have a key stopping point along the way for the group to better hear about each project.	10/9/2015 10:54 AM
12	The Walking tour needed a better audio delivery system. The street noise prevented you from hearing the tour guide.	10/9/2015 9:43 AM
13	The walking tour would have been more valuable if everyone could hear the speaker. Our group was too large and the streets were too narrow for us to be able to congregate so we could hear. Perhaps we can rent headsets in the future.	10/8/2015 4:36 PM
14	Great session balanced with great interaction amongst the council members in the morning and an opportunity to get out and see a dynamic part of San Francisco in transition. Great first meeting.	10/8/2015 12:59 PM
15	Full agenda did not provide enough time for council members interaction. Travel and walking time did provide time. Generally extremely well done.	10/8/2015 12:16 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 26 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	<b>100.00%</b> 26	<b>0.00%</b> 0	<b>0.00%</b> 0	26
My Chair Kept Members Engaged & Encouraged Broad Interaction	<b>92.31%</b> 24	<b>3.85%</b> 1	<b>3.85%</b> 1	26
Did the Team Perform to Your Expectation?	<b>92.31%</b> 24	<b>3.85%</b> 1	<b>3.85%</b> 1	26
Do You Feel That the Team Communicates Well With You Outside of Council Day?	<b>73.08%</b> 19	<b>0.00%</b> 0	<b>26.92%</b> 7	26

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 18

#	Responses	Date
1	Council is always well organized! I particularly like the multi-council dinner the night before and believe we should avoid the rotation to single-council-only dinners.	10/16/2015 11:55 AM
2	I had a great day-- really enjoyed the walking tour and hearing from Himes team. Many of our members have some connection to the SF market so it was a strong learn and share experience.	10/16/2015 11:55 AM
3	Thanks for everything.	10/16/2015 11:22 AM
4	Trey Mosbach does an exceptional job of organizing and energizing the group. He has a lot of passion for his role.	10/15/2015 3:41 PM
5	Great	10/13/2015 2:41 PM
6	Great Programs & offsite as well is lunch is value add! One piece that was missing was an organized program on "Capital Markets" or "Where do we Stand in Cycle Today". What is going on to get deals done - debt terms & equity terms. We have traditionally done something like that - sometimes as an adjunct to the research/slides program and sometimes as a stand alone program. Some people tried to do it at the lunch tables. But always a great interactive discussion.	10/13/2015 12:51 PM
7	overall excellent	10/12/2015 8:27 AM
8	Love the way our council is run. Great leadership.	10/9/2015 11:23 AM
9	Trey took an already polished council program to a higher level	10/9/2015 11:14 AM
10	Outside of the walking tour, was pretty good.	10/9/2015 9:45 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 9 Skipped: 19

#	Responses	Date
1	Some form of round table discussion. More interactive. Since we will be in Philly perhaps some focus on education and pharma, two local strengths, maybe with a public/private partnership angle.	10/16/2015 3:48 PM
2	Didn't really have much in way of case studies which i always find informative and relevant to what most of us do so would recommend we incorporate into next meeting agenda.	10/16/2015 3:01 PM
3	Bring non-real estate experts (oil, commodities pricing, retailers) to discuss impact of trends in their sectors on real estate, similar to the driverless car session.	10/16/2015 11:55 AM
4	yes	10/16/2015 11:55 AM
5	Perhaps a significant user in the next host city to speak on their view of the market and how they fit in. Their challenges, and what they would like to see from their service providers	10/15/2015 3:41 PM
6	TOD panel	10/13/2015 2:41 PM
7	See above.	10/13/2015 12:51 PM
8	Trend in Retail. We spend a lot of time on residential/condo.	10/9/2015 11:23 AM
9	Donald Trump	10/9/2015 9:45 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 9 Skipped: 19

#	Responses	Date
1	I thought the small group brainstorming on selected questions (as we did in Houston) was a good way to generate creative thinking. We did not do this in San Fran.	10/16/2015 11:55 AM
2	continue strong momentum from SF	10/16/2015 11:55 AM
3	all good.	10/15/2015 3:41 PM
4	i think a little more round table time would be good as we lost half the day to a walking tour and it was hard to hear all the conversation, questions, etc on the street	10/15/2015 10:01 AM
5	Head phones for walking tours	10/13/2015 2:41 PM
6	We are fortunate to have such a great Council - leadership & programming. UDMUC Green is above and beyond the usual quality !	10/13/2015 12:51 PM
7	Let's soak in the historic aspects of Philadelphia	10/9/2015 11:23 AM
8	Walking tour audio.	10/9/2015 9:45 AM
9	Keep doing what you have been doing.	10/8/2015 12:18 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 4 Skipped: 24

#	Responses	Date
1	Perhaps somehow integrate/cross UDMUC with regional programs so, for example, UDMUC members in New York are invited to an offshoot of the NYC events.	10/16/2015 11:55 AM
2	email/call me	10/16/2015 11:55 AM
3	I will be ne Chair	10/13/2015 2:41 PM
4	Send out the bios on all the council members. It's helpful to review before showing up for a meeting.	10/9/2015 11:23 AM

Council Day Survey for San Francisco Fall 2015

**Q58 Please Rate the Council Day Venue and Council Reception**

Answered: 26 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	76.92% 20	3.85% 1	19.23% 5	26
The Council Reception and Venue Were Great!	57.69% 15	7.69% 2	34.62% 9	26

#	Additional Comments on the Council Day Venue and Reception	Date
1	I'm not a fan of the all UDMUC reception format, fine once a year but would strongly prefer council flight only dinner once per year. Hard to "bond" as a council only in the meeting room, especially for someone like me who is not extroverted.	10/16/2015 3:48 PM
2	Lunch was good. The convention center meeting was functional. I enjoyed being out and about for the afternoon. i thought the reception space was good and food was not great.	10/16/2015 3:01 PM
3	The reception food was mediocre	10/16/2015 1:24 PM
4	Didn't love the lunch location in San Fran but was not problematic. Always love a walking tour.	10/16/2015 11:55 AM
5	Great organization and event!	10/16/2015 11:55 AM
6	The food at the last couple councils has not been worth the price of admission. I also think it might be more productive to have an intimate dinner with the group prior to the meeting as it serves as a great way for everyone to hit the ground running on council day.	10/16/2015 11:30 AM
7	exceptionally well done.	10/15/2015 3:41 PM
8	Relative to the cost, the council reception seemed a bit weak on the food choices.	10/15/2015 11:15 AM
9	reception was in a good venue. networking with colleagues and meeting new ULI member was also great. However the food was quite unhealthy and not at all plentiful.	10/15/2015 10:01 AM
10	Room for reception was too crowded and food was difficult to access. Prefer Coucil only dinners.	10/13/2015 2:59 PM
11	Venue was great. Not enough food. Food was tasty but not substantive enough offerings. Like the idea of rotating - Larger UDMUC Reception at Fall Meeting and more intimate - sit down dinner with one or 2 flights at Spring Meeting.	10/13/2015 12:51 PM
12	If we can be in a cool place for our council meeting, great. If not, the convention centers are fine. I do like mixing in receptions where only our council attends.	10/9/2015 11:23 AM
13	Better to have a council dinner that includes all UDMUC councils	10/9/2015 10:55 AM
14	excellent food at council reception great job	10/8/2015 11:01 PM
15	Would have preferred more food variety.	10/8/2015 12:18 PM

Council Day Survey for San Francisco Fall 2015

**Q49 UDMUCPurple, Please Rate Each Council Day Session**

Answered: 25 Skipped: 1

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Emerging Trends Video Presentation	76.00% 19	4.00% 1	20.00% 5	0.00% 0	25
San Francisco – Real Estate 101	91.67% 22	0.00% 0	8.33% 2	0.00% 0	24
The Mergers and Acquisitions Fever	75.00% 18	8.33% 2	16.67% 4	0.00% 0	24
Capital markets – Chinese and other Asian economic woes	58.33% 14	0.00% 0	41.67% 10	0.00% 0	24
Lightning Round	66.67% 14	4.76% 1	14.29% 3	14.29% 3	21
Tour of Lumina	80.95% 17	0.00% 0	19.05% 4	0.00% 0	21
Mid-Market bus tour	95.45% 21	0.00% 0	4.55% 1	0.00% 0	22
TWITTER HQ retail/lobby renovation tour	77.27% 17	0.00% 0	18.18% 4	4.55% 1	22

<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Emerging Trends Video Presentation	75.00% 18	4.17% 1	20.83% 5	0.00% 0	24
San Francisco – Real Estate 101	95.65% 22	0.00% 0	4.35% 1	0.00% 0	23
The Mergers and Acquisitions Fever	86.96% 20	0.00% 0	13.04% 3	0.00% 0	23
Capital markets – Chinese and other Asian economic woes	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23
Lightning Round	65.00% 13	0.00% 0	25.00% 5	10.00% 2	20
Tour of Lumina	95.00% 19	0.00% 0	5.00% 1	0.00% 0	20
Mid-Market bus tour	100.00% 21	0.00% 0	0.00% 0	0.00% 0	21
TWITTER HQ retail/lobby renovation tour	80.95% 17	4.76% 1	9.52% 2	4.76% 1	21

<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Emerging Trends Video Presentation	20.83% 5	54.17% 13	0.00% 0	25.00% 6	24
San Francisco – Real Estate 101	91.30% 21	0.00% 0	8.70% 2	0.00% 0	23

## Council Day Survey for San Francisco Fall 2015

The Mergers and Acquisitions Fever	<b>91.30%</b> 21	<b>0.00%</b> 0	<b>8.70%</b> 2	<b>0.00%</b> 0	23
Capital markets – Chinese and other Asian economic woes	<b>86.96%</b> 20	<b>0.00%</b> 0	<b>8.70%</b> 2	<b>4.35%</b> 1	23
Lightning Round	<b>84.21%</b> 16	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>15.79%</b> 3	19
Tour of Lumina	<b>80.00%</b> 16	<b>0.00%</b> 0	<b>15.00%</b> 3	<b>5.00%</b> 1	20
Mid-Market bus tour	<b>85.71%</b> 18	<b>0.00%</b> 0	<b>14.29%</b> 3	<b>0.00%</b> 0	21
TWITTER HQ retail/lobby renovation tour	<b>80.95%</b> 17	<b>0.00%</b> 0	<b>14.29%</b> 3	<b>4.76%</b> 1	21

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Emerging trends is stale by the time it is released. I did not join a council to be fed a video presentation. The moderator was horrible.	10/16/2015 11:43 AM
2	Emerging Trends presentation was good, but I prefer the capital markets update that we have done in the past with one of our members. Mid market tour would have been better had we had an open top bus -- hard to see a lot of the projects out the bus window. Tuesday pre-meeting tour (optional) was excellent!	10/15/2015 12:03 PM
3	The emerging trend video presentation had some technical issues, but was a great addition to our council meeting.	10/14/2015 10:44 AM
4	Not a big fan of the ET video feed at the start of the council - may have worked better if we had our own panel for discussion/feedback after the initial presentation. It did not help that the moderate of the main panel was not very focused.	10/12/2015 9:40 AM
5	The tours were very well organized and informative. The market overview was really well done.	10/11/2015 12:39 PM
6	I enjoyed the update on San Francisco in various sessions...depending on a member's day to day focus, this may not have take home value. So it will be important to limit too much focus on local conditions unless they can be related to issues that may be or may become relevant elsewhere.	10/9/2015 12:16 PM
7	Best council day, plus the prior day's 1/2-day tours, with great information flow.	10/8/2015 8:27 PM
8	Vishal was nervous and the information on the chart was not made clear in his comments. A matter of presentation delivery	10/8/2015 10:16 AM
9	Well organized. A good presentation of the market and some interesting developments.	10/8/2015 9:47 AM
10	Would have preferred unique content over the video presentation of the trends report. Can read the report in the office.	10/7/2015 8:04 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 24 Skipped: 2

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	100.00% 24	0.00% 0	0.00% 0	24
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 24	0.00% 0	0.00% 0	24
Did the Team Perform to Your Expectation?	95.83% 23	0.00% 0	4.17% 1	24
Do You Feel That the Team Communicates Well With You Outside of Council Day?	100.00% 24	0.00% 0	0.00% 0	24

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 5 Skipped: 21

#	Responses	Date
1	Continued strong and interesting programming	10/16/2015 11:50 AM
2	Generally excellent -- we should continue to focus on getting out of the meeting room and out to look at projects, even if there is an additional cost associate with it.	10/15/2015 12:07 PM
3	The leadership team really works hard to make the Council Meetings a great experience.	10/11/2015 12:42 PM
4	The video presentation had no value. Hard way to start a long day.	10/11/2015 12:17 PM
5	Fantastic! Best council, for sure.	10/8/2015 8:28 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 5 Skipped: 21

#	Responses	Date
1	I think an emerging trends session featuring real time info and our own council members would be way more valuable	10/16/2015 11:46 AM
2	Capital markets update from Nick Buss or one of our other economists is always really useful for me.	10/15/2015 12:07 PM
3	Topics: Open space value to development and community culture; mature projects that demonstrate successful balance of live/work/play	10/14/2015 10:50 AM
4	Waterfront development and public access	10/8/2015 10:18 AM
5	Would be good to hear details of real transactions or development projects. On a prior council there was a "shark tank" session that presented actual projects looking for investors - very well-received.	10/7/2015 8:09 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 3 Skipped: 23

#	Responses	Date
1	Get rid of video presentations!	10/16/2015 11:46 AM
2	If possible let's try and have lunch in the field and not in the ballroom.	10/15/2015 12:07 PM
3	Let's spend a little more time on the overall real estate market including areas that we may not be touring. Philly 101 should cover multiple property types and perspective of the overall MSA.	10/9/2015 1:19 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 25

#	Responses	Date
1	Would be happy to help in a leadership role or with a specific program.	10/7/2015 8:09 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 24 Skipped: 2

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	87.50% 21	4.17% 1	8.33% 2	24
The Council Reception and Venue Were Great!	77.27% 17	13.64% 3	9.09% 2	22

#	Additional Comments on the Council Day Venue and Reception	Date
1	Again, so little food at the reception for such a high quest cost	10/16/2015 11:50 AM
2	The Palace was not great	10/16/2015 11:46 AM
3	Reception venue was excellent; I would have made different food choices. Council day venue was good, although getting out of the ballroom for lunch is preferable.	10/15/2015 12:07 PM
4	Best food T any UDMUC event in years, and the venue was also special.	10/8/2015 8:28 PM
5	Reception venue was nice but the food options were very scarce.	10/7/2015 8:09 PM

## Q50 UDMUCRed, Please Rate Each Council Day Session

Answered: 37 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Real Deal #1: Multifamily – Essex/BRE	67.57% 25	5.41% 2	27.03% 10	0.00% 0	37
Real Deal #2: Tech Office Dynamics	100.00% 37	0.00% 0	0.00% 0	0.00% 0	37
Economic Outlook – Arthur Margon	97.30% 36	0.00% 0	2.70% 1	0.00% 0	37
Hot Topics and Working Lunch	77.78% 28	0.00% 0	19.44% 7	2.78% 1	36
Millennial Panel – How and What are we Designing today to Attract the Millennials?	88.89% 32	2.78% 1	8.33% 3	0.00% 0	36
City of San Francisco Planning Director	69.44% 25	2.78% 1	22.22% 8	5.56% 2	36
Tour of Transamerica Pyramid	64.71% 22	8.82% 3	14.71% 5	11.76% 4	34
Was Organized					
	Yes	No	Somewhat	N/A	Total
Real Deal #1: Multifamily – Essex/BRE	83.33% 30	2.78% 1	13.89% 5	0.00% 0	36
Real Deal #2: Tech Office Dynamics	100.00% 36	0.00% 0	0.00% 0	0.00% 0	36
Economic Outlook – Arthur Margon	100.00% 36	0.00% 0	0.00% 0	0.00% 0	36
Hot Topics and Working Lunch	83.78% 31	0.00% 0	13.51% 5	2.70% 1	37
Millennial Panel – How and What are we Designing today to Attract the Millennials?	83.78% 31	5.41% 2	10.81% 4	0.00% 0	37
City of San Francisco Planning Director	91.43% 32	0.00% 0	2.86% 1	5.71% 2	35
Tour of Transamerica Pyramid	78.79% 26	0.00% 0	9.09% 3	12.12% 4	33
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Real Deal #1: Multifamily – Essex/BRE	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34
Real Deal #2: Tech Office Dynamics	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34
Economic Outlook – Arthur Margon	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
Hot Topics and Working Lunch	85.71% 30	0.00% 0	8.57% 3	5.71% 2	35

## Council Day Survey for San Francisco Fall 2015

Millennial Panel – How and What are we Designing today to Attract the Millennials?	<b>97.06%</b> 33	<b>0.00%</b> 0	<b>2.94%</b> 1	<b>0.00%</b> 0	34
City of San Francisco Planning Director	<b>87.50%</b> 28	<b>0.00%</b> 0	<b>6.25%</b> 2	<b>6.25%</b> 2	32
Tour of Transamerica Pyramid	<b>61.29%</b> 19	<b>0.00%</b> 0	<b>3.23%</b> 1	<b>35.48%</b> 11	31

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I had to leave early to catch a flight so missed two sessions. The council must figure out how to select and arrange the SPACE we use for councils. While the buildings and views are spectacular to be in, it is never arranged well to create enough space for members and guests to sit and listen. This was extraordinarily cramped. Not even enough chairs. No thought put in before. We need a space planner / Feng Shei expert!	10/16/2015 12:05 PM
2	Council was led very well by Marty Burger and team. Council dinner the night before should be a sit down at a restaurant like we did in Houston.	10/13/2015 4:40 PM
3	another excellent UDMUC Council Day. Particularly enjoyed the heated debate about tech office dynamics and the concept of a sprawling office campus (e.g. Google). Hot Topics is always a good way to round off some specific concerns. The Economic Outlook had lots of relevant statistics and the speaker was kind enough to share the information via PDF. Very valuable!	10/12/2015 12:01 PM
4	Excellent Council Day and venue! Great catered food.	10/10/2015 8:39 PM
5	Excellent topics and excellent presentations	10/9/2015 7:15 PM
6	On a council that is always great, this was one of the better council meetings	10/9/2015 1:10 PM
7	Fabulous leadership. Marty Burger could be chair for life!	10/9/2015 10:52 AM
8	Tech panel was GREAT!	10/9/2015 10:47 AM
9	I feel fortunate to be on such a well organized and we'll run council.	10/9/2015 12:14 AM
10	Excellent sessions - a ton of take home value and lessons learned! Great job!	10/8/2015 2:44 PM
11	Great sessions.	10/8/2015 11:02 AM
12	Outstanding sessions. All were very informative and interesting.	10/8/2015 10:18 AM
13	#2 generated a lot of great discussion.	10/8/2015 1:53 AM
14	The content of this council session is the best so far since my involvement in UDMUC Red. Really well done.	10/8/2015 12:14 AM
15	Once again a wonderful lineup and a very engaged Q&A	10/7/2015 11:10 PM
16	Excellent session on work spaces	10/7/2015 4:44 PM
17	One of our best council meetings. Great participation with the entire council.	10/7/2015 4:22 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 36 Skipped: 3

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	97.22% 35	0.00% 0	2.78% 1	36
My Chair Kept Members Engaged & Encouraged Broad Interaction	100.00% 35	0.00% 0	0.00% 0	35
Did the Team Perform to Your Expectation?	97.22% 35	0.00% 0	2.78% 1	36
Do You Feel That the Team Communicates Well With You Outside of Council Day?	88.89% 32	5.56% 2	5.56% 2	36

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 29

#	Responses	Date
1	room was too small	10/16/2015 12:03 PM
2	Terrific	10/16/2015 11:51 AM
3	Great Council Day.	10/13/2015 4:42 PM
4	Yes, this is one of the best councils at ULI. Marty Burger does an outstanding job in running a tight ship. Furthermore, all of the members participate, so it's much more than simply presenting facts – it's interactive.	10/12/2015 12:05 PM
5	No capital markets overview. This is always important, even if informal and somewhat short. It anchors the discussion for much of the day and we should always do something. We did not tour a project, which we should always do, no matter what. Especially in a city like SFO. I would like to see more detail on the financials of projects, from an underwriting perspective, whenever possible.	10/9/2015 12:06 PM
6	Overall excellent	10/9/2015 12:05 PM
7	It was a great, interactive day.	10/9/2015 11:52 AM
8	Best in a long time. Thanks Marty!	10/9/2015 10:49 AM
9	Best session ever	10/8/2015 11:03 AM
10	UDMUC Red is fantastic. Marty communicates well (over communicates) and moves things along nicely.	10/8/2015 10:21 AM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 33

#	Responses	Date
1	Real examples of how different types of companies are re thinking their offer space.	10/16/2015 12:10 PM
2	Workforce housing and community building in the urban setting	10/16/2015 11:51 AM
3	A follow-up on the failure and success of suburban office campuses would be interesting, given the debates of this Council. Also, how various municipalities are working with developers to provide for affordable housing in mixed-use projects is very relevant. In fact, perhaps workforce housing may be the more relevant topic, as many younger professionals are finding it extremely difficult to rent in the desirable urban areas near high technology jobs	10/12/2015 12:05 PM
4	Philadelphia - perhaps discuss Comcast building, or the urban revival around the Penn/Drexel campuses.	10/9/2015 12:06 PM
5	Having the last few meetings in iconic buildings adds to the experience and hopefully will be continued. Space was somewhat challenging in size but view was spectacular	10/9/2015 12:05 PM
6	Perhaps a discussion of one or two things each of us is doing differently these days in running our companies and preparing for a less vibrant economy.	10/9/2015 11:52 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 5 Skipped: 34

#	Responses	Date
1	Space planning. Happens every time. I will help Aubrey for Philadelphia.	10/16/2015 12:10 PM
2	Dinner the night before should be at a restaurant with our Council only ( or perhaps one other) like we did in Houston.	10/13/2015 4:42 PM
3	a well-run show. Also, the idea of touring the top of the tower provides an excellent finish to the whole Council Day. So whatever location we pick out, this should continue to be part of the venue.	10/12/2015 12:05 PM
4	Keep up the great work.	10/9/2015 11:52 AM
5	Would be more interesting to have a real deal with the numbers next time.	10/8/2015 1:55 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 3 Skipped: 36

#	Responses	Date
1	I don't think the weekly call works well, half of us can't be on it and makes it difficult to know how to participate or what we have each been volunteered for!	10/16/2015 12:10 PM
2	Provide slides presented if possible	10/9/2015 12:05 PM
3	I would enjoy getting more involved in the leadership of the council if and when appropriate.	10/9/2015 11:52 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 36 Skipped: 3

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	77.78% 28	2.78% 1	19.44% 7	36
The Council Reception and Venue Were Great!	77.78% 28	5.56% 2	16.67% 6	36

#	Additional Comments on the Council Day Venue and Reception	Date
1	Reception did not have enough seating space. Council day was too cramped. Half the space was taken up by food.	10/16/2015 12:10 PM
2	I prefer sit down dinners.	10/16/2015 11:51 AM
3	would rather due council reception and dinner with just our own council, not all the UDMUCs	10/13/2015 2:50 PM
4	one of best ever!!	10/9/2015 1:18 PM
5	Council Day Venue obviously small but very cool space with great view. Reception was a great size and right scale for the group we had.	10/9/2015 12:06 PM
6	Great meeting Venue. Thank you Jeff Heller	10/9/2015 10:49 AM
7	I'm not a fan of the UDMUC joint dinner. It's too big, too loud, and impossible to really eat dinner. Several of us left early to get dinner at a nearby restaurant in order to have good conversation and decent food. The venue was too small for our large council - some people had to sit on banquets and others didn't have seats at all!	10/8/2015 10:21 AM
8	Council day space was a bit tight.	10/8/2015 1:55 AM
9	Transamerica 48 was too small for our council.	10/8/2015 12:15 AM
10	Council reception was notams goods venue, food or reception as usual	10/7/2015 7:49 PM

Council Day Survey for San Francisco Fall 2015

**Q51 UDMUCSilver, Please Rate Each Council Day Session**

Answered: 36 Skipped: 3

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
SALESFORCE TOWER AND TRANSBAY TERMINAL PRESENTATION	91.18% 31	0.00% 0	8.82% 3	0.00% 0	34
THE FORCES DRIVING TECH TENANTS FROM SILICON VALLEY TO URBAN CENTERS	76.47% 26	2.94% 1	17.65% 6	2.94% 1	34
WALKING TOUR OF TRANSBAY DISTRICT	72.73% 24	0.00% 0	27.27% 9	0.00% 0	33
PANEL DISCUSSION ON THE OFFICE & RESIDENTIAL DEVELOPMENTS SURROUNDING THE TRANSBAY DISTRICT	75.00% 24	0.00% 0	21.88% 7	3.13% 1	32
UPDATE ON NATIONAL REAL ESTATE MARKETS	91.18% 31	2.94% 1	0.00% 0	5.88% 2	34
LUNCH & ROUND TABLE DISCUSSIONS	60.61% 20	15.15% 5	18.18% 6	6.06% 2	33
PRESENTATION ON THE HISTORY AND REDEVELOPMENT OF 140 NEW MONTGOMERY STREET	81.82% 27	0.00% 0	18.18% 6	0.00% 0	33
TOUR OF 140 NEW MONTGOMERY STREET	79.41% 27	2.94% 1	8.82% 3	8.82% 3	34
Was Organized					
	Yes	No	Somewhat	N/A	Total
SALESFORCE TOWER AND TRANSBAY TERMINAL PRESENTATION	100.00% 34	0.00% 0	0.00% 0	0.00% 0	34
THE FORCES DRIVING TECH TENANTS FROM SILICON VALLEY TO URBAN CENTERS	78.79% 26	0.00% 0	18.18% 6	3.03% 1	33
WALKING TOUR OF TRANSBAY DISTRICT	87.50% 28	0.00% 0	12.50% 4	0.00% 0	32
PANEL DISCUSSION ON THE OFFICE & RESIDENTIAL DEVELOPMENTS SURROUNDING THE TRANSBAY DISTRICT	96.97% 32	0.00% 0	0.00% 0	3.03% 1	33
UPDATE ON NATIONAL REAL ESTATE MARKETS	88.24% 30	0.00% 0	5.88% 2	5.88% 2	34
LUNCH & ROUND TABLE DISCUSSIONS	50.00% 16	21.88% 7	18.75% 6	9.38% 3	32
PRESENTATION ON THE HISTORY AND REDEVELOPMENT OF 140 NEW MONTGOMERY STREET	94.29% 33	0.00% 0	2.86% 1	2.86% 1	35
TOUR OF 140 NEW MONTGOMERY STREET	87.88% 29	0.00% 0	3.03% 1	9.09% 3	33
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
SALESFORCE TOWER AND TRANSBAY TERMINAL PRESENTATION	94.12% 32	0.00% 0	5.88% 2	0.00% 0	34
THE FORCES DRIVING TECH TENANTS FROM SILICON VALLEY TO URBAN CENTERS	81.82% 27	0.00% 0	15.15% 5	3.03% 1	33

## Council Day Survey for San Francisco Fall 2015

WALKING TOUR OF TRANSBAY DISTRICT	<b>71.88%</b> 23	<b>0.00%</b> 0	<b>12.50%</b> 4	<b>15.63%</b> 5	32
PANEL DISCUSSION ON THE OFFICE & RESIDENTIAL DEVELOPMENTS SURROUNDING THE TRANSBAY DISTRICT	<b>81.25%</b> 26	<b>9.38%</b> 3	<b>6.25%</b> 2	<b>3.13%</b> 1	32
UPDATE ON NATIONAL REAL ESTATE MARKETS	<b>36.36%</b> 12	<b>39.39%</b> 13	<b>18.18%</b> 6	<b>6.06%</b> 2	33
LUNCH & ROUND TABLE DISCUSSIONS	<b>34.38%</b> 11	<b>25.00%</b> 8	<b>12.50%</b> 4	<b>28.13%</b> 9	32
PRESENTATION ON THE HISTORY AND REDEVELOPMENT OF 140 NEW MONTGOMERY STREET	<b>85.29%</b> 29	<b>0.00%</b> 0	<b>14.71%</b> 5	<b>0.00%</b> 0	34
TOUR OF 140 NEW MONTGOMERY STREET	<b>81.25%</b> 26	<b>3.13%</b> 1	<b>3.13%</b> 1	<b>12.50%</b> 4	32

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	Thanks for another tremendous session. The programming was great but I wish we had more time for informal conversation with the other members. Also, please give Mary more time for her presentation. That is always a highlight and was cut too short.	10/16/2015 11:43 AM
2	Google tour was great	10/16/2015 11:42 AM
3	Need to re-engage with the other councils.	10/15/2015 9:51 PM
4	Some of the best council sessions ever. Very well conceived and thoughtfully presented.	10/15/2015 12:07 PM
5	Great day but a little too much content. no need for roundtables over lunch. we really needed some unstructured time then given the fast-paced schedule before and after.	10/15/2015 11:56 AM
6	I think the council should have its dinner in conjunction with the other UDMUC councils. We have the whole day for closet interaction with our smaller group and I value the larger group as a networking opportunity and a way to catch up with people I used to be on councils with.	10/15/2015 10:09 AM
7	An excellent day, filled with great information.	10/14/2015 11:36 AM
8	Outstanding program.	10/13/2015 5:06 PM
9	Fabulous tour of Google and Dinner. Council Day was too dense/packed...not enough time to network and get to know our council members and their projects.	10/13/2015 2:53 PM
10	Very well thought out council day. Impressed by the overall program	10/13/2015 2:01 PM
11	Terrific Program. Needed more time for Q & A with some programs.	10/9/2015 9:40 PM
12	Would be best to have all members have lunch in the same space and have a round table discussion during the day. Understand that was the plan but it didn't quite materialize.	10/9/2015 4:10 PM
13	I think the mix of presentations was good. I found the CBRE open address talk fascinating. There was plenty to provide an in-depth look at the market in SF, and experiences in that market that will trend across the country with cities looking to attract the tech market.	10/9/2015 11:37 AM
14	I really love this council, as its diverse by professional discipline, age/generation, gender. The members are all so welcoming and humble despite being top in their respective sectors within the industry. Most importantly, we are all friends. I always look forward to council meetings.	10/9/2015 10:53 AM
15	Bravo. Couldn't have been better!	10/9/2015 10:49 AM
16	Overall the day was very productive.	10/8/2015 11:36 AM
17	Bruce did a wonderful job. Can not wait for the next one.	10/8/2015 11:28 AM
18	Would like to see more balanced focus on product types. Today was too much about office development. Also, would like to see way way more discussion of capital market issues. Too much focus on story of individual projects. Really should take advantage of the capital market expertise and discuss the debt and equity markets.	10/7/2015 11:56 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 33 Skipped: 6

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	93.94% 31	0.00% 0	6.06% 2	33
My Chair Kept Members Engaged & Encouraged Broad Interaction	81.82% 27	0.00% 0	18.18% 6	33
Did the Team Perform to Your Expectation?	96.88% 31	0.00% 0	3.13% 1	32
Do You Feel That the Team Communicates Well With You Outside of Council Day?	75.76% 25	3.03% 1	21.21% 7	33

Council Day Survey for San Francisco Fall 2015

**Q54 Additional Comments on Your Council Day or Overall Experience**

Answered: 13 Skipped: 26

#	Responses	Date
1	UD/MUC Silver is a truly outstanding council, with great council leadership. Informative and enjoyable.	10/15/2015 12:14 PM
2	The Google Tour will stand out for years to come	10/15/2015 11:57 AM
3	Too ambitious, too many tours and outside speakers, not enough internal discussion about RE markets and trends. I love San Fran but not directly relevant to my biz. More important are the attitudes and opinions of the people on the room!	10/15/2015 10:14 AM
4	With such a full agenda, we missed the opportunity to introduce our council guests.	10/14/2015 11:38 AM
5	Outstanding Chair	10/13/2015 2:55 PM
6	Action packed as usual with focus on local projects	10/13/2015 2:03 PM
7	\$215 for the guest dinner fee for a mediocre cafeteria-style dinner was outrageous!	10/13/2015 1:59 PM
8	Fabulous! Great interaction with the members.	10/9/2015 9:44 PM
9	Ranne did a tremendous job keeping the day moving, organized and lively.	10/9/2015 11:41 AM
10	Excellent programming! I love the walking and tours.	10/9/2015 10:59 AM
11	Loved the interaction, property tours, and creative agenda	10/9/2015 10:50 AM
12	The weather was a chamber of commerce day.	10/8/2015 11:39 AM
13	AAA-best council meeting in the past five years.	10/7/2015 8:58 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 6 Skipped: 33

#	Responses	Date
1	Better capital markets presentation with multiple presenters and mire time for q and a.	10/15/2015 10:14 AM
2	Bring back the shark tank sessions we did in Houston.	10/14/2015 11:38 AM
3	Creative Place Making and its imapct on Philadelphia.	10/13/2015 2:55 PM
4	no	10/13/2015 2:03 PM
5	Impact of Technology on jobs; incomes and the great de-coupling.	10/9/2015 9:44 PM
6	1. Expand on the technology that is making building redevelopment possible with occupied properties 2. Glass as the new HVAC	10/9/2015 11:41 AM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 10 Skipped: 29

#	Responses	Date
1	The council keeps moving from strength to strength. Hard to improve upon, but council leadership does at every meeting.	10/15/2015 12:14 PM
2	See above comments	10/15/2015 10:14 AM
3	More hang out time between sessions.	10/13/2015 2:55 PM
4	It would be helpful to end a bit earlier than we usually do so we can comfortably make it over to the general session	10/13/2015 2:03 PM
5	Just a little more time for some Q & A and deeper thinking and sharing; probably need to make some programs shorter as we always seem to run out of time at the end of the day.	10/9/2015 9:44 PM
6	May have to leave out a speaker in order to allow enough time in the day. It can get bunched up with the travel to various destinations	10/9/2015 11:41 AM
7	Keep it up! Houston and San Francisco were excellent. Really liked the guests at San Francisco as well.	10/9/2015 10:50 AM
8	Not a great deal, this session was very well orchestrated. Ranne did a great job.	10/8/2015 11:39 AM
9	Keep the team together it is really great.	10/8/2015 11:30 AM
10	More capita markets, more panel discussions. Less show and tell format.	10/7/2015 11:58 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 4 Skipped: 35

#	Responses	Date
1	Everyone on the council is very engaged and committed to the goals of ULI. It's hard to imagine a more dedicated group within the organization.	10/15/2015 12:14 PM
2	I'm always will to help. Please reach out whenever I can be of assistance. lynn.king-tolliver@heitman.com	10/12/2015 2:05 PM
3	Happy to participate in any way. I left word with Council Chair.	10/9/2015 9:44 PM
4	Feel very involved and just keep up the good work.	10/8/2015 11:39 AM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 33 Skipped: 6

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	84.85% 28	0.00% 0	15.15% 5	33
The Council Reception and Venue Were Great!	78.79% 26	0.00% 0	21.21% 7	33

#	Additional Comments on the Council Day Venue and Reception	Date
1	I would have preferred not going all the way down to Mountain View.	10/16/2015 11:39 AM
2	Google campus was way too far away and we neglected our other urban development councils. We have gone too far afield in being independent from the other councils	10/15/2015 9:53 PM
3	The tour of Google's headquarters campus was very interesting and helped put the real estate practices of tech companies (and their commitment to providing a "lifestyle" experience for their millennial employees) in perspective.	10/15/2015 12:14 PM
4	I'd like to be part of the larger udmuc dinner.	10/15/2015 10:14 AM
5	The evening at Google was outstanding.	10/14/2015 11:38 AM
6	Google event was very special.	10/13/2015 5:07 PM
7	We like have the council reception with just our silver council and not part of the great UDMUC product council	10/13/2015 12:38 PM
8	Took too long to serve dinner. Other than that, everything was great.	10/12/2015 2:05 PM
9	Best council day yet....terrific weather helped. Always seems to rain on walking tour in the past.	10/9/2015 9:44 PM
10	Both were terrific	10/9/2015 11:41 AM
11	Really fantastic experience.	10/9/2015 10:50 AM
12	Google was very interesting but not a place I would be keen on working. Too much of an island.	10/8/2015 11:39 AM
13	Remarkable day..	10/8/2015 11:30 AM
14	I think we need to be more attached to other ULI attendees and not be so removed. Very difficult to see people not on our council who I've known through ULI for years.	10/7/2015 11:58 PM

## Q44 UDSHC, Please Rate Each Council Day Session

Answered: 13 Skipped: 2

Had Take Home Value					
	Yes	No	Somewhat	N/A	Total
Live Stream of General Session: Emerging Trends in Real Estate 2016	84.62% 11	0.00% 0	7.69% 1	7.69% 1	13
The Market, Development Pipeline and Fundamentals to Consider	100.00% 13	0.00% 0	0.00% 0	0.00% 0	13
Breakout Roundtable Discussion on Student Housing	100.00% 12	0.00% 0	0.00% 0	0.00% 0	12
Student Housing On- and Off-Campus, the University Perspective	84.62% 11	0.00% 0	15.38% 2	0.00% 0	13
Lunch Presentation	83.33% 10	0.00% 0	16.67% 2	0.00% 0	12
Student Housing Development and Design	69.23% 9	0.00% 0	30.77% 4	0.00% 0	13
Case Study: University of Arkansas and the Fayetteville development market	92.31% 12	0.00% 0	0.00% 0	7.69% 1	13
What's Next?	54.55% 6	0.00% 0	27.27% 3	18.18% 2	11
Was Organized					
	Yes	No	Somewhat	N/A	Total
Live Stream of General Session: Emerging Trends in Real Estate 2016	75.00% 9	0.00% 0	16.67% 2	8.33% 1	12
The Market, Development Pipeline and Fundamentals to Consider	91.67% 11	0.00% 0	8.33% 1	0.00% 0	12
Breakout Roundtable Discussion on Student Housing	75.00% 9	0.00% 0	25.00% 3	0.00% 0	12
Student Housing On- and Off-Campus, the University Perspective	100.00% 12	0.00% 0	0.00% 0	0.00% 0	12
Lunch Presentation	83.33% 10	0.00% 0	16.67% 2	0.00% 0	12
Student Housing Development and Design	100.00% 12	0.00% 0	0.00% 0	0.00% 0	12
Case Study: University of Arkansas and the Fayetteville development market	90.91% 10	0.00% 0	0.00% 0	9.09% 1	11
What's Next?	70.00% 7	0.00% 0	20.00% 2	10.00% 1	10
Time for Q&A					
	Yes	No	Somewhat	N/A	Total
Live Stream of General Session: Emerging Trends in Real Estate 2016	25.00% 3	16.67% 2	0.00% 0	58.33% 7	12
The Market, Development Pipeline and Fundamentals to Consider	100.00% 12	0.00% 0	0.00% 0	0.00% 0	12

## Council Day Survey for San Francisco Fall 2015

Breakout Roundtable Discussion on Student Housing	<b>83.33%</b> 10	<b>0.00%</b> 0	<b>8.33%</b> 1	<b>8.33%</b> 1	12
Student Housing On- and Off-Campus, the University Perspective	<b>66.67%</b> 8	<b>16.67%</b> 2	<b>16.67%</b> 2	<b>0.00%</b> 0	12
Lunch Presentation	<b>100.00%</b> 12	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	12
Student Housing Development and Design	<b>91.67%</b> 11	<b>8.33%</b> 1	<b>0.00%</b> 0	<b>0.00%</b> 0	12
Case Study: University of Arkansas and the Fayetteville development market	<b>90.91%</b> 10	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>9.09%</b> 1	11
What's Next?	<b>80.00%</b> 8	<b>0.00%</b> 0	<b>10.00%</b> 1	<b>10.00%</b> 1	10

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	I think the overall council would benefit by having more University representation. It is pretty developer heavy currently.	10/15/2015 12:22 PM
2	the council is headed in the right direction. real take-home value from a majority of the panels. need to continue to build membership with primary focus on owners, operators and developers with limited amount of brokers, lenders etc. also, need to make sure that council members have real student housing experience and not just there to learn off everyone else.	10/13/2015 7:15 PM
3	Overall, I thought this was the best UDC meeting yet. I just wish we had a little more time with each session for more discussion/Q&A. I would suggest doing one less session and allowing a little more time for each.	10/13/2015 2:20 PM
4	we ran off schedule but day was great. may need one less session during the day to allot for time for discussion and q&a	10/7/2015 8:05 PM
5	Great meeting. Definitely the best one yet.	10/7/2015 8:01 PM

### Q53 Please Rate Your Council Chair/Leadership Team

Answered: 11 Skipped: 4

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	90.91% 10	9.09% 1	0.00% 0	11
My Chair Kept Members Engaged & Encouraged Broad Interaction	90.91% 10	0.00% 0	9.09% 1	11
Did the Team Perform to Your Expectation?	90.91% 10	0.00% 0	9.09% 1	11
Do You Feel That the Team Communicates Well With You Outside of Council Day?	72.73% 8	0.00% 0	27.27% 3	11

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 4 Skipped: 11

#	Responses	Date
1	The feedback at the end of Council day was totally positive. Should have at least 3 or 4 new full members to join ULI	10/16/2015 3:33 PM
2	Again, I think having one or two more University reps on the council would benefit everyone.	10/15/2015 12:26 PM
3	Chair sometimes dominated the conversation (heard that from several attendees); however it is a fine line between engaging conversation and dominating it.	10/13/2015 7:18 PM
4	Great work all around.	10/7/2015 8:12 PM

**Q55 Do You Have Any Council Sessions,  
Topics And/Or Speakers To Recommend  
For Future Council Meetings or Concurrent  
Sessions?**

Answered: 3 Skipped: 12

#	Responses	Date
1	Yes.	10/16/2015 3:33 PM
2	Credit rating treatment for third party ground lease developments -- maybe someone from one of the big accounting firms or Moody's. Also, the case studies are interesting.	10/15/2015 12:26 PM
3	actual property tours with owners and developers would be interesting to dive in to the inside of a brokered deal - how valued, awarded, buyers are evaluated etc.	10/13/2015 7:18 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 3 Skipped: 12

#	Responses	Date
1	The vibe in the room is pretty intense -- not a particularly friendly crowd. Also, pretty heavily weighted toward the men. I think there were only three women on the Council.	10/15/2015 12:26 PM
2	see above continue to grow the membership with experienced leaders in the sector	10/13/2015 7:18 PM
3	Continue building up the group with quality membership.	10/7/2015 8:12 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 1 Skipped: 14

#	Responses	Date
1	I need to officially change over from the University Development Innovation Council to this one.	10/15/2015 12:26 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 10 Skipped: 5

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	<b>90.00%</b> 9	<b>0.00%</b> 0	<b>10.00%</b> 1	10
The Council Reception and Venue Were Great!	<b>88.89%</b> 8	<b>0.00%</b> 0	<b>11.11%</b> 1	9

#	Additional Comments on the Council Day Venue and Reception	Date
1	I attended the Innovation Council reception, so I can't comment on the Student Housing reception.	10/15/2015 12:26 PM
2	Dinner was good but we need to make sure it doesn't turn into the PK Show....	10/7/2015 8:12 PM

Council Day Survey for San Francisco Fall 2015

**Q52 URC, Please Rate Each Council Day Session**

Answered: 36 Skipped: 4

<b>Had Take Home Value</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction to San Francisco and the Bay Area	82.86% 29	2.86% 1	14.29% 5	0.00% 0	35
Development Activities and Initiatives in San Francisco and the Bay Area	91.18% 31	0.00% 0	8.82% 3	0.00% 0	34
Vibrant City – Interactive Workshop	63.89% 23	8.33% 3	27.78% 10	0.00% 0	36
Bus Tour through Mission Valley	64.71% 22	5.88% 2	26.47% 9	2.94% 1	34
Tour of 300 Ivy	88.89% 32	0.00% 0	11.11% 4	0.00% 0	36
Tour of 1400 Mission	85.71% 30	0.00% 0	11.43% 4	2.86% 1	35
Tour of Market Square	85.29% 29	2.94% 1	11.76% 4	0.00% 0	34
<b>Was Organized</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction to San Francisco and the Bay Area	97.22% 35	0.00% 0	2.78% 1	0.00% 0	36
Development Activities and Initiatives in San Francisco and the Bay Area	97.06% 33	0.00% 0	2.94% 1	0.00% 0	34
Vibrant City – Interactive Workshop	72.22% 26	2.78% 1	25.00% 9	0.00% 0	36
Bus Tour through Mission Valley	79.41% 27	2.94% 1	14.71% 5	2.94% 1	34
Tour of 300 Ivy	94.44% 34	0.00% 0	5.56% 2	0.00% 0	36
Tour of 1400 Mission	88.57% 31	0.00% 0	8.57% 3	2.86% 1	35
Tour of Market Square	85.29% 29	2.94% 1	11.76% 4	0.00% 0	34
<b>Time for Q&amp;A</b>					
	<b>Yes</b>	<b>No</b>	<b>Somewhat</b>	<b>N/A</b>	<b>Total</b>
Introduction to San Francisco and the Bay Area	72.73% 24	3.03% 1	18.18% 6	6.06% 2	33
Development Activities and Initiatives in San Francisco and the Bay Area	70.97% 22	3.23% 1	25.81% 8	0.00% 0	31
Vibrant City – Interactive Workshop	72.73% 24	12.12% 4	12.12% 4	3.03% 1	33
Bus Tour through Mission Valley	45.16% 14	6.45% 2	12.90% 4	35.48% 11	31

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Tour of 300 Ivy	<b>87.88%</b> 29	<b>0.00%</b> 0	<b>9.09%</b> 3	<b>3.03%</b> 1	33
Tour of 1400 Mission	<b>80.65%</b> 25	<b>0.00%</b> 0	<b>16.13%</b> 5	<b>3.23%</b> 1	31
Tour of Market Square	<b>83.33%</b> 25	<b>3.33%</b> 1	<b>13.33%</b> 4	<b>0.00%</b> 0	30

#	Please Provide any feedback you have on the sessions you rated in the text box below	Date
1	The interactive workshop could have been better organized. Those were really broad questions. We could have either spent the time on one topic, or had the presenter narrow down the issues a bit.	10/16/2015 2:11 PM
2	Great week, great info, great interactions.	10/16/2015 1:24 PM
3	The pre-council day tour of Oakland was also fantastic!	10/16/2015 12:10 PM
4	All in all an excellent Council Day and I was very glad to have been a participant.	10/16/2015 2:25 AM
5	Great council day. Got to see a lot.	10/14/2015 3:36 PM
6	Great combination and balance of presentations and tours, types of real estate projects and different neighborhoods in the city. Fantastic program all around.	10/13/2015 4:22 PM
7	Not enough time for Q&A for the morning sessions. Vibrant City workshop should've been set up in small groups to get more value, plus there was not enough time.	10/13/2015 3:16 PM
8	The programming was excellent!	10/13/2015 2:00 PM
9	Really good mix of office and MF (for sale and for rent, market rate and affordable) in several changing neighborhoods in/around SF	10/12/2015 1:10 PM
10	Excellent.	10/11/2015 10:28 AM
11	Great day; all the sessions/visits were stimulating and informative.	10/10/2015 1:28 PM
12	I had to leave in the middle of the morning for a panel at Moscone. It was a terrific day!!	10/9/2015 5:22 PM
13	The intro to SFarea session laid out the issues well & had knowledgeable panelists. It would have been really great to have time to have a discussion with them!	10/9/2015 12:41 PM
14	I would have liked to see inside a unit at 300 Ivy. By the time we got to 1400 Mission, people were tired and needed a place to sit. They would have been more likely to ask questions.	10/9/2015 11:56 AM
15	Need to make sure the A/V is viewable	10/9/2015 11:04 AM
16	Beautiful room vs. washed out slides (tough trade off). Long narrow room made interaction and connection difficult. Bus tour through mission valley was a missed opportunity I think. Could have had a handout or a short talk about it before getting on the bus.	10/7/2015 7:21 PM

**Q53 Please Rate Your Council  
Chair/Leadership Team**

Answered: 36 Skipped: 4

	Yes	No	Somewhat	Total
My Chair Kept the Program on Track	97.22% 35	0.00% 0	2.78% 1	36
My Chair Kept Members Engaged & Encouraged Broad Interaction	94.44% 34	0.00% 0	5.56% 2	36
Did the Team Perform to Your Expectation?	97.22% 35	0.00% 0	2.78% 1	36
Do You Feel That the Team Communicates Well With You Outside of Council Day?	86.11% 31	2.78% 1	11.11% 4	36

## Q54 Additional Comments on Your Council Day or Overall Experience

Answered: 10 Skipped: 30

#	Responses	Date
1	Fascinating day. I really enjoyed looking at new development in areas not as highly touted in the media. Hayes Valley and Mid-Market were great choices.	10/16/2015 2:14 PM
2	Fantastic	10/16/2015 1:25 PM
3	Loved the Bay Area and seeing a variety of project offerings throughout SF / Oakland.	10/16/2015 1:06 PM
4	Always great food :)	10/16/2015 12:21 PM
5	The Urban Revitalization Council has an excellent team; it is a pleasure to have them lead our group and to work with them.	10/16/2015 2:31 AM
6	Great program. A full day, Chair kept program rolling. Kudos to the local organizing committee.	10/13/2015 4:25 PM
7	It was really informative to hear different perspectives from developers, academics and public officials around the rapid growth in SF attributable to the tech sector and the +/- ramifications.	10/12/2015 1:22 PM
8	From organization to content they do an excellent job. Impressive. Planned time well.	10/10/2015 9:59 PM
9	Best product council I've ever been on.	10/9/2015 5:23 PM
10	Great venues and interesting speakers as always!	10/9/2015 4:19 PM

**Q55 Do You Have Any Council Sessions, Topics And/Or Speakers To Recommend For Future Council Meetings or Concurrent Sessions?**

Answered: 7 Skipped: 33

#	Responses	Date
1	I am not very familiar with Philadelphia - so learning about the urban redevelopment efforts there will be a good opportunity.	10/16/2015 1:06 PM
2	We are heavy on mixed use projects which is appropriate. However, very little if any emphasis on street retail. Heavy emphasis on all uses above ground level.	10/16/2015 12:57 PM
3	Urban infill examples of economic and cultural diversity, including a mixture of uses.	10/16/2015 2:31 AM
4	The interactive workshop was a good experience; more activities like that would be good.	10/13/2015 4:25 PM
5	I would be interested to build on the Vibrant City theme is it relates to housing and office development around transit hubs in other regions less impacted by tech boom, would think SF is generally an outlier and less than accurate example of smart urban growth that could be applied to other areas with more normal employment/population growth.	10/12/2015 1:22 PM
6	They already know. Love to see the second URC do stuff in tandem with our existing because I adore the people.	10/9/2015 5:23 PM
7	Idea sharing is great and we have an "idea rich" group. However, I would like to see us focus on implementation. What implementation strategies can we employ to make a difference in our communities, moving road blocks, helping each other, etc.	10/7/2015 7:31 PM

**Q56 Please let your Council leadership know what they can improve on for the next meeting**

Answered: 10 Skipped: 30

#	Responses	Date
1	I wish the developers would be more forthcoming with numbers, given the confidentiality of the Council.	10/16/2015 2:14 PM
2	Let's get through council member introductions.	10/16/2015 12:57 PM
3	Try to fit an appropriate amount of subject matter, speakers and tours with a balance for all ages of our Council members.	10/16/2015 2:31 AM
4	We could have used a little more time for Council business and interaction.	10/13/2015 4:25 PM
5	I am impressed on everyone's contributions.	10/10/2015 9:59 PM
6	nothing	10/9/2015 5:23 PM
7	Please make an effort to move at a pace during the walking tours that keeps the group together. Use of a "bullhorn" or like equipment is necessary to be able to hear the comments. It was difficult to keep up and hear the discussion.	10/9/2015 4:19 PM
8	It is hard with such a large group to keep the schedule on track. Glad we are splitting into two councils to allow more time for interaction.	10/9/2015 12:42 PM
9	We must provide seating, water, snacks as we go. We have to keep people refreshed and willing to engage.	10/9/2015 12:00 PM
10	Perhaps a shared reading beforehand (book or article) that is in line with the place and theme. Perhaps creating a thread or common group for engaging discussion across the varied, but related disciplines we represent.	10/7/2015 7:31 PM



**Q57 How Can Your Leadership Team Further Engage You in ULI and The Council Program? (If you would like to be contacted and do not leave your information below, please reach out to your Council Chair after giving your feedback).**

Answered: 2 Skipped: 38

#	Responses	Date
1	All right, thank you.	10/16/2015 2:31 AM
2	They already do!	10/9/2015 5:23 PM

## Q58 Please Rate the Council Day Venue and Council Reception

Answered: 36 Skipped: 4

	Yes	No	Somewhat	Total
The Council Day Venue Was Great!	88.89% 32	0.00% 0	11.11% 4	36
The Council Reception and Venue Were Great!	91.67% 33	2.78% 1	5.56% 2	36

#	Additional Comments on the Council Day Venue and Reception	Date
1	Always a great time and very informative. Much thanks to Council Leadership and the SF team!	10/16/2015 2:14 PM
2	Council Dinner was a good value	10/16/2015 12:01 PM
3	I loved them both, they were fun and not the usual kind of venue.	10/16/2015 2:31 AM
4	Fantastic dinner venue	10/14/2015 3:37 PM
5	The dinner venue/menu had issues...too spread out	10/13/2015 4:32 PM
6	We had multiple venues, all a little different. The Council Day morning venue (Mission Rock Resort) gave us a seldom seen view of San Francisco, which was very much appreciated.	10/13/2015 4:25 PM
7	Council Day Venue seating was a bit awkward but the location and scenery were great!	10/13/2015 9:06 AM
8	Interesting food and wonderful venue!	10/9/2015 4:19 PM
9	Lunch was fabulous. Pre Council Day felt a little disjointed. Some of the walking is disjointed and without context.	10/9/2015 12:00 PM
10	I did not like the Oakland location for council dinner. It was time consuming to get to and from and curtailed my attendance at the general sessions on Tuesdays. I don't mind the optional tour concept, but th optional tour should not undercut the other options for ULI attendance. I also did not like the time it took to get through the meal. At 10 pm it was still not complete and a bunch of us from the east coast left. This has been a recurring problem in the past. When coming West and 3 hour time change, the dinner needs to be very timely. The added drive time back to San Francisco only made it worse as did the 7 am start time the next day.	10/8/2015 6:28 PM
11	See notes in first box.	10/7/2015 7:31 PM