



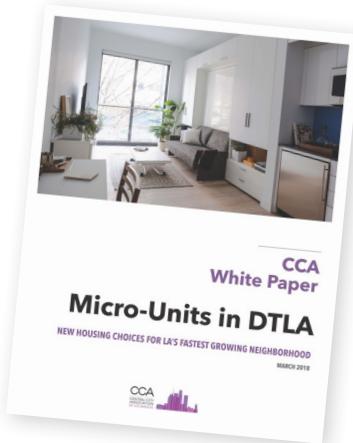
2018 POLICY ACCOMPLISHMENTS

We used our in-depth policy knowledge, convening power and collaborative mindset to make progress in each of our advocacy priorities this year. We advocated for our vision of DTLA and supported our members by meeting with government officials and key stakeholders, building coalitions, facilitating committee meetings and working groups, sending letters and providing public testimony. We also expanded our thought leadership efforts by publishing white papers, op-eds, and a monthly series called CCA Reflects to share our insights on DTLA and the region.

HOUSING

Making DTLA the Place for Housing at All Income Levels

- Micro-Units:** CCA published a micro-unit white paper that looked at reforms to promote micro-unit construction in LA as a way to unlock small development parcels near transit stations. This white paper received a significant amount of media attention, with stories in *KCRW* and *Downtown News* and an editorial published in *Urbanize LA*.



- RHNA Reform:** CCA published a white paper proposing reforms to the state's regional housing needs assessment (RHNA) and is participating in SCAG's RHNA subcommittee to improve the methodology for the 6th cycle. RHNA goals have a direct impact on housing production and streamlining for some housing developments.

- Rent Control Reform:** CCA convened a member working group to discuss the future of rent control after Proposition 10 failed at the polls, and is working to develop an advocacy strategy. State politicians have indicated they intend to bring a more modest Costa-Hawkins reform proposal to the legislature and it's important for CCA to be engaged in that discussion.

- Linkage Fee Trust Fund:** CCA advocated on HCID working groups to support innovative and efficient uses of linkage fee revenues, including moderate income and workforce

housing, rapid rehousing to reduce homelessness, and promoting accessory dwelling unit construction.

- Building Efficiency Standards:** CCA worked with LAFD and LADBS to refine building standards and allow for more space-efficient and cost-effective buildings, which is important to support the next generation of growth and offer a wider range of housing choices to Downtown residents. Our proposed changes were not approved by the state building code authority but will be brought to the International Code Council in 2019.

- Specific Plan Updates:** CCA helped initiate reforms to the Central City West specific plan that include phasing in a last-minute inclusionary zoning requirement, and supported changes to the Cornfield Arroyo-Seco specific plan to help promote residential construction.

- Code Reform:** CCA has been closely involved in zoning code updates including the CEQA Appeals ordinance and the Processes & Procedures ordinance. Working with members, we've identified several changes to the ordinances to make environmental review and land use entitlement processes more user-friendly and streamlined.

- DTLA 2040:** CCA was closely involved with DTLA 2040, which will merge and update the two Downtown community plans, allowing for more housing and greater flexibility of uses and removing out-of-date requirements like parking.

HOMELESSNESS

Advancing Comprehensive Solutions for Homelessness

- Mitchell v. City of Los Angeles:** CCA led a coalition of social service providers and business and civic leaders to fight against a settlement that would set different standards for Downtown. This could eliminate any limit on the amount of personal property on sidewalks just for Downtown. Our coalition brought together more than 100 speakers total for two Homelessness & Poverty Committee meetings to explain our position to City officials and urge them to go

to trial. CCA spent a significant amount of resources this year on this case and feel that our advocacy has made a difference in the way the issue is being discussed.



El Puente, the first "A Bridge Home" project, opened in September. (Photo: Office of Mayor Garcetti)

- **El Puente:** CCA supported the interim housing shelter at El Pueblo, and partnered with Gensler to work with the City to ensure that it was designed in a manner that is dignified and matched with permanent solutions.
- **Permanent Supportive Housing Ordinance:** CCA supported this ordinance reducing obstacles to siting and City approval of PSH so that Proposition HHH could be effectively implemented.
- **Interim Motel Conversion Ordinance:** CCA supported this ordinance to allow motels to convert to interim facilities for homeless housing.
- **CBRE/Gensler Intern Program:** CCA worked with CBRE and Gensler to create a summer internship program. The interns identified sites that could be used for both temporary and permanent housing and developed innovative designs for this housing.
- **United Way's Business Leaders Task Force:** CCA is a member of this task force and is committed to working together to build homeless housing and facilities. We also collaborated with United Way on HomeWalk.

MOBILITY

Improving Mobility Options for People Traveling in DTLA

- **Transit Investments:** CCA is advocating and advising on important Downtown rail investments including the 6th Street Arts District Station, West Santa Ana Branch Line, LA Streetcar and undergrounding of the Expo/Blue Lines.
- **Dockless Bike and Scooter Regulations:** CCA worked with the City and members at Bird, Lime and Lyft to advocate for smarter rules for the dockless bike and scooter pilot program, including allowing the services to operate in Downtown LA and increasing the total number of devices per operator.
- **Transportation Policy:** CCA engaged with the city's implementation of SB 743, updates to the Transportation Demand Management (TDM) ordinance, a new

transportation management organization (TMO), disabled placard parking reform and the car-share parking permit program. These will improve transportation options for Downtown residents, workers and visitors.

- **Street Damage Restoration Fee:** CCA advocated for a more modest increase in the street damage restoration fee (SDRF), which was proposed to increase nearly 10-fold. Although the fee increase was approved, CCA raised the profile of the issue and will be working to ensure that SDRF funds generated in Downtown are reinvested in our local streets.

- **Big Jump / Bike & Pedestrian Infrastructure:** CCA partnered with PeopleForBikes, LADOT and CD 14 to improve safety and increase bicycle ridership by assisting with outreach for the MyFigueroa streetscape project, participating in the 7th Street redesign focus group, and backing other efforts to create a comprehensive bike lane network in Downtown. CCA was also part of the PeopleForBikes CityBuilders Symposium in Spain.



The MyFigueroa streetscape project opened in August 2018. (Image: City of LA)

LIVABILITY

Enhancing the Experience of DTLA For Employees, Residents and Visitors

- **Civic Engagement:** CCA identified our PAC as a tool to strengthen our advocacy and as a way to engage DTLA residents. We updated our PAC guidelines, focused on increasing membership and engagement, and partnered with the LA Area Chamber of Commerce to host conversations with the gubernatorial candidates. All of the PAC's endorsements in the November 2018 election won.
- **Forecast LA:** CCA partnered with LMU's Center for the Study of Los Angeles on their annual comprehensive poll to gain a better understanding of how residents are feeling about homelessness, mental health and public safety.

- Park Fee Reforms:** CCA continued to identify solutions to the updated Park Fee ordinance. Following our 2017 advocacy on land dedication requirements, we have been working with members and the Recreation & Parks Department to increase reimbursement for privately-built public parks to deliver open space faster and less expensively than the traditional government-led process.
- Park Development:** CCA continues to support the creation of high-quality parks and open spaces in DTLA including the renovation of Pershing Square and the development of First & Broadway Park.
- Street Trees:** CCA supported the street-tree in lieu fee which provides developers with a better alternative when tree requirements exceed available sidewalk space and will promote a better Downtown tree canopy. We also led a successful effort to expand the list of street tree options in the Downtown Design Guide.
- Water and Energy Policy:** CCA represented business interests and the Downtown community on LA County's Safe, Clean Water Stakeholder Advisory Committee and continues to serve on DWP's 100% Renewable Energy Advisory Group.
- State and Local Water Investments:** CCA continued to support the WaterFix project, a major investment that would stabilize water imports from northern California while preserving the environment of the Sacramento-San Joaquin River Delta. CCA also supported Proposition 68, the Parks, Environment, and Water Bond (June 2018), as well as Measure W, the Safe, Clean Water LA parcel tax (November 2018), which both passed.
- School Safety:** Jessica served on City Attorney Feuer's Blue Ribbon Panel on School Safety and helped make policy recommendations to make our schools safer.
- Exposition Park Master Plan:** CCA serves on this community advisory committee and will continue to push for strong coordination and connections along the Figueroa Corridor.



Jessica Lall speaks at CCA's "Innovation in Industry: Retail" event in October.

- YMCA Youth and Family Planning:** CCA participated on the DTLA YMCA's Youth & Family Task Force and supported its efforts to survey DTLA businesses and residents to inform future expansions to facilities and programming.

ECONOMIC DEVELOPMENT

Supporting and Attracting Businesses and Institutions to DTLA

- Data and Analysis:** Following the completion of a DTLA economic report prepared by Beacon Economics, CCA continued to track and develop resources for key demographic, socioeconomic and real estate insights that help market and support the narrative of DTLA.
- Tourism:** CCA supported various hotel projects and convened tourism stakeholders to make sure there are more hotel rooms built to enhance tourism in LA and the Convention Center. CCA continues to be engaged in supporting the effort by AEG and the City to expand and modernize the Convention Center.
- 24/7 Destination:** CCA continued to work to make DTLA a 24/7 destination. We supported Senator Scott Wiener and Assemblymember Santiago in their efforts to give local governments the choice to extend alcohol service past 2 am. Unfortunately, Governor Brown vetoed the bill but we will restart our advocacy efforts with a new administration.
- Retail:** CCA brought together leaders in the retail industry for a panel discussion and then published an op-ed in the *LA Business Journal* on how DTLA is the perfect place to try out innovative ideas that support the new retail landscape.
- Vending Program:** CCA successfully advocated for a permit-based sidewalk vending ordinance which included establishing no-vending zones near large entertainment venues and preserving space for pedestrian accessibility on sidewalks throughout the city.
- Small Business Council:** CCA created a new member group and developed programming to serve the needs of the many small businesses in DTLA.
- Technology:** CCA partnered with Stage Venture Partners for our inaugural Tech Summit. We highlighted why DTLA is an attractive place for tech companies and how to create a pipeline for students at our universities to tech jobs.
- International Trade Mission:** CCA joined Mayor Eric Garcetti's delegation for Asia to strengthen relationships, boost tourism and promote opportunities to direct foreign investment to DTLA.