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| 1      | Title page: Housing Preservation                                        | • Welcome  
• (Click) Credit Enterprise, HUD, RA, Move LA & SAJE  
Poll of participants in the room –  
• Involved in Affordable Housing?  
• Advocacy efforts around urban planning?  
• Affordable Housing Policies?  
• Community Benefits Agreements? |
| 2      | Brainstorm Session: How do we lose affordable apartments?              | • Let people call out answers, write on board or paper, then put up slide  
• (Click) Each one of these threats calls for different response |
| 3      | Group Exercise: Select the best tool for the job                       | • A hammer isn’t always the best tool, especially if you are trying to cut a chain link fence. It’s the same with policy: we need to find the right tool for the job.  
• Call on people to identify one tool they think will be effective in combating one of the ways we lose affordable apartments  
• Tape the policies next to the “way we lose affordable apt’s”  
• Mention missing tools (ie new policies needed) |
| 4      | Rents Going Up?                                                        | Rent Stabilization Ordinance is your best tool  
• Los Angeles City ordinance  
• 638,000 apartments covered  
• Apartments built before 1979  
• Landlords can set rent on empty apt, increases regulated  
• “Just Cause” eviction protections |
| 5      | Privately-Owned Subsidized Apartments                                  | LA Housing Dept released study on “Preservation in Transit-Oriented Districts” in 2012  
• About 69,000 apartments in LA City  
• Affordability is time- limited  
• 15,000 will expire in next 5 years (2012-2017)  
• 40% of expiring are in transit areas |
| 6      | Neighborhood Example #1: Hollywood                                    | • We know not all neighborhoods are the same and introducing new transit will have different affects in different places.  
• I’m going to talk about three neighborhoods in Los Angeles to help us think about our neighborhoods  
• (Click) Hollywood is place known around the world and it has a number of fabulous historic buildings. In short it has a lot of character or “great bones”  
• But in the 1980 & 1990s it had big problems with slum housing, drugs, prostitution and crime. The City, especially Councilwoman Jackie Goldberg, stepped up and began working with renters, property owners, churches, non-profit housing developers and various city departments to address the big problems. Southern California Association of Non-Profit Housing & Move LA wrote a case study on this |
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<th>Page</th>
<th>Neighborhood/Example</th>
<th>What happened?</th>
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<td>7</td>
<td>Hollywood. 96% renters, 75% under RSO</td>
<td>Population declined: Hollywood lost 10% while city grew 9%  &lt;br&gt; Household growth slowed: up 1% vs. up 6% citywide  &lt;br&gt; Fewer people living together: Household size dropped 22% from 2.6 to 2.3, while it increased slightly citywide  &lt;br&gt; Fewer poor people: 15% drop in poverty rate  &lt;br&gt; Higher incomes: up 34% vs. 2% increase citywide  &lt;br&gt; More people own cars: one-car households up by 15% and zero-car households down by 32%  &lt;br&gt; Conclusion: low income people pushed out by rising rents in a hot market</td>
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<td>What happened in Hollywood?</td>
<td>Neighborhood Example #2: Highland Park  &lt;br&gt; Second example, Highland Park located north of downtown about halfway to Pasadena, is very different  &lt;br&gt; 1st LA Streetcar suburb  &lt;br&gt; Maybe be best known locally for gang activity, especially in the 1990s  &lt;br&gt; Half single family  &lt;br&gt; Low density  &lt;br&gt; One new Metro Gold Line station  &lt;br&gt; Very little development in last boom</td>
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<td>Neighborhood #2: Highland Park</td>
<td>1,900 new homes in the NE LA Community Plan area, which includes Cypress Park, Lincoln Heights, Eagle Rock– 57% affordable  &lt;br&gt; No new development around Highland Park station  &lt;br&gt; Rents rose 38% (2000 to 2009)  &lt;br&gt; Displacement without new development  &lt;br&gt; Conclusion: people pushed out by rising home prices even though there wasn’t new development, the neighborhood had existing infrastructure to draw new residents once the transportation stop came in.</td>
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<td>Highland Park?</td>
<td>Neighborhood #3: Washington Blvd  &lt;br&gt; Washington Blvd just south of the 10 freeway and east of the 110 freeway  &lt;br&gt; Very close to downtown  &lt;br&gt; Good bones: some older buildings, older residential neighborhoods off boulevard  &lt;br&gt; Has some important institutions like LA Trade Tech and a municipal courthouse, but is mostly garment industry  &lt;br&gt; Commercial area is distressed  &lt;br&gt; Three blue line stops opened in 1990 – 22 years ago</td>
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| 12   | Washington Blvd. Continued | - Very little development  
- Blue line built on old train tracks going through industrial areas and many low income neighborhoods  
- (Click) Second busiest in nation - over 90,000 average weekday boardings, and 26.26 million yearly boardings (Click)  
- (Click) Lots of development around Staples, but very little along Washington |
| 13   | Not Much Happened on Washington | - Under invested areas: perceptions of high crime  
- Automobile-oriented with lots of parking, drive-thru restaurants  
- (Click) No development, no displacement, no revitalization |
| 14   | Hot markets/Cool markets | - Hot Markets  
- Lots of building in last boom  
- “Good bones”  
- Significant public investment (transit, etc)  
- Property values relatively low  
- (Click) Cool Markets  
- Not much new building during last boom  
- Property values and rents are low  
- Crime and disinvestment  
- Not much in the way of “good bones”  
Lessons from three neighborhoods:  
- Can change dramatically if fundamentals are there  
- Cool markets can become hot with “clean up” efforts  
- Neighborhoods can gentrify without new development |
| 15   | What Neighborhoods are heating up? | - This map represents an educated guess on potential neighborhoods that will experience an increase in rents/property values due to relatively low property values and access to transportation and jobs.  
- (Click) The arrows indicate the direction that will likely see gentrification or an increase in property values, moving east and south:  
  - Hollywood along the red line and Wilshire along the purple line  
  - North of the 10 and the Expo area  
  - East Los Angeles  
- It’s never too early for preservation efforts. What can we do to prepare for increasing market pressures? |
| 16   | Enforcement vs. New Policy | - Enforcement: using the laws & policies that are already on the books  
- (Click) Rent Stabilization Ordinance (RSO), Just Cause Eviction Protections, Primary Renovation, Systematic Code Enforcement Program (SCEP), Relocation Benefits  
- Coalition for Economic Survival (CES), Public Council, Legal Aid, Inquilinos Unidos, and other community groups use these to help tenants everyday  
- (Click) New Polices Needed: |
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- limits on demolition; Beverly Hills limits number allowed each year
- Safeguard the affordability of RSO buildings by requiring one-for-one replacement, high relocation benefits, etc
- condo conversion limits by requiring tenant first options to buy, disallowing if not affordable to a majority of current tenants, etc
- Zoning that supports affordable housing by incentivizing the development of affordable units through density bonus, etc
- Make it easy for developers to build where you want them to build: zoning, streamlined processing, etc

17 **Housing Element: Site Inventory**

This is one of several advocacy opportunities.
- Update due Nov. 2013, meetings have started
- Includes local policies and enough sites for growing population
- In 2008 identified many rent controlled apartments (RSO) as sites

18 **Thank you**

Thank you for your time and attention.