

Slide #	Content	Script
1	Title page: Housing Preservation	<ul style="list-style-type: none"> Welcome (Click) Credit Enterprise, HUD, RA, Move LA & SAJE <p>Poll of participants in the room –</p> <ul style="list-style-type: none"> Involved in Affordable Housing? Advocacy efforts around urban planning? Affordable Housing Policies? Community Benefits Agreements?
2	Brainstorm Session: How do we lose affordable apartments?	<ul style="list-style-type: none"> 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 Please see exercise instructions labeled Housing 201 Exercise 1 Instructions	<ul style="list-style-type: none"> 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 apts" Mention missing tools (ie new policies needed)
4	Rents Going Up?	<p>Rent Stabilization Ordinance is your best tool</p> <ul style="list-style-type: none"> 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	<p>LA Housing Dept released study on "Preservation in Transit-Oriented Districts" in 2012</p> <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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

		<ul style="list-style-type: none"> • Low income area: 96% renters, mostly in RSO • Three new Metro Red Line stations • Already pretty high density • Lots of building in last boom
7	Neighborhood #1: Hollywood. 96% renters, 75% under RSO	<ul style="list-style-type: none"> • The dark green on the map represents apartment buildings covered by the RSO • Mostly renters, mostly covered by RSO
8	What happened in Hollywood?	<ul style="list-style-type: none"> • (Click) Population declined: Hollywood lost 10% while city grew 9% • (Click) Household growth slowed: up 1% vs. up 6% citywide • (Click) Fewer people living together: Household size dropped 22% from 2.6 to 2.3, while it increased slightly citywide • (Click) Fewer poor people: 15% drop in poverty rate • (Click) Higher incomes: up 34% vs. 2% increase citywide • (Click) More people own cars: one-car households up by 15% and zero-car households down by 32% (Click) Conclusion: low income people pushed out by rising rents in a hot market
9	Neighborhood Example #2: Highland Park	<p>Second example, Highland Park located north of downtown about halfway to Pasadena, is very different</p> <ul style="list-style-type: none"> • (Click) 1st LA Streetcar suburb • Maybe be best known locally for gang activity, especially in the 1990s • Half single family • Low density • One new Metro Gold Line station • Very little development in last boom
10	What happened in Highland Park?	<ul style="list-style-type: none"> • 1,900 new homes in the NE LA Community Plan area, which includes Cypress Park, Lincoln Heights, Eagle Rock– 57% affordable • No new development around Highland Park station • Rents rose 38% (2000 to 2009) • Displacement without new development (Click) 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.
11	Neighborhood #3: Washington Blvd	<p>Washington Blvd just south of the 10 freeway and east of the 110 freeway</p> <ul style="list-style-type: none"> • (Click) Very close to downtown • Good bones: some older buildings, older residential neighborhoods off boulevard • Has some important institutions like LA Trade Tech and a municipal courthouse, but is mostly garment industry • Commercial area is distressed • Three blue line stops opened in 1990 – 22 years ago

		<ul style="list-style-type: none"> • Very little development
12	Washington Blvd. Continued	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<p>Hot Markets</p> <ul style="list-style-type: none"> • Lots of building in last boom • “Good bones” • Significant public investment (transit, etc) • Property values relatively low <p>(Click) Cool Markets</p> <ul style="list-style-type: none"> • Not much new building during last boom • Property values and rents are low • Crime and disinvestment • Not much in the way of “good bones” <p>Lessons from three neighborhoods:</p> <ul style="list-style-type: none"> • 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?	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ○ 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	<p>Enforcement: using the laws & policies that are already on the books</p> <ul style="list-style-type: none"> • (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 <p>(Click) New Policies Needed:</p>

		<ul style="list-style-type: none">• 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	<p>This is one of several advocacy opportunities.</p> <ul style="list-style-type: none">• 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.