

Slide #	Content	Script
1	Title page	<ul style="list-style-type: none"> Welcome (Click) credit Enterprise, HUD, RA, Move LA & SAJE This module will cover H+T (housing and transportation costs for households) and jobs. Two parts: 1) getting to jobs, and 2) creating more jobs through economic development
2	<p>Exercise: Getting from home to work</p> <p>Please see exercise instructions labeled Jobs & Economic Development Exercise 1 Instructions</p>	<p>GROUP EXERCISE: Use a regional map (road map, Metro's Bicycle Map, etc) to show how people move across LA County from their home to their job.</p> <p>Mark home with green sticker, work (or school) with red sticker. (Optional, pens to draw lines connecting them along routes used.)</p> <p>Discuss with the participants the different transportation options, time and costs for commuting from their house to job. (Prep for slide 4.)</p>
3	Where are the jobs?	<ul style="list-style-type: none"> This map shows how jobs are distributed in and around the City of Los Angeles. The red dots indicate job clusters of 10,000 or larger. We see major job concentrations stretching from Downtown through Hollywood (Red Line) and along the Wilshire Corridor to Santa Monica. These are areas with excellent transit infrastructure. You can also see that there are jobs scattered all across the County and not everyone works in one central location.
4	Can this work?	Let's say Mary/Maria just got a job at the Central Library in downtown Los Angeles, she can finally move out of her mother's house! Mary figures she can afford about \$750/month for rent. Where should she live? Where can she afford to live?
5	Why Palmdale? Lower rent & more for my money	She found this 2 bedroom house for just \$700/month on Craig's list. And it's near the Metrolink station
6	Pop Quiz! Commute costs from Palmdale	<p>How much does it cost to commute from Palmdale to Los Angeles? (Have people raise their hands for each.)</p> <p>(Click) a) \$ 5/day</p> <p>(Click) b) \$14</p> <p>(Click) c) \$24</p> <p>(Click) d) \$76/day</p>
7	Not A)	Incorrect: Metro's \$5 day pass doesn't get you from Palmdale to downtown LA (Click)
8	B) \$14/day	Correct: Antelope Valley Transit's 785 costs \$15/day and takes an hour and 45 minutes. Walk from bus stop.
9	C) \$24/day	Correct: Metrolink costs \$26/day and takes 2 hours and 40 minutes. Walk from Metrolink station.
10	D) \$76/day	Correct: based on AAA's national average, using 58 cents/mile. People are saying with \$4/gal gasoline, costs are actually higher. Does not include parking.
11	Housing +	So the rent in Palmdale is cheap, but how much is her monthly

	Transportation costs	costs of getting to work and housing? If Mary/Maria takes the commuter bus, (Click) her H+T will be \$1,004/mo. It's an hour and 45 minutes each way or 3 ½ hours a day commuting.
12	Housing + Transportation costs	If she takes Metrolink it will be \$ 1077. But she figures it's two and a half hours each way, with the train and then getting from Union Station to downtown, spending over 5 hours a day commuting.
13	Housing + Transportation costs	If she drives it will be \$1550. And she can save time over other options at a daily commute of 2 ½ hours. But traffic is so unreliable, as is any car she can afford. And if gas keeps going up...
14	Vermont & Olympic	Mary hit Craigslist for some closer in options and comes up with A one-bedroom apartment near Vermont & Olympic for \$950. With a \$75 Metro monthly bus pass. Her H+T would be just \$1,025 a month. Only \$21 more per month than living in the least expensive housing and it will save her about two hours a day in commuting time. That is 10 hours a week! 40 hours a month. That is a whole extra work week of time!
15	Thinking about my future	<ul style="list-style-type: none"> • Employment is a vital component of economic development for individuals and for communities. An individual's employment changes over time and that impacts choices. • The transportation system itself is changing in Los Angeles. This investment is creating employment opportunities. • Maria is thinking about her future and potential employment opportunities. What are opportunities for her to build a career? • Lets take a look at what it takes for better paying, stable jobs?
16	Measure R: 210,000 Jobs	<ul style="list-style-type: none"> • MAJOR public works project • Measure R is the ½ cent sales tax passed by voters in 2008 to build 12 new transit lines, some new roads and transit operations. • 210,000 jobs is a lot, almost half of what we need to reach pre-recession employment levels • LA Metro has a policy of contracting with minority and women-owned businesses.
17	LA Metro's Project Labor Agreement & Construction Careers Policy	<ul style="list-style-type: none"> • Building Trades & LAANE got LA Metro to adopt Project Labor Agreement and Construction Careers Policy—this means 40% of people who work on building new transit and roads have to be hired from local, disadvantaged community. Ensures contractors pay prevailing wages, etc • Unions run apprenticeship programs • 40% of work to be done by residents of low-income communities • 10% by disadvantaged workers <p>(FOR REFERENCE IF ASKED)</p> <p>The disadvantage worker must below income <u>and</u> has at least two barriers to employment defined below:</p>

		<p>1) is homeless; 2) is a custodial single parent; 3) receives public assistance; 4) lacks a GED or high school diploma; 5) has a criminal record or involvement with criminal justice system; 6) has experienced chronic unemployment; 7) is emancipated from foster care; 8) is a veteran of the Iraq or Afghan wars; and 9) is an apprentice with less than 15% of the hours required to graduate to journey-level.</p> <ul style="list-style-type: none"> This graphic shows the steps of getting transit investment that benefits the community.
18	From Vermont and Olympic	<p>Let's take a look at what it would take for Maria to become trained for a job building the rails.</p> <ul style="list-style-type: none"> She has to keep her job at the library to afford her daily costs plus tuition, so she takes classes at night and on weekends. But her commute is pretty easy with lots of bus choices early in the day.
19	From Library to Trade Tech	<ul style="list-style-type: none"> Maria can get to some classes at the LA Trade Technical College which is right on the Expo and Blue Lines, so she can make her 7 pm night class.
20	Home to Vermont/Olympic	<ul style="list-style-type: none"> Getting back home is pretty easy on the bus but she has to walk a few blocks down Olympic late at night after her class ends.
21	Taking Classes in Welding	<ul style="list-style-type: none"> Maria thinks about becoming a welder, which is a skill that she can translate to other construction projects once the rail is built. But the Welding classes and apprenticeship programs are at the Ironworker Training Center which is all the way down in Orange County, in Las Palmas (near Fullerton). Getting there on transit for a night class is pretty tough, and takes an hour and a half. Her class has to end at 8 pm for her to make the last Metrolink train home. She could borrow a car but maybe she just won't be a welder.
22	Thinking about my future....	<p>There's a lot of other development happening near the stations too. Maybe some of those developments have jobs that aren't in construction.</p>
23	Maybe a Nurse Assistant	<p>Maria thinks about getting a job at the local hospital, and training as a Nurse Assistant. It seems like steady work in a growing industry.</p> <ul style="list-style-type: none"> She can take early morning or night classes at West LA College, a community college in Culver City. It seems kind of close to the Expo Line Culver City stop which is nice for getting from her job at the Library.

		<ul style="list-style-type: none"> • But the College is more than 2 miles from the station, and the nearest bus takes an hour and doesn't run very often. • Maybe she could get a bike. But would it be safe to bike at night? • Thinking about not just what's right around the stations, but what's nearby and how we can make better connections to those places is important.
24	Local TOD examples in Los Angeles?	<ul style="list-style-type: none"> • For the last 20 years, Los Angeles has been charting new waters • Lots of local experience to draw upon • Many of the people who made things happen are still around • Two examples are USC Gateway student housing and Hollywood along the Red Line. • Hollywood example built ABOVE the rail station—direct connection between transit investment and economic development. • These projects take money. Both had heavy CRA involvement – BUT, CRA has been disbanded by the State.
25	Local TOD examples in Los Angeles?	<ul style="list-style-type: none"> • Along the Red Line, plazas and parks are providing space for farmer's markets and street vendors. Both providing food options to residents while supporting small businesses • Homegirl Café, operated by Homeboy Industries, operate near the Chinatown Gold Line station. • Provide important services to community, incubate small businesses, employs local residents, and provides training programs and jobs for disadvantaged populations.
26	<p>Exercise: What economic opportunities do you see in new development around transit?</p> <p>Please see exercise instructions labeled Jobs & Economic Development Exercise 2 Instructions</p>	<p>GROUP EXERCISE</p> <p>Brainstorm on investment required to move from upper picture to lower picture. Use butcher paper to record .</p> <ul style="list-style-type: none"> • Investment needed- ask about: transit, housing, tree planting, street widening, sidewalk improvement, small business • Who benefits – as workers? As business people? How do we ensure low-income community gets benefits? • Who gets hurt – as residents? Small businesses? How do we minimize these?
27	Build Housing	<p>NOW we will transition to talking about policies to implement economic development FOR communities.</p> <ul style="list-style-type: none"> • Building and rehabilitating housing creates jobs (see summary below) • Before it was disbanded, LA CRA adopted a Project Labor Agreement policy to ensure that contractors follow prevailing wage • Community Benefits Agreements -- the community can negotiate with developers to create local jobs out of economic development

		<ul style="list-style-type: none"> • Example: Lorenzo is a developer who had a proposal for a \$250-million apartment and retail complex in South Los Angeles. Only got through City Planning after the developer agreed to fund a medical clinic there, hire local residents and accede to other demands from community representatives. • Big obstacle here is that, unlike transit, housing funding has dramatically decreased.
28	Living Wage Agreements	The City of Los Angeles' "living wage" is \$10.70/hour with health benefits or \$11.95 without health benefits. Business that contract with the City must pay their employees at least a "living wage." The Community Benefits Agreement on the Staples Center also requires all jobs pay at least a living wage.
29	Encourage Labor Peace	In Hollywood, some of the developers who received CRA subsidies agreed to not fight workers' attempts to organize. The Hollywood Renaissance Hotel (now Loew's) and the W Hotel both agreed to labor peace.
30	Require Targeted Hiring	<p>Also known as "Local Hire," these agreements require developers, construction crews, or new businesses to fill a specified percent of new jobs with people from local community.</p> <p>Important that these kinds of agreements are made for construction and permanent jobs.</p> <p>Examples: Figueroa Corridor Coalition's local hiring agreement means that 50% of new jobs will be hired locally through a community-run job training and placement center funded with \$100,000 in seed money from the developer.</p> <p>Metro's local hire agreement means that 40% of jobs have to go to residents of low income communities.</p>
31	Create and Maintain Small Businesses	<ul style="list-style-type: none"> • Support for small local businesses can come in several forms. • Grants and loan funds for awning, storefront improvements, etc. • Discounted rent can help fill retail space in new TOD buildings • Agreements with developers that local businesses will be found to fill retail space in neighborhoods instead of national chains. • And loans or grants to support businesses that may lose out on customers during transit construction.
32	Open New Factories	<p>Local governments and businesses buy from other businesses all the time. Getting some of these suppliers to locate in Los Angeles is one way to create jobs.</p> <p>Example: The County Fed of Labor & LAANE advocated for Metro to buy new light rail cars from Siemens rather than Kinkisharyo because Siemens has a factory in Sacramento and was planning to open one in Los Angeles if they got the contract. For a variety of</p>

		reasons Metro went with Kinkisharyo.
33	How do we get these policies?	<p>So how do we get involved? Opportunities to get these policies arise all the time. Publicly funded projects are happening; private development proposals emerge every year. So we need to figure out how to ask for the right things, and who to ask.</p> <p>(Click) There is a variety of avenues to pursue the policies outlined above:</p> <ul style="list-style-type: none"> ○ Some can be implemented at the city level through the council. ○ Others can be adopted in updated community plans. ○ Some policies may be that of public agencies (METRO) or tied to public funding. ○ Others like community benefits agreement are possible due to private developers seeking public approval.
34	Lorenzo Community Benefits Agreement	<p>Look at the range of policies that have been implemented in these local examples. A range of strategies was taken, rather than pursuing just one.</p> <p>UNIDAD made a Community Benefits Agreement with a developer that gave:</p> <ul style="list-style-type: none"> • rent reductions to small businesses that locate in the new Lorenzo building • a revolving loan fund to help small local businesses <p>More on Lorenzo CBA (if you need to answer questions)</p> <ul style="list-style-type: none"> • 1st privately developed TOD project along the Exposition Line • Mixed use development with residential, commercial, community medical clinic • Medical clinic: will serve about 20,000 low-income and uninsured people in South Los Angeles • Housing: 5% set aside for very-low income families + housing fund for building new affordable nearby • Small business: revolving loan fund + discounted rent for local small businesses • Jobs: local hiring and living wage for all jobs created by project
35	Little Tokyo Community Council	<p>Little Tokyo Community Council was organized around development in Little Tokyo</p> <p>Key Members: Little Tokyo Service Center, community groups, art groups, small businesses</p> <p>Engaged MTA around the Regional Connector</p> <ul style="list-style-type: none"> • Consultant has worked with LTCC <p>Mitigations for small businesses:</p> <ul style="list-style-type: none"> • Free Marketing • Shuttle services for lost parking
36	Thank you	The End.

