

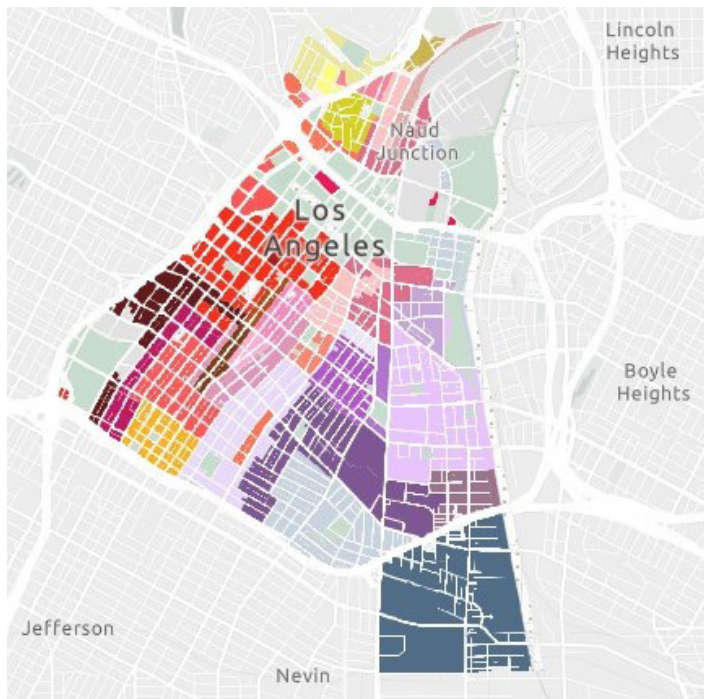


2020 POLICY ACCOMPLISHMENTS

CCA implements its advocacy agenda through engagement with members, elected officials and government agencies. We form coalitions and build consensus through our policy committees and events, compelling policy briefs, white papers and speaking at public hearings. Our advocacy was especially critical this year as we navigated COVID-19's impact on the region, the continual housing and homelessness crises, public safety issues, City budget priorities and more. We also took positions on key ballot measures and candidates during an important election year.

HOUSING

- **DTLA 2040 Plan:** CCA remains highly engaged with the DTLA 2040 Community Plan to ensure it achieves two major goals: maximizing housing opportunities and creating flexibility to remove political influence in development decisions. We have educated members and stakeholders on the Plan, including creating profiles on each neighborhood to provide an overview of the proposed zoning in that area. We have provided extensive comments to City Planning and continue to convene our member Working Group and Board Steering Committee to inform our advocacy on this important plan that will shape development and land use in DTLA for decades to come.



A map of proposed zoning in DTLA 2040. Source: LA City Planning

- **Site Plan Review:** As part of our COVID-19 economic recovery agenda, CCA engaged with City Council staff and the Mayor's Office to advance Site Plan Review (SPR) reform and ensure more developments can be approved by-right. We're pleased to see that City Planning has updated SPR as part of DTLA 2040's proposed Community Benefits System and are advocating

that SPR be waived for any projects that meet baseline zoning provisions. Additionally, we expect SPR to be updated as part of the City's Density Bonus ordinance.

- **Vacancy Tax:** CCA's advocacy was effective and we were pleased that Councilmember Bonin rescinded his proposal for a ballot measure that would have created a vacancy tax on empty homes. We supported Councilmember Bonin's decision to further review the proposal rather than rush to place it on the ballot. We believe the vacancy tax needs further consideration and to be refocused to appropriately address the housing crisis.

- **RHNA:** CCA continues to shape the Regional Housing Needs Assessment (RHNA) framework to ensure that housing is being equitably distributed across the region and located near transit- and job-rich areas, as well as areas that have historically opposed new housing. We successfully advocated to the Southern California Association of Governments to effectuate their Connect SoCal plan, the regional framework, and preserve cities' RHNA allocations and housing element updates. This was important to have meaningful housing production goals to reflect the need for new housing.



A rendering of Skid Row Housing Trust's mass timber high-rise in DTLA. Source: Michael Maltzan Architecture

- **Housing Element Task Force:** CCA serves on the City's Task Force created to inform and guide updates to the Housing Element of the General Plan. The Housing Element, which is the guiding document for the City's approach to housing policy, has taken on increased importance as the City has been assigned a RHNA goal of producing over 455,000 units in the next eight years. Through this platform, we have advocated for many of our housing priorities including micro-units, mass timber construction, by-right approvals and maximizing transit-oriented development through land use incentives.

ECONOMIC DEVELOPMENT

- **COVID-19 Economic Recovery:** CCA responded quickly to the COVID-19 pandemic by providing up-to-date information on local, city and federal business relief opportunities. We also participated in the Mayor's Task Force for Economic Recovery and advocated for a proactive policy agenda so the City could support economic stability during the crisis, ensure recovery and advance long-term economic viability. Our recommendations are robust and varied, ranging from allowing continued construction during the pandemic to updating the Adaptive Reuse Ordinance to accommodate buildings post 1974.

- **DTLA Open Letter:** CCA led a coalition of DTLA stakeholders including residents, business owners and nonprofits to communicate our concerns about the current state of DTLA and the lack of City Council representation since November 2018. Our letter spurred meetings with Mayor Garcetti, City Attorney Feuer and Police Chief Moore. We are glad that Councilmember De León has taken office and will continue working closely with him and our City partners to ensure that DTLA can fully rebound from the COVID-19 pandemic, recent property damage, expanded street homelessness, nearly empty office towers and a depressed tourism market.

- **SB 939:** CCA strongly opposed SB 939 (Wiener), a piece of state legislation that would have unfairly negated leases and unevenly harmed businesses. We worked with a coalition of state and local business organizations and property owners to raise concerns about the bill. SB 939 would have significantly changed the rights of commercial property owners and prohibited evictions of all commercial tenants who have experienced a 15% loss in revenues due to COVID-19 for 12 months after the state of emergency is lifted. The bill would have also provided qualifying commercial tenants with the right to renegotiate the terms of their lease. We will continue to monitor state legislation to help ensure alignment with our advocacy priorities.

- **Right of Recall & Worker Retention:** CCA worked closely with the City Council to clarify policy applicability, create clearer language for Collective Bargaining Agreements and differentiate between actions related to COVID-19 and permanent policies. We know that these ordinances have outsized impacts on many of the businesses and institutions most directly affected by COVID-19 public health orders and continue to work with our elected officials to provide the relief desperately needed for DTLA to rebound from this economic crisis.

- **Health Officer Orders & Public Health Councils:** CCA led a coalition of business organizations to communicate concerns

over the development of third-party community organizations serving as intermediaries to regulate Health Officer Orders (HOOs) implementation in businesses across the County. We maintain the importance of safely reopening and following HOOs while ensuring government policies are not duplicative and are targeted to industries with high outbreak levels and limited oversight.

- **LA Al Fresco:** The LA Al Fresco Program provided emergency permits to restaurants for dining on sidewalks, private parking, curbside dining and some street closures. We are pleased to see the City Council continue the existing temporary program to provide emergency support to businesses while exploring a permanent streamlined permitting program. We advocated for businesses' ability to fund their own curbside and street closures and will continue to engage on this program to ensure it meets the needs of DTLA's mixed uses and active streets.



The Bloc's expanded outdoor seating and picnic area. Source: The Bloc

- **CCA Member Impacts:** CCA's member organizations are important economic drivers for the City and LA region. This year we published two projects highlighting the housing and development growth our members deliver and the economic impacts our nonprofit members have in DTLA and the LA region to make it a more vibrant place to live, work and visit. These projects are on our website and will be updated quarterly and annually, respectively.

- **Municipal Development Corporation:** CCA has long been advocates for the creation of a City-controlled real estate and economic development entity to fill the gaps left by the dissolution of Redevelopment Agencies in California. We hosted a presentation by City Controller Ron Galperin on his report calling for the creation of a Municipal Development Corporation to strategically manage the City's real estate portfolio and engage with the private sector, and have submitted public comment in favor of this proposal. We continue to advocate for such an entity and are seeking opportunities to launch it in DTLA and will be releasing a white paper on its importance next year.

CITY GOVERNANCE

- **City of LA FY 20-21 Budget:** The City of LA's budget is in an extremely precarious situation with new projections anticipating a revenue deficit of up to \$600 million. We engaged with the City Council during this process and submitted a comment letter with the primary goal of ensuring that development approvals would not be impacted. The City's budget was under immense scrutiny as discussions of reimagining public safety took place across the country. We tracked the budgetary process closely to ensure our members were well-informed and will continue to monitor budgetary decisions – especially related to staffing – in the coming months.
- **Redistricting Process:** CCA continues to prepare for the redistricting process that occurs every 10 years to redraw Council District boundaries based on new census data. CCA's goal is to keep DTLA intact as a community of interest and ensure a transparent decision-making process. We will continue to engage in the process in 2021.

MOBILITY

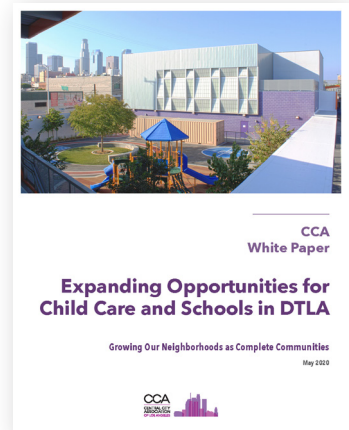
- **NextGen Bus Plan:** The Metro Board of Directors approved the NextGen Bus Plan at its October meeting to bring faster, more frequent and reliable bus service to Metro riders. This is Metro's first service overhaul in 25 years. CCA was glad to support this plan throughout its development. We will continue to engage during its implementation, as we know it can support DTLA's recovery from the pandemic but needs pre-pandemic level bus service, fully funded capital improvements and robust outreach to communicate changes to riders.
- **Metro's Traffic Reduction Study:** Metro staff presented an overview of the Traffic Reduction Study at CCA's October Policy Committee to share information and solicit member feedback. Metro is conducting a Traffic Reduction Study to determine if, where and how a traffic reduction program pilot with congestion pricing and additional transportation options could reduce traffic in the LA region. We anticipate initial concept models will be released before the end of this year and will weigh in if there is potential impact to DTLA.
- **On-Demand Mobility Program:** In August, the City Council approved the On-Demand Mobility program, the next phase of the pilot program for dockless scooters and bikes, and adopted our recommendations to extend the existing guidelines through the end of 2020 and delay implementation of the onerous, lock-

to device feature. CCA remains supportive of innovative mobility options that reduce our reliance on cars and support our region's bus and rail network.

- **Measure R Funds:** CCA expressed concerns about the motion to reprogram Measure R funds allocated for the DTLA Streetcar to instead support infrastructure investments through other citywide programs. We expressed that funding designated for DTLA was being reapportioned without representation from Council District 14. We were glad to see the Council President withhold reallocation of Streetcar funding until Councilmember De León took office and could weigh in.

LIVABILITY

- **Schools & Child Care in DTLA:** CCA published a white paper detailing the need for schools and child care in DTLA and the related barriers and policy solutions to bringing more facilities online. We were pleased that the City Council approved a motion to study the feasibility of creating a pilot program to use City parks and open space to satisfy child care outdoor space requirements and streamline approvals. We continue to work with diverse partners and our elected representatives to advance these policy recommendations to build the necessary infrastructure to make DTLA a complete community that welcomes families of all ages.



- **DTLA Wayfinding Signage Master Plan:** With Selbert Perkins Design (SPD), CCA continues to advance a wayfinding plan for DTLA that will replace the outdated wayfinding system with a modernized sign system and a long-term maintenance plan. Following extensive stakeholder outreach to garner input on a new sign system, SPD has prepared design concepts that we are discussing with City partners along with how a DTLA system might integrate with a citywide or regionwide sign system. We continue to work to finalize the design proposal with direction from the City and look for means to fund and implement the system, including the City's new street furniture contract.