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"Our Advocacy Strengthens Your Bottom Line."

AUGUST 8, 2008

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EVENTS CALENDAR

SEPTEMBER 18th
GENERAL MEMBERSHIP MEETING

UPCOMING COMMITTEES

Open to Executive Level members only

AUGUST 11th
EXECUTIVE COMMITTEE AT DODGER STADIUM

Open to Business Advocacy and Executive Level members only

AUGUST 13th
HOUSING, LAND USE & DEVELOPMENT COMMITTEE

AUGUST 13th
SPECIAL MEETING: DOWNTOWN LOS ANGELES MOBILITY PARTNERSHIP (DLAMP)



CCA Hosts Bringing Back Broadway's Streetcar, Transportation & Parking Committee

This week, CCA hosted Bringing Back Broadway's Streetcar, Transportation & Parking Committee meeting where CCA Executive Committee member **Jim Atkins** of the **South Group** presented a draft proposal outlining the steps necessary to bring a modern streetcar system to Downtown Los Angeles. Based on the successful model used in Portland, the proposal recommends creating a non-profit organization that would contract with the City to design, build, and operate the streetcar system. The Committee passed a motion to endorse the proposal's concept and recommended approval to Bringing Back Broadway's Board of Trustees.

The Committee also welcomed **David Neubecker** of the Community Redevelopment Agency (CRA) to discuss Downtown's anticipated parking needs and existing parking facilities. CRA is currently developing a "Downtown Los Angeles Parking Information Management System," which will lead to the creation of a comprehensive parking inventory. This will facilitate better management of Downtown's parking structures to accommodate increased nightlife activity in Downtown.

STAFF BRIEFS

• This week, CCA met with Councilmembers **Richard Alarcon** and **Bill Rosendahl** to support the draft Housing Element that came out of a joint Planning, Land Use & Management (PLUM) and Housing & Community Economic Development (HCED) Council Committee hearing on July 29. The PLUM/HCED Committee modified the draft that came out of the City Planning Commission (CPC), which included several onerous requirements. CCA led the business community efforts to fight the CPC amendments by writing letters, meeting with City Councilmembers, and testifying at the hearings. These changes must still go before the full City Council for approval and is scheduled to be heard on **Wednesday, August 13**. CCA still needs your support and testimony at the next hearing and can provide talking points upon request. Staff Contact: **Veronica Perez Becker**.

• CCA attended an outreach meeting regarding the Central City Community Plan Update in the Historic Core district of Downtown Los Angeles. Organized by the Department of City Planning, the meeting resulted in a number of progressive ideas for the Plan Update including adding minimum building maintenance requirements and replacing sidewalks with more green space. CCA will be assembling a working group in the coming weeks comprised of diverse Downtown stakeholders to continue collaborating with City Planning staff in this effort. Staff Contact: **Melissa Fertig**.

• CCA met with the offices of Councilmembers **Jose Huizar**, **Eric Garcetti**, and **Wendy Greuel** to discuss a pilot program to extend the hours of operations for Metro's Red Line in Downtown on Thursday, Friday,

and Saturday nights. A successful program, which could begin during the upcoming holiday season to take advantage of increased activity, could reveal there is sufficient ridership to sustain a permanent extended schedule. The cost of expanded service would be supported in part by private sponsorships. Staff Contact: Tracey Chavira.

CCA IN THE NEWS

"We are working with the city to ensure that any mixed-income housing policy includes enough incentives to offset the costs," said Veronica Perez Becker, Vice President of Legal & Legislative Affairs. August 4, 2008, *Los Angeles Downtown News*, "Affordable Housing Debate Heats Up, Again."

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