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OCTOBER 16th
GENERAL MEMBERSHIP MEETING

UPCOMING COMMITTEES

Open to Executive Level members only

OCTOBER 2nd
EXECUTIVE COMMITTEE

Open to Business Advocacy and Executive Level members only

SEPTEMBER 29th
GOVERNMENT RELATIONS COMMITTEE

SEPTEMBER 30th
TRANSPORTATION & INFRASTRUCTURE COMMITTEE



CCA President & CEO Carol Schatz (9th from Left) with Metropolitan Water District (MWD) Chief Administrative Officer Gil Ivey (kneeling, center) and CCA members on MWD-hosted Inspection Trip of the Sacramento / San Joaquin Bay-Delta.

CCA Joins Forces with MWD for a Tour of the Sacramento-San Joaquin Delta

CCA joined the **Metropolitan Water District of Southern California (MWD)** on a two-day tour of the Sacramento-San Joaquin Delta, which supplies a significant amount of Los Angeles' water. The trip was a joint venture of the MWD and CCA to educate our members about the importance of the Delta in terms of guaranteeing a reliable water supply to Southern California and the State as a whole.

The Delta is deteriorating for a number of reasons, and CCA will be supporting appropriate legislative measures that will provide funding for restoration projects. Our water supply is limited and must be restored for the future population and growing economy. Strategic investment is needed to improve the Delta's infrastructure, floodplain management, water circulation and quality. We will be scheduling other trips with MWD in the future. CCA thanks Gilbert Ivey, MWD's Chief Administrative Officer, for hosting this important trip.

CCA Celebrates Kickoff of New Downtown Historic Bus Tour Service

CCA participated in a press conference with **Councilmember Jan Perry**, **Councilmember Tom LaBonge**, and **Councilmember Jose Huizar** to inaugurate a new bus tour service in Downtown offered by Starline Tours. The company has been offering "hop-on-hop-off" double-decker bus tours of Hollywood and Beverly Hills for a year. Now, riders will be able to visit Downtown's cultural, entertainment, and architectural icons on the open air bus.

There are a total of 13 stops along the Downtown route, featuring audio information about various sites, buildings, and landmarks. The service will be offered seven days a week from approximately 9:30am to 5:30pm. Buses will run regularly throughout the day, allowing riders to embark and disembark at any stop along the route. The tour begins at Olvera Street, the site of El Pueblo de Los Angeles Historical Monument, the birthplace of Los Angeles. Tour stops include Little Tokyo, the historic movie theaters on Broadway, L.A.

STAFF BRIEFS

- CCA testified in support of the 14th & Olive project before the Deputy Advisory Agency of the Department of City Planning. This is the first development taking advantage of the new Downtown Housing Incentive Ordinance. Located adjacent to the South Park neighborhood of Downtown, the project offers both workforce and low-income housing. The development is a partnership between CCA members California Landmark and CityView. Staff Contact: Anh Nguyen.

- CCA submitted a letter to Metro in support of a pilot program to extend Metro Red Line nighttime service hours between Downtown and North Hollywood to 3:00 A.M. on Fridays and Saturdays during the holiday season. The extended hours would increase business activity Downtown by promoting pedestrian traffic and improve public safety by adding more eyes and ears on the streets. The Metro Board of Directors voted this week to implement the pilot program and requested a report in January with ridership and farebox recovery figures. Staff Contact: Tracey Chavira.

- CCA attended a meeting of the Advisory Council for the Department of Recreation & Parks' Citywide Community Needs Assessment (CCAN). The Department has concluded the first phase of the project and will release a draft report later this fall. The CCAN is the first step in developing a citywide park master plan and a five-year capital improvement plan. Staff Contact: Anh Nguyen.

- CCA attended a workshop on the City's Solid Waste Integrated Resources Plan (SWIRP), the guiding principles adopted in May for moving the City towards zero waste – that is, achieving 100% recycling – by 2030. The Bureau of Sanitation has just

Live, the Staples Center, the Los Angeles Central Library, Walt Disney Concert Hall, the Civic Center, and Chinatown.

CCA Prepares for Mayor's Housing Plan and Proposed Inclusionary Zoning Policy

It is our understanding that **Mayor Villaraigosa** will announce his citywide housing plan at a press conference Monday, September 29 at 2pm. CCA is pleased to see that the issue of housing in Los Angeles is getting the attention it deserves, and, like the Mayor, we are committed to finding solutions to the City's housing shortage and the challenge of affordability. To this end, CCA has led a coalition of business organizations in submitting numerous proposals to the City for the creation of affordable housing.

It is anticipated that an inclusionary zoning policy, one of the strategies identified in the Mayor's housing plan, will be introduced to Council in the coming weeks. The policy, which could be implemented within the next 6-12 months, would require residential developers to include an affordable housing component as part of projects built in the City. CCA is leading a coalition of other local business organizations to work with the Mayor's Office to ensure that sufficient incentives are included in the proposal to encourage more affordable housing production. We will be submitting the names of our working group and look forward to working with the Mayor and his staff throughout this process.

launched the second phase of the planning process, during which the policies and programs to be implemented over the next 20 years will be determined. One policy to watch is a citywide mandate that will require all businesses to participate in recycling programs. The next set of workshops will be held in November. Staff Contact: **Melissa Fertig**.

• CCA attended a workshop on the proposed expansion of the Artists-in-Residence District, which is currently bounded by 1st St, Alameda St, 6th St, and the L.A. River. The community plan permits conversion of existing industrial buildings within the District to joint live-work uses on a case-by-case basis. The buildings must no longer be viable for industrial use, and the conversion is subject to approval by the Zoning Administrator. The expansion would extend part of the District south to Violet St. The first public hearing on this issue will take place in four to six weeks. Staff Contact: **Melissa Fertig**.

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