

# 2024 POLICY ACCOMPLISHMENTS

The Public Policy Department drives CCA's role as the leading advocacy organization in the region and represents the voices of CCA's member organizations. The Department ensures that CCA's policy priorities are strategically aligned with our advocacy agenda, which includes:

- Providing a vision for the future of Los Angeles
- Advancing comprehensive solutions to housing and affordability
- Making DTLA the place for housing at all income levels
- Enhancing the experience of DTLA for employees, residents and visitors
- Supporting and attracting businesses and institutions to DTLA

CCA implements this advocacy agenda by engaging our members, elected officials and government agencies. We form coalitions, intentionally program CCA committees and events, create policy briefs, develop reports and white papers, and provide comment at public hearings.

In our centennial year as the premier advocacy organization in the Los Angeles region and leading visionary on the future of DTLA we achieved several important victories for supporting the production of new housing in DTLA and citywide, centered public safety and the tourism industry as the core priorities for revitalizing DTLA, celebrated a highly successful election season for our Political Action Committee and brought city leaders before our members to directly engage on a sweeping set of issues from green hydrogen to the Port of Los Angeles to preparations for the 2028 Olympic and Paralympic games.

**Enacting the DTLA 2040 Community Plan:** After a decade-long process, the DTLA 2040 Community Plan was processed by the City Attorney, the final version adopted by the City Council and signed into law by Mayor Karen Bass. This is a major milestone for CCA and DTLA. It will set the stage for the next wave of significant growth by nearly doubling the area where developers can construct housing without the need for individual project approval and incorporate new provisions designed to simplify and expedite adaptive reuse. Prior to final adoption this year, CCA was also successful in securing one more important amendment to the plan to allow mixed-income projects on Skid Row and depart from the City's longstanding policy of containment and concentrating poverty in this area of the City. CCA will work with its members and the Planning Department over the coming year to ensure the plan's implementation and rollout.

**Delivering on Adaptive Reuse:** CCA continues to be the leading voice on adaptive reuse in Los Angeles and we delivered multiple wins on this top priority over 2024. The City adopted new, greatly expanded supportive regulations for adaptive reuse through the DTLA 2040 Community Plan and Citywide Adaptive Reuse Ordinance, policies of which were modeled on [our 2021 white paper](#). We also hosted an event with city and state leaders on what's next for adaptive reuse,

where we released [a new report](#) on building code changes to support conversions and implement Mayor Bass' Executive Directive 7, and announced state legislation we sponsored to facilitate adaptive reuse. We expect more policy wins on building code amendments in early 2025, and will continue to make progress on developing financial incentive tools to support the economic viability of adaptive reuse.

**ADAPTIVE REUSE:  
WHAT'S NEXT**

**VIRTUAL EVENT**

**MODERATOR**  
Nella McOsker  
CCA

**SPEAKER**  
Asm. Miguel Santiago

**SPEAKER**  
CM Nithya Raman

**PANELIST**  
Bea Hsu  
BCH Group

**PANELIST**  
William Lamborn  
Mayor's Office

**PANELIST**  
Karin Liljegen  
Omgivning

**PANELIST**  
Osama Younan  
LADBS

**PANELIST**  
Philip Yu  
Miyamoto Intl.

Join us for a panel on our latest report and an **important announcement** on what's next on adaptive reuse

**TUESDAY, 3/12  
9-10 AM**

CCA  
CENTRAL CITY ASSOCIATION  
OF LOS ANGELES

**Strengthening the Citywide Housing Incentive Program:** As the City worked swiftly over 2024 to advance policies that make capacity for over 255,000 new housing units to meet a February 2025 deadline, CCA led a coalition of eight business and pro-housing organizations to improve the new program at the heart of the City's housing production strategy, the Citywide Housing Incentive Program (CHIP). The CHIP incorporates many recommendations of CCA's [2022 white paper on Building Affordable Housing at Scale](#). Working closely with the Department of City Planning and our partner organizations, we were able to secure significant changes to the CHIP that enhance the financial feasibility of the program for new development.

**Driving the Modernization and Expansion of the Los Angeles Convention Center:** CCA is leading advocacy efforts to advance the LA Convention Center Expansion and Modernization project and ensure its completion before the 2028 Olympics. The plan would add approximately 700,000 square feet of space in a new exhibition hall bridging over Pico Boulevard to connect the existing South and West Halls. Expansion would give DTLA a significant economic boost as it is estimated that by 2030, hotel-room nights would increase by 471,520 with guests filling those rooms spending \$327 million in Los Angeles. As a result of our robust advocacy efforts and grass-roots mobilization, the City Council voted to continue negotiations with its private sector development partner on the project earlier this year. Negotiations are ongoing, and we remain in close coordination with City Council and the Mayor's Office in anticipation of critical decision points early next year.



CCA CEO Nella McOsker and Chief of the Los Angeles Police Department Jim McDonnell. Image source: CCA

**Leading on a Safer City:** CCA continues to be laser focused on the issues of public safety in DTLA. We again successfully advocated to the Mayor and City Council during this year's City budgeting process to obtain public safety resources for DTLA, securing \$3.9 million in LAPD Overtime for DTLA (\$400,000 more than we requested). This overtime allocation funded additional staffing to help maintain a basic level of safety in DTLA for residents, workers, and visitors, enhancing the deployment of foot beat officers in DTLA. We also supported motions to address copper wire theft, which has been a rampant problem in DTLA and across the city, leaving many neighborhoods in the dark and disrupting digital connectivity. As a result, the LAPD's Heavy Metal task force has successfully recovered over 2,000 pounds of stolen copper wire, made 82 arrests and seized nine firearms. CEO Nella McOsker also testified in support of Mayor Bass' appointment of Jim McDonnell as new LAPD Chief, who was successfully confirmed.

**Federal Action on Homelessness:** The US Supreme Court made a landmark decision this year in the *Grants Pass V. Johnson* case that grants more flexibility for cities in California and other western states to engage with street homelessness. CCA submitted an amicus brief on the case with the Los Angeles Area Chamber of Commerce in support of the City of Grants Pass' position.



Convention Center Modernization and Expansion kick-off meeting with Mayor Karen Bass, City department heads and project partners held this year to advance the critical project. Image Source: LA Tourism Department



**Election Wins:** CCA's Political Action Committee had one of its most successful election seasons yet with a 100% success rate for endorsed candidates and measures across City, County and State races. We look forward to working with incoming and incumbent elected officials, as well as engaging on the implementation of measures passed at the ballot, including the public safety tools provided by Prop 36 and the approximately \$1 billion of annual funds for homeless services and housing in LA County that will result from Measure A's passage.



CCA's Transportation, Infrastructure and Energy Committee touring the Port of Los Angeles with Councilmember Tim McOsker, Dina Aryan-Zahlan with the Port of LA, and Mark Fuentes with the Office of Assemblymember Mike Gipson. *Image Source: CCA*

**Energizing and Expansive Committees:** CCA returned to hosting in-person policy committees this year, restored its Housing, Land Use and Development Committee and Transportation and Infrastructure Committee, and launched a Tourism and Economic Development Committee. Our updated and expanded in-person committees created unique and intimate access for members to City leaders and enabled our members to hear directly from City leadership on a wide range of key issues, priorities and projects, including several important insights on 2028 Olympics preparations from the Mayor's Office, Department of Transportation, LA Metro and Exposition Park. We will host even more in-person committees in the year ahead, including more site tours following our successful tour of the Port of Los Angeles this year.

## CONGRATULATIONS

### CCA PAC Endorsed Candidates

**ADRIN NAZARIAN**  
FOR CD 2

**HEATHER HUTT**  
FOR CD 10

**NATHAN HOCHMAN**  
FOR DA

**JESSICA CALOZA**  
FOR AD 52

**MARK GONZALEZ**  
FOR AD 54

## CONGRATULATIONS

### CCA PAC Endorsed Measures

**NO ON PROP 33**

**YES ON PROP 34**

**YES ON PROP 35**

**YES ON PROP 36**

**YES ON MEASURE A**