



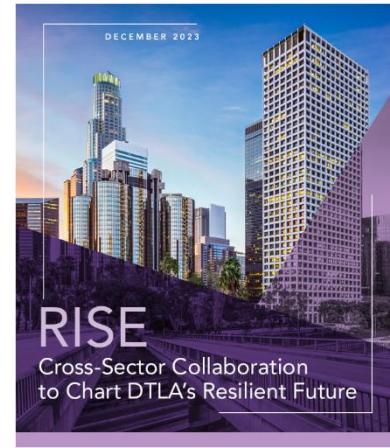
2023 POLICY ACCOMPLISHMENTS

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 DTLA
- Making DTLA the place for housing at all income levels
- Advancing comprehensive solutions to homelessness
- 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.

Our advocacy this year was focused on the recovery and revitalization of DTLA, culminating in the release of [RISE DTLA](#), a cross-sector collaboration and roadmap for Downtown economic recovery. This effort was the product of a partnership between our local City government and CCA members directly engaging through a series of convenings over the course of several months. RISE DTLA presents a comprehensive set of policy advocacy and strategic programming priorities and actions to help DTLA thrive.



HOUSING

Adopting the DTLA 2040 Community Plan: CCA continues to lead advocacy for the Community Plan's implementation, which will set the stage for the next wave of significant growth for DTLA by nearly doubling the area where developers can construct housing without the need for individual project approval and incorporating new provisions designed to simplify and expedite adaptive reuse. The Community Plan update for Downtown has been a top priority for CCA and was approved by the City Council in the middle of 2023. CCA CEO Nella McOsker was [quoted in the LA Times](#) as a leading voice in support of new housing during a critical decision period by the City Council weighing housing growth and industrial preservation in the Fashion District. The plan is now in the hands of the City Attorney's office which must complete its review before it is officially finalized and in effect. CCA is steadfast in engaging with the City Attorney to see the plan implemented in the coming year.

Spearheading Adaptive Reuse: CCA is leading expansive efforts to support the conversion of underutilized office space to new uses across multiple policy fronts. Building off of [our 2021 white paper on adaptive reuse](#), we have been working with the Department of City Planning to update and expand land use regulations that unlock more opportunities for adaptive reuse, including through the DTLA 2040 Community Plan and Citywide Adaptive Reuse Ordinance that is progressing through the legislative process. Nella McOsker also joined Mayor Karen Bass and leaders of City Departments for the signing of Executive Directive 7, which instructs the Department of Building and Safety and Fire Department to assemble potential code amendments that will increase adaptive reuse feasibility, which CCA has been closely coordinating on. We are also developing recommendations for financial incentive tools to support the economic viability of adaptive reuse. CCA will continue to be the leading voice on adaptive reuse in Los Angeles and will advance these supportive policy efforts in 2024.



CCA CEO Nella McOsker joins Mayor Bass, Council President Krekorian, Councilmember Raman and other city leaders for the signing of Executive Directive No. 7. *Image Source: Mayor's Office*

Increasing Housing Capacity with State Legislation: CCA supported state housing legislation that removes key barriers to housing in LA and across the state. The following bills passed and were signed into law with our support:

- **SB 4** (Wiener) - Makes building affordable housing easier, faster, and cheaper on land owned by faith-based institutions and nonprofit colleges (a recommendation in our report *Building Affordable Housing at Scale*).
- **SB 423** (Wiener) - Removes the sunset of SB 35 (Wiener, 2017) and makes the law permanent, thus providing streamlined, ministerial approval of projects in cities that have not met their RHNA goals or adopted a compliant housing element.
- **SB 684** (Caballero) - Streamlines approvals for small-lot, modest and affordable "Missing Middle" homes.
- **AB 785** (Santiago) - Exempts publicly funded emergency shelters, transitional housing, supportive housing, and 100% affordable housing projects located in the City of Los Angeles from CEQA until January 1, 2035.
- **AB 1734** (Jones-Sawyer) - Creates a new exemption to the Surplus Land Act enabling government and transit agencies in the City of Los Angeles to dispose of publicly owned property for the purpose of emergency shelters, transitional housing, supportive housing, or affordable housing.

ECONOMIC DEVELOPMENT & LIVABILITY

Modernizing and Expanding the Los Angeles Convention Center:

CCA has been a driving force for the urgent modernization and expansion of the Los Angeles Convention Center. The Convention Center expansion and the addition of hotel rooms adjacent to the Convention Center would make Los Angeles among the most competitive destinations for convention activities in the country, bolster the city's tourism industry and support the economic recovery of DTLA. With the deadline to act before the 2028 Olympics quickly approaching, CCA rallied stakeholders this year to call upon the City to move the project forward and to deliver it using a public-private partnership

approach - [Nella McOsker penned an op-ed in the Los Angeles Business Journal](#) stating the case. We have impressed the importance of this project on the City Council and have been successful in keeping negotiations ongoing through this year. This will remain a top priority for CCA in 2024.

Making the Al Fresco Program Permanent: CCA joined a broad coalition successfully calling for the Department of City Planning to make the permanent Al Fresco program as flexible, useable and inexpensive as possible for businesses. Following wholesale changes to the ordinance after CCA and others' comments, City Planning presented a greatly improved ordinance that was approved by the City Council at the end of the year. We also submitted recommendations to the Los Angeles Department of Transportation (LADOT) regarding the proposed Al Fresco Ordinance that would replace the temporary program for outdoor dining in the public right-of-way. We expressed our support for most of the policy, but highlighted areas in which the procedures and requirements need to provide more flexibility, clarity, and equity. CCA also emphasized the need for a straightforward, streamlined process to support small and local businesses. We are excited to see this program become a permanent feature of the city, a positive outcome of the challenges posed by the pandemic.

Expanding CIRCLE: CCA is continuing to advocate for the expansion of alternative unarmed crisis response programs in DTLA, including the Crisis and Incident Response through Community-Led Engagement (CIRCLE) program. Programs like CIRCLE help reduce the burden and responsibility placed on traditional law enforcement agencies and emergency services by diverting 911 calls. CIRCLE is currently operational in the Civic Center, Chinatown, Little Tokyo, and Historic Core communities. Nevertheless, the unique nature of homelessness in DTLA justifies expanding the program in both breadth and depth to cover all areas of DTLA. CCA will continue to work with our city partners to establish an effective, community-driven public safety system in Los Angeles.



Aerial view of a rendering of the expanded Convention Center. *Image Source: Populous*

Activating DTLA's Public Spaces with Downtown Works (DTWX):

Through our 501(c)(3) arm, DTXW, CCA launched events to support the vitality of DTLA's public spaces. Building on DTXW's [2022 report](#) and set of [national case studies](#) on public-private partnerships to create and sustain downtown parks and open spaces, we partnered with LA Metro to host a series of family-focused events to activate DTLA and encourage people to use Metro.

MOBILITY

Celebrating the Opening of the Regional Connector:

After many years of construction and anticipation, DTLA gained three new Metro rail stations and became better connected to the rest of the Metro system in 2023. Nella McOske spoke at the station dedication ceremony for the Historic Broadway Station, highlighting the positive impact of DTLA's new stations and improved access. In tandem with the opening of the new stations, CCA launched the 24x24 initiative with 26 other DTLA organizations pledging to take 24 rides on Metro by 2024.

Implementing a Comprehensive Wayfinding System and Transit Infrastructure:

CCA has long been engaged on the sidewalk and transit amenities program (STAP), seeking to deploy a comprehensive modern transit-supportive infrastructure system across DTLA and the city. CCA's work on DTLA wayfinding was leveraged to secure an \$8 million grant that will fund 20 bus shelters, 20 digital kiosks and 12 gateway signs in DTLA. Mayor Karen Bass also announced \$38 million to rollout the STAP, which will ultimately provide 3,000 bus shelters and 450 shade structures across LA.

Enhancing 7th St/Metro Center: CCA launched a partnership between Downtown building owners and Metro to enhance safety and cleanliness at the 7th Street/Metro Center station - one of the busiest and most important stations in Metro's entire network. Partners include the Downtown Center Business Improvement District and Downtown property owners of the four buildings that have entrances to the station. The installation of brighter LED lighting at each station entrance has already begun and additional environmental changes are expected to improve both the passenger experience and public safety outcomes. Thanks to CCA's advocacy, Metro has designated the 7th Street/Metro Center station as the next station to receive dedicated environmental improvements, building on successful tactics applied to the MacArthur Park station.

CITY GOVERNANCE

Winning Meaningful Reforms and Expanding the Dialogue About Needed Change:

Following a series of controversies involving local public officials, CCA published a report this year on City of Los Angeles Governance Reform. CCA's report encompassed a broad set of reform topics, including Redistricting, City Council size and powers, and land use processes. The City Council approved the placement of an Independent Redistricting Commission proposal on the November 2024 ballot, which we called for in our report. We are continuing to engage with City Council on a larger set of reforms, chiefly focused on land use powers and processes.



CCA Report

Los Angeles City Governance Reform

IDEAS FOR A MORE EFFECTIVE GOVERNMENT

MARCH 2023

