



Meeting the Moment, Part 2:

United to House LA



Welcome!

AGENDA

1. Intros in the Chat
2. United to House LA (UHLA)
Strategy
3. Messages from UHLA Partners
4. Theme 1: Building the
Landscape to Win
5. Theme 2: Making ULA Real
6. Q & A
7. Next Steps



In the Chat, please share

Your name, organization and city!

What is Measure ULA?

A one-time real estate
transfer tax on properties
sold for over \$5 million that
funds affordable housing and
homelessness prevention

\$300 million
raised in its
first year

Measure ULA: a comprehensive approach

Millions in local funding

Is raising hundred of millions of dollars in new public revenue at the local level.

Strong Community Oversight

Established the most robust citizens oversight committee in the history of Los Angeles

Permanent Revenue Source

Has no sunset – it is a permanent and forever revenue source that will be a part of LA's turnaround on its history of housing injustice

Equitable funding

Generates revenue from among the wealthiest members of our community: owners of property worth over \$5 million

Comprehensive housing programs

Funds a comprehensive set of housing programs that **protect tenants**, prevent homelessness, preserve and produce new affordable housing, expands a system of **social housing and community-controlled housing**, and creates thousands of new **union construction and public sector jobs**.



Ingredients to Success

Taking a big swing

A big revenue measure led by community groups to address our housing crisis:

- inspired organizations to become a part AND contribute resources;
- rallied the public behind it; and
- Cultivated within the coalition a long-term commitment to its success



Building a landscape to win

About the UHLA Coalition

A Rare Coalition

A uniquely powerful coalition building power and affecting systems change for housing justice in LA

- Diverse coalition of unlikely allies including labor, housing advocates, etc etc.
- Passed a major win and STAYED INTACT in a commitment to see ULA come to fruition
- Leading an effort that is citizen and community led





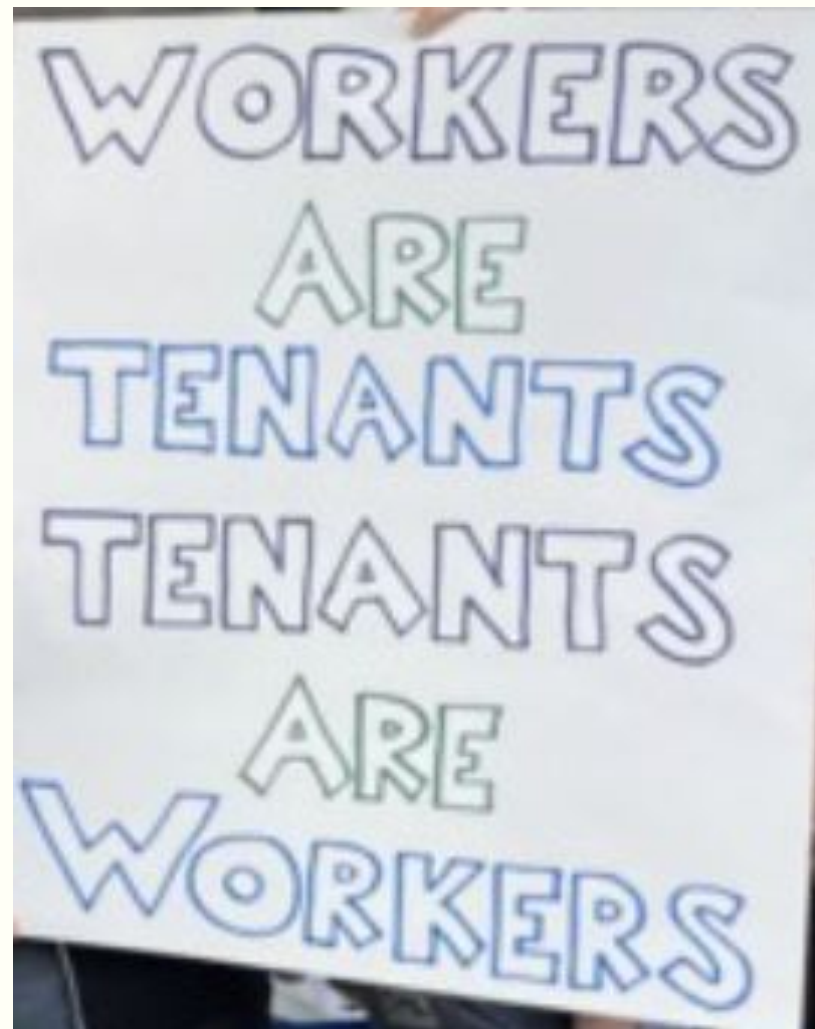
Ingredients to Success

Deep Cross-Movement Coalition Building with Labor

After years of being pitted against one another, housing justice and labor movement groups started to build together, earnestly in 2016.

UHLA was convened in the wake of previous wins together.

We forged a broad coalition by designing a comprehensive policy through an inclusive process.



Conrad N. Hilton Foundation: Why we Support UHLA

**Alignment with our Advocacy Grantmaking:
Homes End Homelessness**

**Coalition-Building Work is Woefully
Underfunded**

Effective Implementation is Critical

**Sustaining Progress Beyond the Policy
Win**

**Creating Strong Accountability
Mechanisms**

**Compliant with Non-Lobbying IRS
Restrictions**

Making ULA real.



Ingredients to Success

Committing to Protecting and Implementing the win

Bold efforts face big opposition during – and after – the campaign. Protecting and implementing it makes the success real.

We are the experts; so, we can't stop with the policy win. We have to see it through.

If we left it solely up to the City, our win would have taken MUCH longer to manifest and would have been far LESS impactful.



ULA Implementation

Year 1

UHLA's work to implement Measure ULA

- Established the Citizens Oversight Committee
- Coordinated the work of 140 organizations contributing to program guidelines development process
- Drafted, proposed and advocated for 11 different sets of Program Guidelines





**PREVENTING
HOMELESSNESS**

**PROTECTING
RENTERS**

**\$300
Million**

RAISED TO DATE

**CREATING
AFFORDABLE
HOUSING**

**SUPPORTING
SENIORS**

ULA Implementation

The Result

\$300 Million Raised

by ULA in its first 13 months with the recent average of funds raised each month hovering above \$26 million new dollars coming in.

Over \$26 Million

new dollars coming in monthly

Angelenos Stay HOUSED

By helping seniors and low income people stay in their homes and saving affordable housing project

ULA Revenue by Month



ULA Implementation

Outcomes, Year 1

11,000 Angelenos saved from eviction by ULA's rental assistance

795 new affordable homes funded by ULA

10,000 new union construction jobs created by ULA affordable housing construction



4 Big Goals for UHLA

Protect ULA

Implement ULA

Promote ULA

Build UHLA

ULA Implementation

City - Coalition Partnership

Deep partnership with the LA Housing Department, Mayor's Office and the City Council

Collaboration around standing up the Citizens Oversight Committee, establishing Program Guidelines and more



Direct Democracy

As a citizens-initiative, Measure ULA was authored and passed by residents and community experts.

The campaign was completely grassroots – it did not involve City or elected officials.

After the ballot box win, it's the coalition's job to work with City officials and agencies to implement ULA and defend our gains against ongoing attacks by opposition.



Why Success Matters

Why Success Matters

National Implications

If ULA and the UHLA coalition succeed, this model will help:

- Campaigns believe that big money, corporate opposition CAN be defeated
- Policymakers see that real estate transfer taxes on high-priced property do not “kill our economy”
- Movements replicate the power of cross-movement coalitions that remain after the big win



Q & A

Next Steps

UHLA Projects 2024-2026

1. Implementing ULA

- Organizing & Coalition Building
- Program implementation & Complementary Policy

2. Promoting ULA

- Telling the story of success
- Countering corporate narratives

3. Protecting ULA

- Defending against repeal
- Advocacy in City Hall and State Legislature

4. Building UHLA

- Year-round canvassing to grow power and advance new campaigns
- Strategy to change public institutions



How to Follow Up

We'd love to continue the conversation to explore partnerships and to share our best practices.

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