

Measure ULA, Part 1

**An Overview of the United to House LA Initiative,
Programs and Implementation Process**



United to
House LA



Background

United to House LA (UHLA) Coalition

In 2019, on-the-ground experts in affordable housing, tenant rights, homelessness prevention, and service and labor and economic justice came together around an idea to strengthen and transform our housing systems in order to address our communities' needs for housing justice. **Together we formed the United to House LA (UHLA) coalition.**



More info: <https://unitedtohouela.com/>



UHLA Coalition Steering Committee



Measure ULA Campaign

December 2021

UHLA filed the measure

April 2022

Qualified the measure for the
November ballot

November 8, 2022

Measure ULA passed with over 57%
of the vote



Vision for Measure ULA

To achieve housing stability for Angelenos and advance racial and economic justice by **generating revenue** for and investing in a **comprehensive approach to housing** through the 3 P's: protection, preservation and production.

Official Purpose statement:

*“Increasing the **Real Property Transfer Tax on the highest priced properties in the City** will generate an ongoing revenue source which will allow the City to employ robust tenant stabilization policies and practices to proactively keep vulnerable households from losing their homes and instead build significant numbers of homes that are affordable to the City’s Lower Income Households, thereby directly preventing and reducing homelessness across the City and lowering the City’s housing costs.”*

Overview of Measure ULA

Real estate transfer tax (“documentary transfer tax”)

- Applied to property transactions over \$5 million in the City of Los Angeles
- A one-time fee is assessed at the time of sale:
 - 4% for properties between \$5 million and \$10 million
 - 5.5% for properties sold for \$10 million and above

Effective date: April 1, 2023

More info at: <https://finance.lacity.gov/faq/measure-ula>



ULA Program Funding

ULA funds 11 complementary programs under two categories

70% for Affordable Housing

Goes to the preservation of existing affordable housing and the creation of new supportive and affordable housing

30% for Homelessness Prevention

Goes to supportive services for at-risk low-income renters so that they maintain stability and stay in their homes

8% for Administration



ULA Programs & Prescribed Allocations

Affordable Housing Programs (70% of revenues)

Multi-Family Affordable Housing	22.5% - 25%
22.5%-25%: Alternative Models to Permanently Affordable Housing	22.5% - 25%
Acquisition and Rehabilitation of Affordable Housing	10%
Homeownership, Operating Assistance and Capacity Building	10%
Program Stabilization Fund	0-5%

ULA Programs & Prescribed Allocations

Homelessness Prevention Programs (30% of revenues)

Short-Term Emergency Assistance (“rental assistance”)	5%
Income Support for Rent-Burdened At-Risk Seniors and Persons with Disabilities	10%
Eviction Defense/Prevention (“for a right-to-counsel program”)	10%
Tenant Outreach & Education	2%
Protections from Tenant Harassment	3%

Social Housing in ULA

Three ULA programs have been envisioned to support the creation of a social housing system in Los Angeles:

- Alternative Models for Permanent Affordable Housing
- Acquisition & Rehabilitation of Affordable Housing
- Capacity Building



ULA Program Guidelines

Through UHLA, over 140 organizations have contributed to the development of the Program Guideline Proposals for the 11 ULA programs.

UHLA proposals can be found at
<https://unitedtohousetla.com/resources/>



Permanent Program Guidelines for Measure ULA Funding Programs

Drafted by Area Experts Throughout ULA Coalition
January 2024

For general inquiries please contact:

- Joe Donlin, (joe@unitedtohousetla.com); or
- Jackson Loop (jloop@scanph.org)



United to
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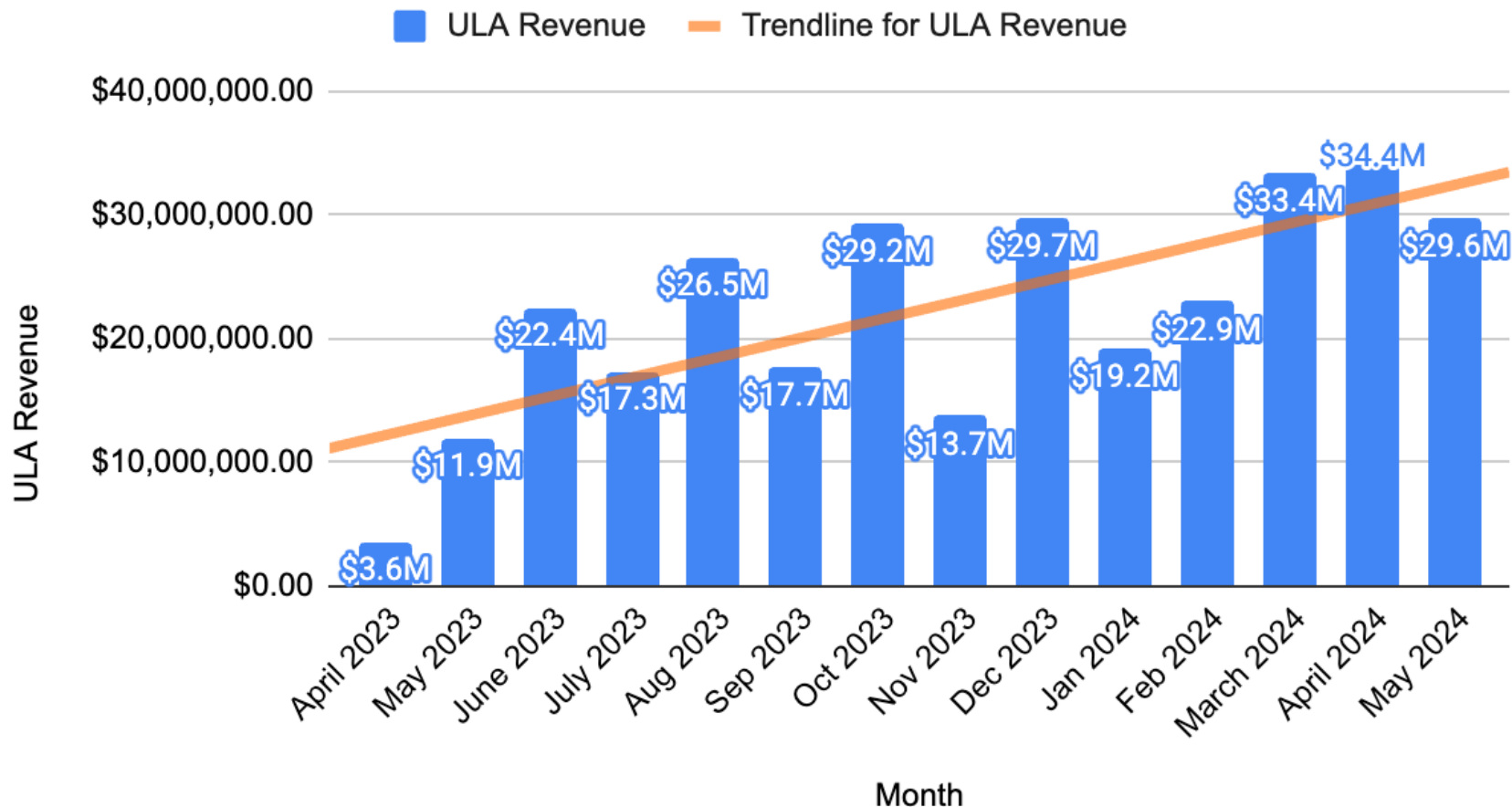
Revenue + Transactions

Revenues from ULA Tax

Total raised (first 13 months): **\$312,238,763.96**
Monthly average, (last 6 months): **\$28.2 million**



ULA Revenue by Month

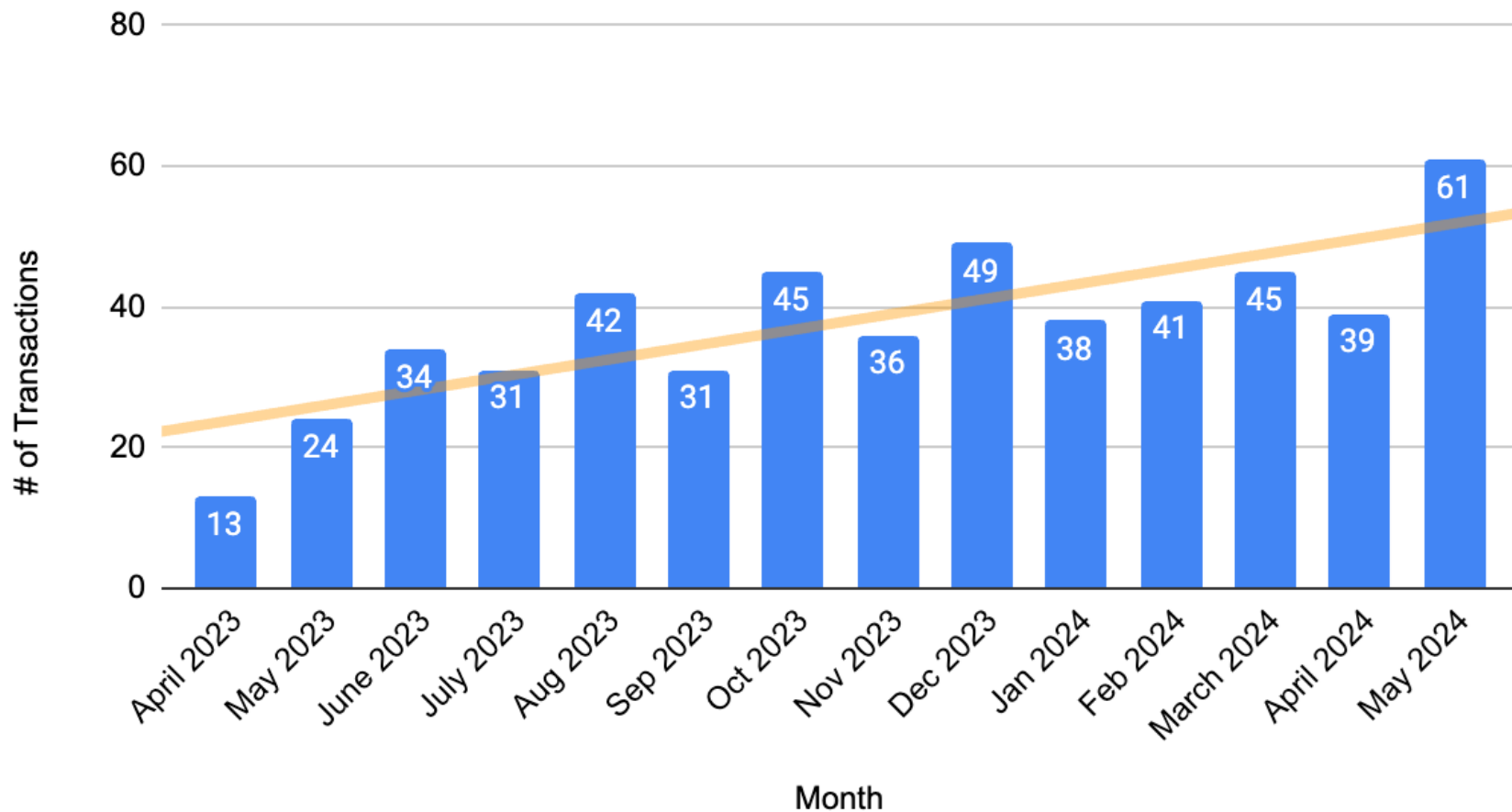


Transactions Creating ULA Tax

Total transactions (first 13 months): **529**
Monthly average, (last 6 months): **46**



Number of Transactions that Paid the ULA Tax



MEASURING LA'S MANSION TAX

An Evaluation of Measure ULA's First Year

APRIL 2024

First-Year Report on ULA

oxy.edu/ula



Peter Dreier | Occidental College Joan Ling | UCLA Scott Cummings | UCLA
Regina Freer | Occidental College Manuel Pastor | USC Ananya Roy | UCLA Chris Tilly | UCLA



United to
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Implementation

The ULA Implementation Family



United to
House LA

**The Office of Mayor Karen Bass
City Council**

**ULA Citizens Oversight
Committee**

Interim Inspector General

LA Housing Department

United to House LA coalition

General public

Tenant Council *in development*

The Citizen's Oversight Committee (COC)

A COC comprised of 15 seats with required expertise across 4 categories:

- Housing Development, Preservation & Finance
- Renter Protection & Support
- Lived Experience & Expertise
- Youth

Authorized to:

- Review Expenditure Plans
- Design and Approve Program Guidelines
- Monitor and evaluation program implementation

Staffed by:

- A professional staff that reports to the Citizens Oversight Committee, led by an (interim) Inspector General, focused on ensuring compliance to the measure's eligible uses.

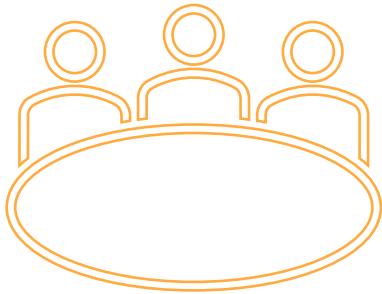
<https://www.ulacoc.org/>



Tenant Council*

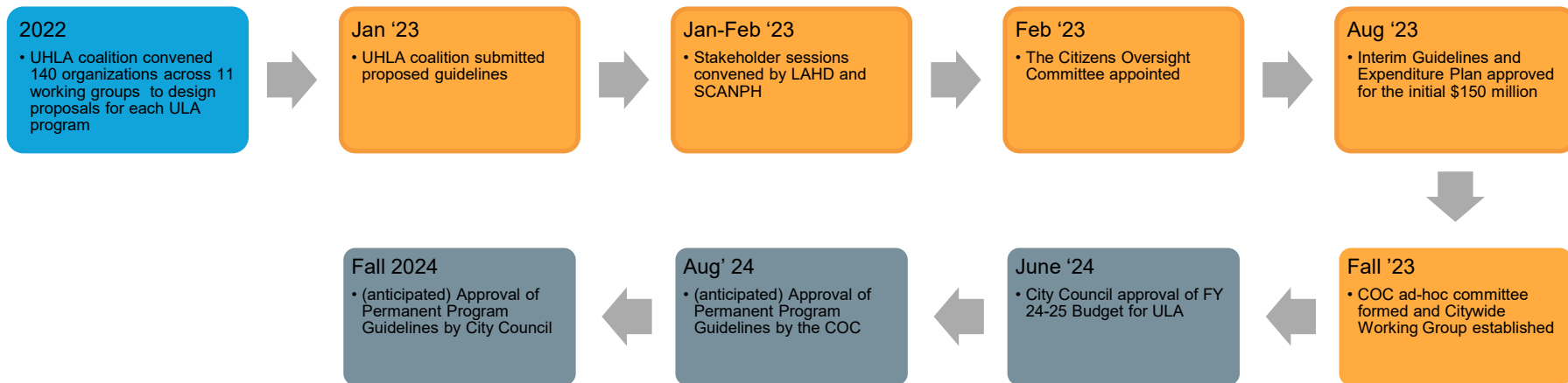
Comprised of tenants or currently homeless individuals living in the City of Los Angeles, one from each of City Council Districts.

Authorized to:





- Monitor and advise the Department regarding implementation of tenant protections
- Receive reports on implementation of tenant protection and homelessness prevention programs
- Make recommendations to the Oversight Committee, to the Department and to City Council to reduce evictions and displacement and increase tenant access to legal services


ULA Program Guideline Timeline



Color Key:

2022: 

2023: 

2024: 

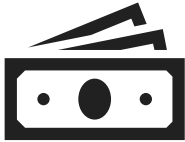
Early Outcomes by ULA Programs

- 11,000 Angelenos prevented from losing their homes through the ULA rental assistance program
- 795 new affordable housing units funded by ULA
- 10,000 new union construction jobs created by ULA affordable housing construction

Legal Challenges to ULA

- Two lawsuits were filed (and consolidated) in the state court system and one in the federal court system.
- All legal challenges have failed at the trial level and now are in the appeals process.

Sample of What's Next for ULA Implementation:



Disbursement of initial income support funds for At-risk Seniors and Persons with Disabilities



Right to Counsel program anticipated to be established by City Council with ULA funding (Stay Housed LA programs begin implementation of ULA eviction Prevention/Defense and Tenant Outreach & Education resources)



Tenant Anti-Harassment task force expanded with new staff at LAHD and the City Attorney's office

Thank you!

Questions?



Contact Information

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Resources Measure ULA

Measure ULA Statute language:

https://unitedtohousela.com/app/uploads/2022/05/LA_City_Affordable_Housing_Petition_H.pdf

First Annual Report on ULA: <https://oxy.edu/ula>

ULA Citizens Oversight Committee: <https://www.ulacoc.org/>

LAHD ULA page: <https://housing2.lacity.org/ula>

Rental Assistance dashboard: <https://housing2.lacity.org/erap>

United to House LA coalition: <https://unitedtohousela.com/>

Office of Finance, ULA: <https://finance.lacity.gov/faq/measure-ula>