



**MEDIA ADVISORY FOR August 30, 2022**

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## YES ON ULA LAUNCHES WESTSIDE CAMPAIGN

**Yes on ULA supporters host a community festival at Safe Place for Youth's Access Center in Venice to educate local residents about LA City ballot measure to keep seniors housed and slash homelessness.**

**PHOTOS AVAILABLE**

**WHO:**

Erika Hartman, Safe Place for Youth  
Laura Raymond, Measure ULA Campaign Co-Chair  
Godfrey Plata, LA Forward Action  
Tara Barauskas, Santa Monica Community Corps  
Janice Andrade, Grassroots Neighbors  
Others TBD

**WHEN:** Tuesday, August 30th from 5:30-7:30 pm

**WHERE:** Safe Place for Youth Access Center, 340 Sunset Ave, Venice, CA 90291

**WHAT:** Members of the Yes on ULA coalition are hosting a mini-festival for community members to celebrate the launch of the coalition's Westside headquarters. Visitors will see learning stations with information about housing challenges on the Westside, tour Safe Place for Youth's access center (which supports youth who are unhoused or are transitioning into housing), and hear from people directly impacted by a lack of affordable housing and tenant services.

Measure ULA will appear on the November ballot for the City of Los Angeles. If passed, it will raise approximately \$875 million per year through a real estate transfer tax on sales of properties over \$5 million. If passed, funds could be used for direct rental assistance to low-income seniors, purchase of hotels for housing, and legal assistance for tenants threatened with eviction.

Measure ULA would:

- Invest in innovative solutions that will create housing faster and at a lower cost than what has been tried before
- Provide income assistance to low-income seniors and people with disabilities who are at risk of homelessness, and provide legal aid and outreach services to renters at risk of losing their homes — assisting 475,000 Angelenos each year
- Immediately buy existing and build new affordable housing for 69,000 people (in the first ten years) experiencing homelessness or at risk of homelessness
- Leverage real estate transactions of \$5 million or more so that only millionaires and billionaires pay

Measure ULA includes the most robust citizens oversight and transparency in LA City history. Funds would be overseen by a Citizens Committee with specific expertise and lived experience on housing and homelessness, and supported by paid staff led by an Inspector General.

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### ***About the United to House LA Coalition***

*Not-for-profit neighborhood organizations, labor unions, and community members who live in Los Angeles have come together, with the assistance of local policy experts — not politicians — to support a ballot initiative that will ask millionaires and billionaires to pay their fair share to dramatically increase housing that is affordable for Angelenos and prevent homelessness with tenant protections, assistance for people facing evictions, emergency income assistance to seniors, and housing for veterans and families in need. Our growing coalition ([full list here](#)) includes:*

- *ACLU of Southern California*
- *Dolores Huerta Foundation*
- *Downtown Women's Center*
- *LA CAN*
- *LA County Democratic Party*
- *LA Family Housing*
- *LA/OC Building and Construction Trades Council*
- *Los Angeles County AFL-CIO*
- *PATH*

- *SEIU 2015*
- *Southern California Association of Nonprofit Housing*
- *Sunrise Movement Los Angeles*
- *UNITE HERE Local 11*