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AS SENIOR HOMELESSNESS RISES, ADVOCATES CALL FOR PASSAGE OF MEASURE ULA

Seniors and allies gathered at low-income housing complex to demand passage of ballot measure that would fund strong renter protections and affordable housing creation to push back growing “silver tsunami” of senior homelessness

[PHOTOS](#) AND [B-ROLL \(English and Spanish\)](#) AVAILABLE

LOS ANGELES, CA — A diverse group of seniors and fellow advocates gathered Thursday to call for passage of Measure ULA, a historic ballot measure that would keep seniors in their homes and off the streets, even as senior homelessness and evictions continue an ominous rise.

If passed by voters, the measure would raise more than \$900 million for aid to renters, affordable housing, and legal services.

“I know from experience how scary it is to live without a home, and I want to make sure that nobody else has to go through what I did,” said Emily Martiniuk, a senior with lived experience of homelessness. “That’s why I’m such a passionate advocate for Measure ULA, which will help us build the housing and provide the services that my fellow seniors need to live in dignity and safety.”

Adults 55 or older are the fastest-growing demographic of people experiencing homelessness in Los Angeles County, and seniors make up nearly a quarter of the county’s unhoused population.

Homelessness among those aged 70-79 rose a staggering 49%, according to the latest LAHSA Point in Time count. These trends show no sign of abating as evictions have returned to pre-pandemic levels and are heading higher, threatening to reach levels not seen since the Great Recession.

Measure ULA offers the tools that could help reverse this pattern, offering new hope for seniors through direct cash payments, purchase and construction of new affordable units, and increased tenant services that could keep seniors and other renters in their homes rather than falling into homelessness.

“Every day in court, I’m seeing more and more tenants who are looking the fear and uncertainty of homelessness right in the face,” said Christian Roldan, an attorney for BASTA Inc. who works with renters facing eviction. “Measure ULA would provide the funds we need to ensure that we can provide counsel to those tenants and ensure that their rights are protected so they have a better chance of staying in their homes.”

In total, Measure ULA is estimated to raise approximately \$900 million per year through a real estate transfer tax on sales of properties over \$5 million, funds that 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

It also includes the most robust citizens oversight and transparency in LA City history; the fund would be overseen by a Citizens Committee with specific expertise and lived experience on housing and homelessness & supported by paid staff led by an Inspector General.

“We’ve seen too much out of LA City Hall about how politics shouldn’t work in Los Angeles — Measure ULA provides a hopeful model of what our politics should be,” said Yuval Yossefy, campaign manager for the Yes on ULA Coalition. “This is effective policy to address our ongoing housing crisis, written by experts rather than not politicians, with support from a broad, multiracial, grassroots coalition that brings people together from across the city. That’s some thing that every Angeleno can get behind.”

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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 homeless service providers — not politicians — to support a ballot initiative that will ask millionaires and billionaires to pay their fair share to dramatically reduce homelessness and help those at risk of 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*
- *PATH*
- *SEIU 2015*
- *Southern California Association of Nonprofit Housing*
- *Sunrise Movement Los Angeles*
- *UNITE HERE Local 11*