

Housing Element 2021- 2029:

The Plan to House LA



Housing Element Update - Concepts Phase Outreach Summary

Introduction

In late 2020 the City launched the **Concepts phase** for the 2021-2029 Housing Element of the General Plan, *The Plan to House LA*. This plan identifies Los Angeles’s housing needs and establishes clear goals and objectives to inform future housing decisions. This update effort must be completed every 8 years and is a collaboration between Los Angeles City Planning (LACP) and the Housing + Community Investment Department (HCIDLA).

This phase of the Housing Element Update focused on the development of six *concepts* used to shape revisions for the current Update. The concepts were drafted based on the feedback City Planning collected during the **Vision phase** of its outreach, as well as considerations from state law and a review of the current Housing Element. The Concepts focus on how the Housing Element should address the most pressing housing-related issues in the City. All six concepts respond to urgent needs including: addressing the housing shortage, advancing racial equity and access to opportunity, and promoting sustainability and resilience.

The six concepts are:



1. Housing Stability and Anti-Displacement
Protect Angelenos—especially persons of color—from indirect and direct displacement, and ensure stability of existing vulnerable communities



2. Housing Production
Increase the production of new housing, particularly affordable housing

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3. Access to Opportunity

Increase access to opportunities and proactively desegregate the City by planning for more affordable and mixed-income housing in high-resource areas.



4. Homelessness

Prevent and end homelessness in a manner that centers human dignity and respect by developing early interventions, significantly expanding permanent housing options, and providing appropriate services and support.



5. Built Environment

Design and regulate housing to promote health and well-being, increase access to amenities, contribute to a sense of place, foster community and belonging, and plan for a sustainable future.



6. Meeting the Needs of all Angelenos

Build, operate, and maintain welcoming and accessible housing for Angelenos with unique needs, including those with disabilities, large families, older adults, and other people facing housing barriers.

During this phase of the Housing Element Update, Los Angeles City Planning engaged with an unprecedented number of people through several targeted outreach efforts, including three

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webinars, a statistically valid poll, and a public survey. Each of these is discussed in more detail below. In addition to these efforts the city held a meeting of the full Task Force, attended 6 Neighborhood Council and alliance meetings, held several smaller stakeholder meetings with community organizations, and posted content across several social media platforms to engage a wide audience.



Bilingual Webinars

Contextualized the State of Housing in LA and introduced the Concepts & potential implementation strategies.

- The City held three webinars during the fall of 2020, two in [English](#) and one in Spanish reaching an audience of over 260 people.
 - November 10th (English)
 - November 17th (Spanish)
 - November 18th (English)
- Interactive polls were held during each webinar (see below) and followed by a question and answer section.



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When you're looking for a place to live, what do you look for in your neighborhood?



- The Webinars were accessible through GoToWebinar and also live streamed on the City's Facebook Page.



Plan to House LA Survey

Educated Angelenos on the widespread impacts of the housing crisis and gathered feedback on the Concepts & potential strategies.

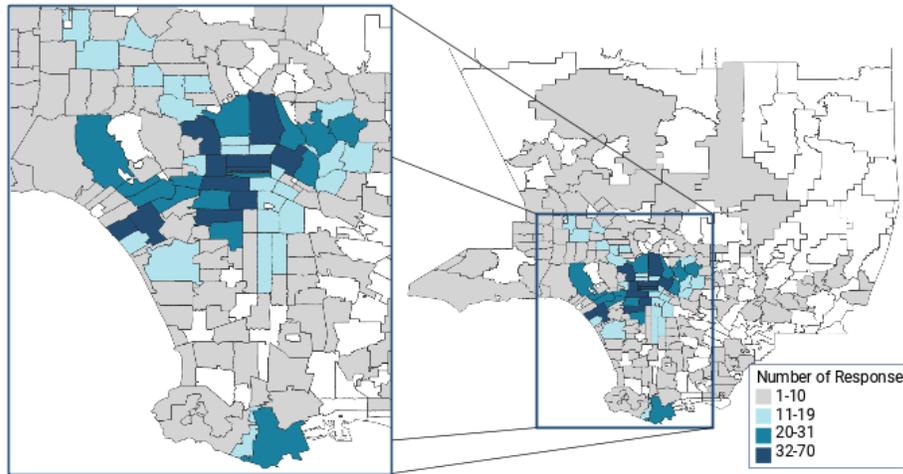
- On December 18th, 2020 the City released an interactive digital survey that introduced each Concept and asked respondents to weigh in with their reactions and suggestions.
- Over 1,800 people responded to the survey. Compared to citywide demographics, respondents tended to be older, whiter, and over representative of homeowners, though not by a significant margin. 23% of survey respondents identified as Latinx and 13% of survey respondents as Black/African American. Some survey responses were de-aggregated by demographic criteria to evaluate key differences.
- 53% of respondents spend more than 30% of their income on housing costs, with 26% spending more than half their income on housing.

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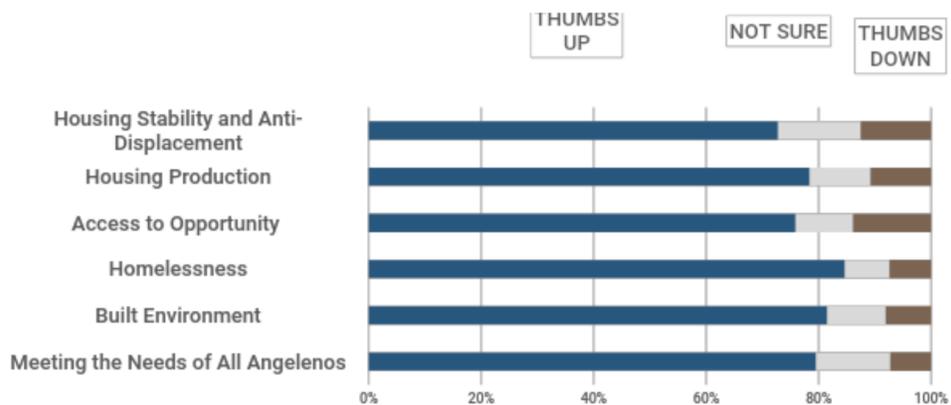
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- 44% of respondents were renters and 3% of respondents were unhoused.
- Most respondents were from Central and West, South-West and North-East LA as visualized below.



- Of the six Concepts, *Homelessness*, *Built Environment*, and *Meeting the Needs of All Angelenos* were ranked as the highest priorities amongst the proposed Concepts, respectively. Each of the six concepts received support from the majority of respondents.



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- The majority of respondents were unhappy with the availability of housing in Los Angeles overall, and especially dissatisfied with the availability of affordable housing.
- When asked about different tools to increase the supply of housing respondents demonstrated strong support for tools including adaptive reuse and the use of public lands for housing. Strategies to increase zoning capacity had more mixed responses, with slightly more support for increasing zoning capacity near transit than in neighborhoods previously set aside for single family homes.
- Respondents showed strong support for free legal assistance for eviction defense, opportunity for tenants and community organizations to purchase a building when it goes up for sale, and low/moderate income homebuyer assistance.
- Over 84% of respondents believe that shelters, supportive housing, and services should be available throughout the city. 66% agreed that shelters and supportive housing should be available in all neighborhoods, regardless of local opposition.
- When asked if their home could accommodate an elderly family member or friend with unique needs only about 37% reported that it could. For renters the numbers were even lower, with only about 26% reporting an accessible unit.
- Over 50% of respondents identified outdoor spaces to gather and spend time when asked which amenities are the most important to have onsite in a multi-family building.
- You can see a full summary of survey responses [here](#).



Statistical Poll

Engaged random sample of Angelenos to assess their opinions on housing related issues and proposed response-strategies.

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- City Planning conducted a poll of over 800 city residents from November 5th to 18th, 2020, in both English and Spanish. These polls were conducted by email and text message as well as through the use of a mobile and landline.
- In order to capture a statistically representative cross-section of Angelenos, the poll respondents are consistent with the citywide race/ethnicity, income, household size, renter vs owner, and age demographics of Los Angeles. You can view a [high level summary](#) of the poll results.
- The key takeaways from the Statistical Survey include:
 - 89% of participants indicated that the City should continue its overall strategy of accommodating more housing near jobs, transit, and services
 - 81% of participants stated that protecting tenants' rights is either an extremely or major citywide priority
 - 79% of participants noted that expanding the number of shelters for people experiencing homeless is an extremely high or major priority for the City
 - 75% of participants stated that increasing the supply of affordable housing is a top or high priority, with an additional 8% noting it as somewhat of a high priority
 - 64% of participants responded that increasing the supply of overall housing is a top or high priority, with an additional 14% stating it is somewhat of a high priority



Educational Video

Explained the current housing crisis in LA, the Housing Element Update, and ways to get involved in an effort to bring new audiences into the housing conversation.

- The animated, minute and a half long educational video was launched on February 18th, 2021 on Los Angeles City Planning and Housing + Community Investment's [Youtube Channel](#) and social media platforms.
- The video highlights housing-related issues facing Angelenos and lays a foundation for the intent and capacity of the goals, policies and programs

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comprising the Housing Element Update.

- Across all platforms this video was viewed thousands of times, generating hundreds of comments and reactions.



Task Force Meeting

Engaged 63 member Task Force to gather input on Concepts & proposed implementation strategies.

- City Planning held a Zoom session for all Task Force members on October 21, 2020.
- After an initial presentation detailing the Concepts, goals, policies and implementation strategies, members were assigned to virtual “Break out rooms” to enable small group discussions to gather input on the presentation material.



Stakeholder Meetings

Engaged local groups with the Concepts & gathered input on implementation strategies.

- The Alliance of River Communities(ARC) : **2/2/21**
- South Los Angeles Alliance of Neighborhood Councils (SLAANC): **2/18/21**
- Los Angeles Neighborhood Council Coalition (LANCC) : **3/6/21**
- PLAN Check NC : **3/13/21**
- Harbor Gateway Planning and Land Use Committee : **4/3/21**
- West Valley Neighborhood Alliance on Homelessness : **4/25/21**
- Westside Regional Alliance of Councils (WRAC): **5/2/21**

Key Findings

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1. People expressed strong support for the Concepts.
2. People support a bold vision, including more housing at all income levels (but particularly for lower income households), strong tenant protections as well as preservation of existing apartment buildings.
3. Respondents support a variety of tools to increase the supply of affordable housing, including expanding incentives and increasing zoning capacity. There is especially strong support for expanding incentives in high opportunity areas, and increasing zoning capacity near public transit infrastructure.
4. Individuals who identify as Black, Latinx or renters are more impacted by housing challenges and more supportive of strategies to increase the supply of affordable and supportive housing.