

Measure ULA Progress

Measure ULA is Los Angeles's best source of housing funding.



UHLA coalition

ABOUT THE COALITION

A **unique coalition** building power and affecting systems change for housing justice in LA. Under various names, this coalition's history includes:

- **2016: Passed Measure JJJ that spurred tens of thousands of new housing units.** Created the Transit-Oriented Communities program that's created over 11,000 units of affordable housing.
- **2017: Defeated anti-development initiative** called Measure S
- **2019: Began planning for Measure ULA** a process involving dozens of organizations
- **2022: Supported the creation of LACAHS**
- **2022: Passed Measure ULA**
- **2024: Campaigned for Measure A**



Health, Housing and Homelessness

Impacts of Unhealthy Housing Conditions

1. **Housing Unaffordability**
 - Cost burdens mean fewer doctor visits, less healthy food, greater stress/depression
2. **Housing Insecurity** (displacement, evictions, homelessness)
 - High stress; poor diets; disconnection from community supports
3. **Poor Housing Conditions** (slum housing; overcrowding)
 - Poor mental health; respiratory conditions; increased domestic violence

ULA Addresses Determinants of Health

ULA creates and funds 11 Programs providing housing solutions.

1. **Affordable Housing + Rental Assistance**
2. **Homelessness Prevention programs** that keep people housed
3. **Creates new affordable housing; rehabs existing housing and makes it permanently affordable**; invests in operating assistance to keep affordable housing sustainable

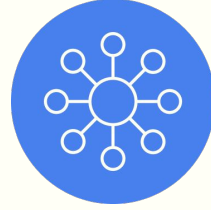
ULA has helped thousands and it's just getting started



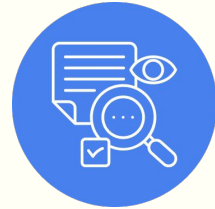
**RIGHT TO
COUNSEL**



**TENANT
ANTI-HARASSMENT
ORDINANCE**



**SOCIAL
HOUSING**



**CIVILIAN OVERSIGHT
COMMISSION**

It's paid for by a real estate transfer tax on property sales of \$5.3M+



\$5.3M=4%



\$10.6M=5%

\$991M

raised by ULA

through October
2025

ULA Revenue by Property Type and Transaction Value

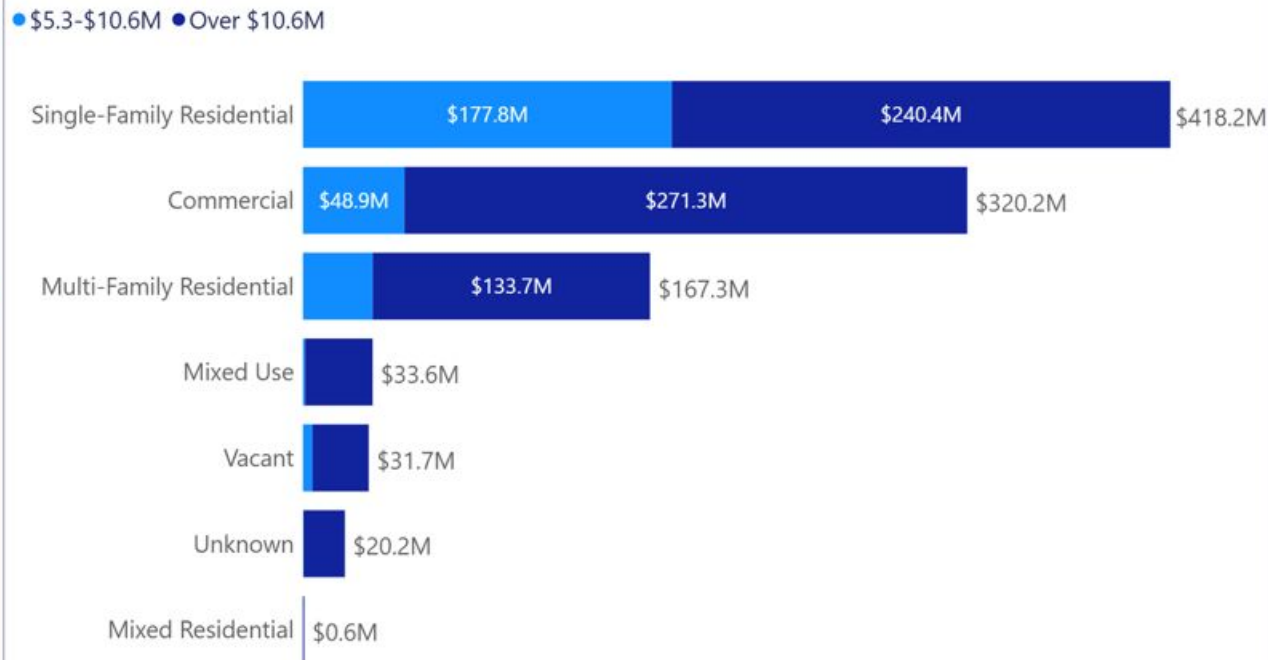
Property Type:

Over half of revenue (60%) from sales of single-family homes

Transaction Value:

Most revenue (73%) is from transactions valued over \$10.6 million

ULA Revenue by Property Type and Transaction Value



Data Dashboard: <https://housing.lacity.gov/ula-revenue>

Geographic Distribution of ULA Revenue

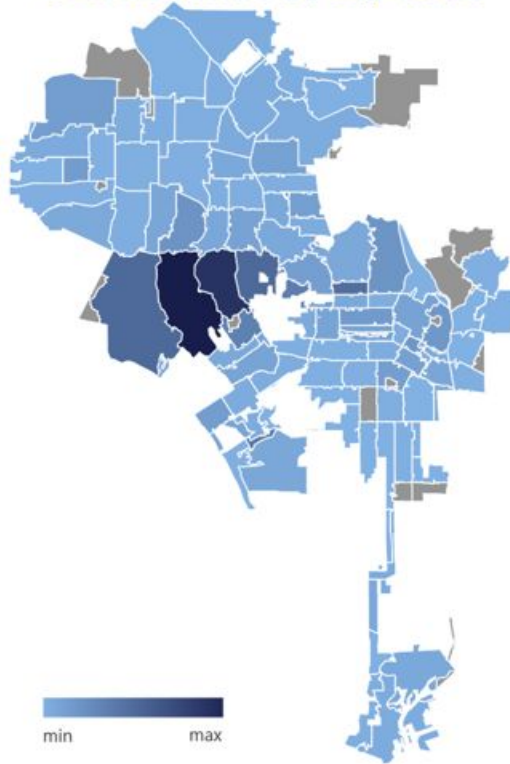
Highest Zip Codes:

- **90049**
\$106 million (11%)
- **90077**
\$90 million (9%)

Highest Council Districts:

- Council District **5**
\$244.1 million (25%)
- Council District **11**
\$236.7 million (24%)

ULA Revenue by Zip Code



ULA Revenue by Council District

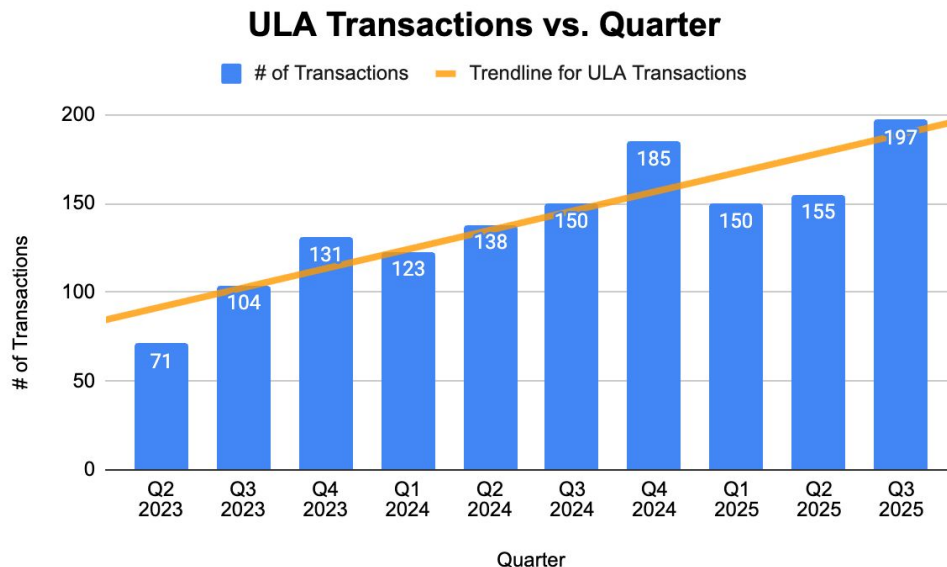
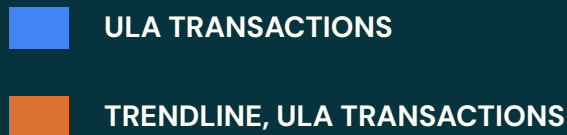


Data Dashboard: <https://housing.lacity.gov/ula-revenue>

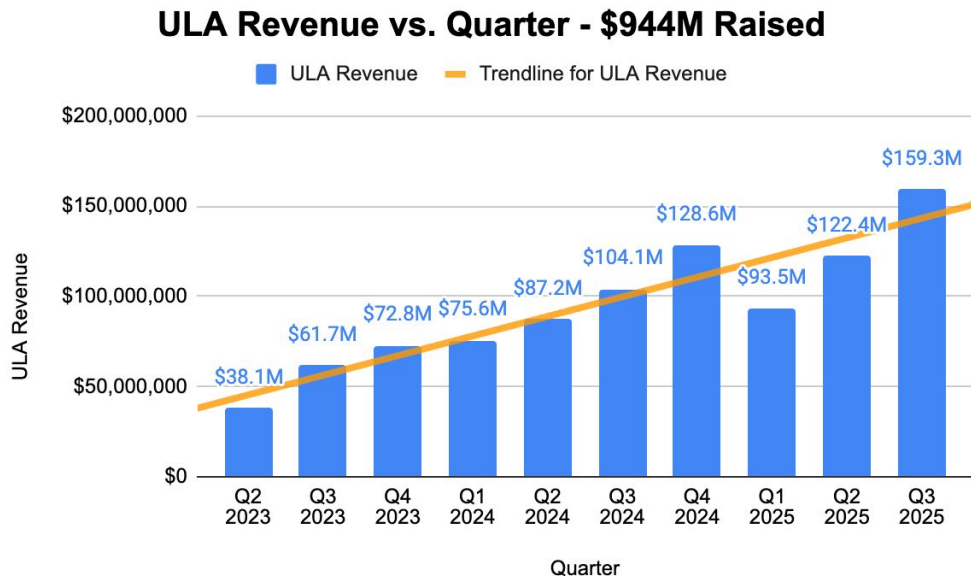
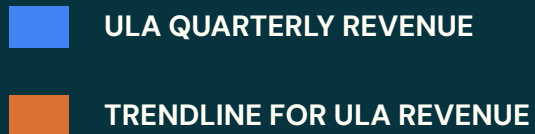
ULA Expenditure Plan, FY 25-26

ULA Expenditure Category	Expenditure Amounts, FY 25-26
Administration	\$33,987,775
Affordable Housing Production and Preservation Programs	\$288,226,349
Multifamily Affordable Housing	\$87,943,369
Alternative Models for Permanent Affordable Housing	\$87,943,369
Acquisition and Rehabilitation of Affordable Housing	\$39,085,942
Operating Assistance	\$19,542,971
Homeownership	\$15,634,377
Capacity Building	\$3,908,594
Homelessness Prevention Programs	\$102,633,067
Short-term Emergency Assistance	\$3,767,728
Income Support for Rent-Burdened At-Risk Seniors & Persons with Disabilities	\$42,681,266
Eviction Defense & Prevention	\$39,085,942
Tenant Outreach & Education	\$7,817,188
Protections from Tenant Harassment	\$9,280,943
Total FY 25-26	\$424,847,191

Real estate sales continue to rise

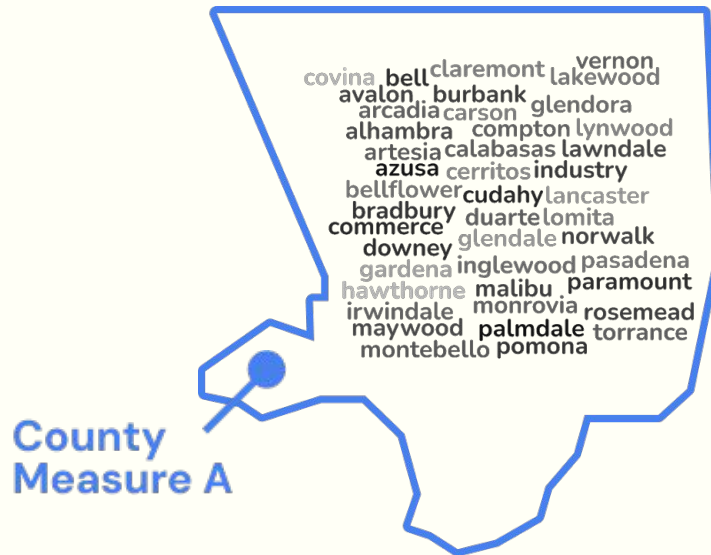
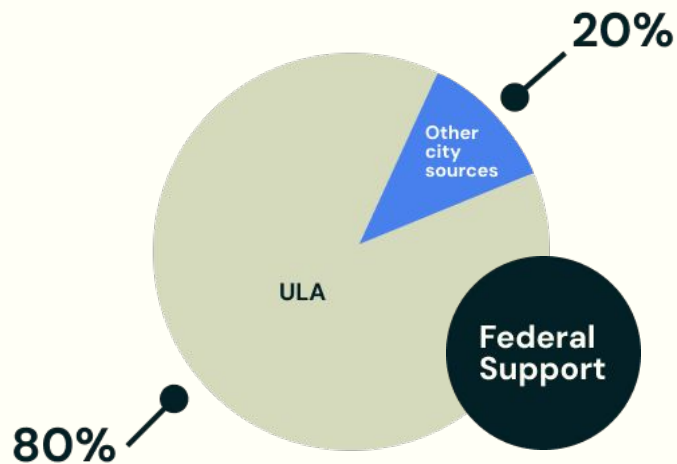


...and its revenue is rising steadily



ULA is LA's most significant funding source for housing

Measure ULA makes up 80% of city housing revenue and raises twice as much housing money than LA gets from the federal government, while Measure A funds are shared across the county's 88 cities



Measure ULA is delivering on its promise

10,000

kept housed (Emergency Rental Assistance and Income Support)

100,000

Tenants educated on rights



ULA Homeownership Opportunities

- During July 2025 LIPA loan reservation round:
 - 10 loans were funded with ULA funds, benefiting 23 household members, for a total funding amount of \$1,604,306
 - 1 additional loan is reserved for a total amount of \$161,000, anticipated to be funded by end of September
- Upcoming LIPA rounds:
 - November 12, 2025: 18 Loan Reservations
 - March 4, 2026 – 18 Loan Reservations
- More information:
<https://housing.lacity.gov/housing/helping-low-income-first-time-homebuyers>



HOUSING DEPARTMENT

CITY OF LOS ANGELES
LOW INCOME
PURCHASE
ASSISTANCE (LIPA)
PROGRAM

- Thinking about buying your first home?
- Do you need help with down payment and closing costs?
- Consider the City's LIPA program to achieve your dream of homeownership!

 **LIPA PROGRAM LOAN FEATURES:**

- Loan of up to \$161,000 for down payment, closing costs, and additional purchase assistance
- Deferred payment (no monthly payments)
- Shared Appreciation
- Zero percent interest

 **ELIGIBILITY REQUIREMENTS:**

- First-time homebuyer
- Total household income within maximum program limits
- 1-unit properties such as single family homes, condos, and townhomes
- Property must be located in the City of Los Angeles

 housing.lacity.gov  lahnd.homebuyerinfo@lacity.org  (213) 806-8800

With ULA, progress on homelessness continues

The Big Picture

For the first time, **homelessness fell** for two straight years

ULA's programs have helped more than 10,000 **stay housed**

California's budget is shrinking and **Trump wants to axe** LA's housing dollars

Measure ULA is **the only way** we can maintain progress



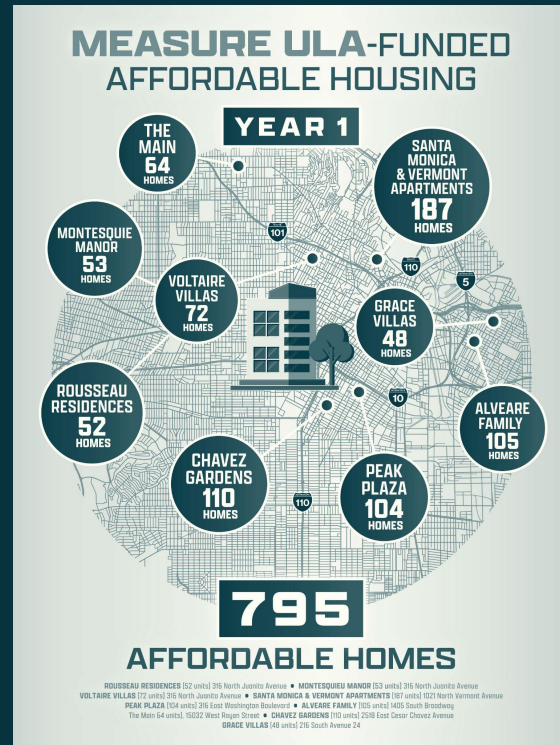
Measure ULA is delivering on its promise

795

new affordable homes
advancing

10,000

jobs accelerated (union; local and
targeted hiring)



Rousseau Residence/
Montesquieu Manor

95% complete
105 units

Santa Monica
& Vermont

Completed &
leased up
187 units

Voltaire Villas

90% complete
72 units

Alveare Parkview

Construction starting
soon
105 units

Peak Plaza

Construction
starting soon
104 units

ULA-funded Affordable Housing

Real estate interests continue to fight ULA

Opposition

- Lost at the ballot
- Failed to repeal
- Sued to overturn and lost
- Advised on how to avoid
- Using reports and legislation to weaken and prohibit



Market Context and ULA

National economic challenges affect real estate and construction

Multiple factors are slowing down the industry across the United States:

1.



Highest interest rates
in decades during the
last two years

2.



Highest construction costs
ever during the last
two years

3.



Insurance costs
have been increasing
rapidly since 2018

4.



Tariff uncertainty
has made the price of
lumber especially high

Macroeconomic Factor: cost peaks

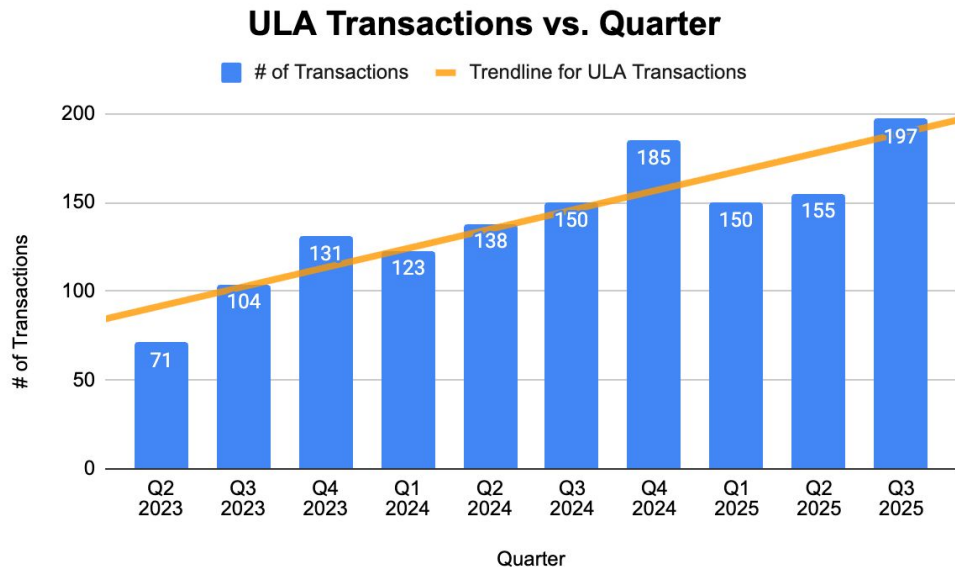
Measure ULA got underway during this period of **historic peaks for both interest rates, construction costs and insurance rates.**



Even stil..Transactions are up

■ ULA TRANSACTIONS

■ TRENDLINE, ULA TRANSACTIONS



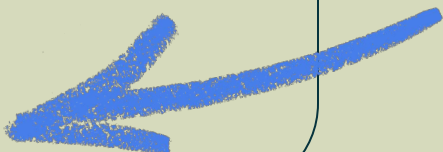
...and Housing Project Applications are Up

New development incentives reveal developer confidence

Developers likely waited for LA to finish its major zoning updates to take advantage of new development capacity and incentives, like CHIP. **In the CHIP's first 6 months (since Feb '25), developers submitted applications or pre-applications for over 16,000 units of housing.**

CITY	MAJOR REZONING OR COMMUNITY PLAN EFFECTIVE DATE
Santa Monica	May 2023
Pasadena	March 2024
Culver City	October 2024
Long Beach	October 2024
Los Angeles	February 2025

LA's Rezoning plan experienced delays, causing it to trail behind other cities

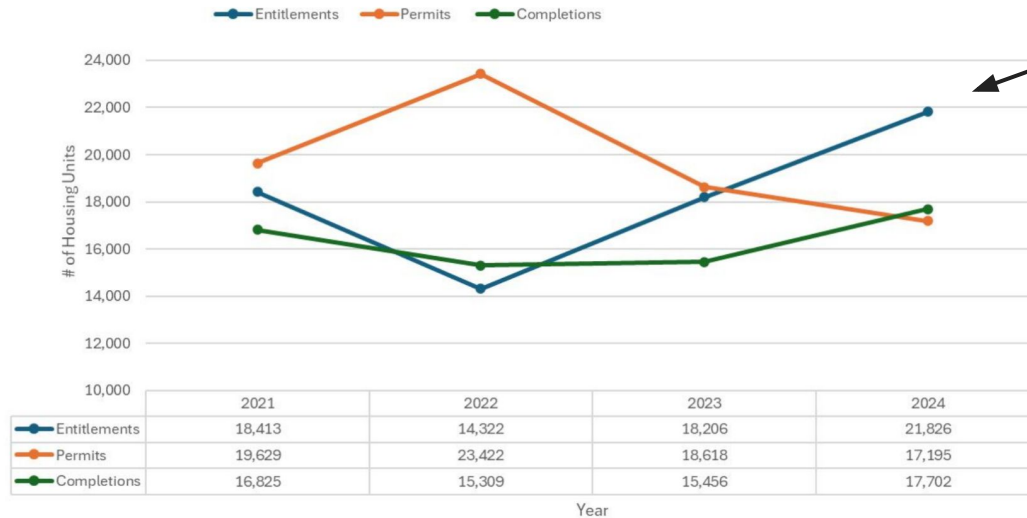


...and Housing Entitlements are Up

Rising housing entitlements

52% growth
in two years

Housing Activity, 2021-2024



*2023 Certificate of Occupancy or "Completions" data based on LADBS database. 2023 APR Completions currently being corrected.

Critics cherry pick
the metrics that
make LA's economy
look bad, but many
show increasing
activity

Los Angeles is still permitting more housing units, per capita, than all other CA Cities, except one



...and Housing Permits are up 60% in LA in Q3 2025



“The Q3 total represents a 60.4 percent increase compared with the same quarter in 2024”

Unpacking the Debate on Measure ULA



ULA has already made an unforgettable difference

“I had to live six years without housing. Measure ULA changed my life.”

Phoebe – Resident



“A pre-apprenticeship training program through a homeless shelter led me to a great union job”

Tania – Worker



“Without ULA rental assistance, I would have been living in my car”

Carlos – Rental Assistance Recipient

