



Call Karen Bass to support SB 79!

(213) 978-0600

Script:

Hello, my name is _____, (and mention if you are an LA city resident, consider sharing the neighborhood you live in). And I'm calling Mayor Karen Bass to support SB 79, which is nearing a vote on the Assembly Floor. I wanted to express my support for this bill, which would boost housing production at all income levels, support public transit ridership and bring the City badly needed revenue.

If anyone asks why you're calling or makes it sound like you called the wrong place:

The mayor is a tremendously important figure in and around LA, and I wanted to let her know how I feel about this critical reform. It is also my understanding that she's been contacting state legislators, like mine, about this bill. So I want to make sure she hears from me.

Further information and talking points:

LA badly needs more affordable housing! The city has more than 40,000 unhoused residents and residents are spending too much of their income on rent. Los Angeles has not permitted enough homes this decade, and it isn't on track to coming anywhere close to its housing targets at any income level by 2029. We need SB 79 to pass to bring down rents and make LA affordable for all residents.

Newly incorporated tenant protections will NOT leave to waves displacement.

SB 79 has very strong demolition protections! A developer will not be able to demolish more than two rent-stabilized units. This is one of the strongest protections, in any housing production bill—ever. Also, under new guidelines from LAHD, tenants will be eligible for generous compensation, sometimes more than \$100,000, if their home is demolished to make way for a new development.

SB 79 will boost badly needed affordable housing production in LA... by requiring that all developments include affordable housing. The bill requires on-site affordability levels similar to LA's TOC and CHIP programs.

LA Metro needs support, now more than ever, and SB 79 will help provide it!

The bill will boost transit ridership by making it easier to build more housing near transit stops. It also grants transit agencies greater flexibility to develop empty parking lots for housing projects, which will lead to more revenue. It will also help get people out of their cars, which is good for the environment, for the climate and for our air quality.

Right-wing influencers and opponents of new housing have been spreading lies about how many homes this would enable. SB 79 would NOT generate

42,000 new homes at one bus stop—or anything close to it. That number is made-up. First of all, several land uses, including parks and schools, are not eligible for the bill. And just because apartments in areas are allowed in a certain area does not mean that they will all be constructed—certainly not to the maximum allowable density. Only a handful of bus routes in Los Angeles will qualify under SB 79. Most of the density will be around rail stops. Please don't fall for bad math and misinformation!

Los Angeles is in the midst of a dire budget crisis. Every development under SB 79 will pay city fees to fund parks, schools, transportation infrastructure, and more. They'll also bring in a bonanza of property tax revenue. LA needs this money!

SB 79 does NOT take away all local control. SB 79 allows cities to tailor how the bill will apply in their jurisdictions—as long as they meet minimum thresholds for this urgently needed new housing.