

Subject: Personnel and Animal Welfare 3/6/19 - Item 10 - File# 17-0274

From: The SEO Doctors <theseodoctors@gmail.com>

To: adam.lid@lacity.org

Date Sent: Wednesday, March 6, 2019 9:11:54 AM GMT-08:00

Date Received: Wednesday, March 6, 2019 9:11:55 AM GMT-08:00

Housing Fee.

Ok here's my thoughts.

I think that the answer to solving the housing "crisis" is to build as many units as possible at a lower price than the market value in order to affect the market rate. Building market rate units will only serve to increase the market rate. If we are truly trying to create affordable housing, then you would want to affect the overall market rate.

But I don't know. Maybe high rents are good for people who own land. If I owned land I would want rents to be high too.

So then there's this middle ground of nothingness where there's extremely high rents that all investors want, and then there's like average joe affordable 1-2 bedroom suburban run of the mill rents that 98% of the population wants. So it's like we're trying to do this imbalanced act.

So I get it. We're trying to make both happy. But I still think we should be focusing on affecting the overall market rate, and not focusing so much on the fees derived from new construction of buildings not procuring affordable housing.

Those fees should go towards building units that will affect the market rate in their respective regions