



26-0088_pc_01-26-2026

1 message

City Clerk Council and Public Services <clerk.cps@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Tue, Jan 27, 2026 at 8:27 AM

----- Forwarded message -----

From: Kevin Neman <kevin@midthrust.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Tue, 27 Jan 2026 00:33:57 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

A targeted set of reforms is the responsible way to protect ULA's purpose while reducing its harm to new housing production. The proposed approach, especially a time-limited exemption for new or substantially rehabilitated multifamily and commercial projects, goes a long way to remove the harsh penalties the measure currently imposes on much-needed investments in new homes and jobs in our city.

Overall, these reforms will ensure that Los Angeles:

- Starts building multifamily homes again by restoring basic economic feasibility for projects already buffeted by tariffs, high interest rates, and labor shortages

- Produces more affordable housing, not less, by allowing mixed-income projects across the city to get built

- Protects funding for its schools and other services by unlocking real estate transactions that reset property tax assessments

- Preserves ULA's core goals and nearly all of its revenues by focusing relief on productive investment in our city while continuing to tax windfall gains

Leadership means doing what's right, not what's comfortable. If we want Measure ULA to endure and succeed, we have to be willing to acknowledge and fix its obvious flaws and make the policy work as intended.

Please vote YES on Tuesday to advance these commonsense reforms.

Kevin Neman
kevin@midthrust.com

Beverly Hills, California 90210

----- Forwarded message -----

From: Vy Tran <noreply@adv.actionnetwork.org>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Tue, 27 Jan 2026 00:25:07 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

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Vy Tran
vtran1022@gmail.com

Los Angeles, California 90005

----- Forwarded message -----

From: Calvin Dolloso <calvin@dolloso.com>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Mon, 26 Jan 2026 23:55:41 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

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Calvin Dolloso
calvin@dollosocom

Los Angeles, California 90028

----- Forwarded message -----

From: Laura Beck <noreply@adv.actionnetwork.org>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Tue, 27 Jan 2026 00:21:30 +0000 (UTC)
Subject: PLEASE support Item 19 to reform Measure ULA!

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday. We need to fix Measure ULA before it does more damage to the very people it was meant to help.

I supported Measure ULA when it passed. The promise was simple: tax mansions to fund affordable housing and homelessness prevention. That's a goal I still believe in completely. But the reality of how this measure works has turned out to be far more complicated and harmful than anyone advertised.

Instead of just taxing luxury real estate, ULA has essentially frozen multifamily housing construction across Los Angeles. At a time when we're facing a housing crisis, when rents are crushing working families, when homelessness is visible on every block — we've accidentally created a policy that makes it nearly impossible to build the homes we desperately need.

That's not what anyone intended, but it's what's happening. And pretending otherwise doesn't help anyone.

The proposed reforms — especially the time-limited exemption for new or substantially rehabilitated multifamily and commercial projects — are a responsible way to fix this without abandoning ULA's core mission. These changes would:

Get multifamily housing construction moving again.

Developers are already dealing with tariffs, high interest rates, and labor shortages. ULA pushed many projects past the point of economic viability. We can't build our way out of a housing crisis if we make building functionally impossible.

Actually produce more affordable housing.

Mixed-income projects across the city are stalled right now. Reforming ULA means more of those projects get built, which means more affordable units actually existing in the world.

Protect funding for schools and city services.

When real estate transactions freeze, property tax assessments don't reset. That hurts everyone who depends on those revenues.

Preserve ULA's goals and revenue.

These reforms target productive investment while still taxing windfall gains. We're not gutting the measure — we're making it work the way it was supposed to.

I know it's easier to defend a policy as-written than to admit it needs fixing. But leadership means being willing to course-correct when the evidence is clear. If we want Measure ULA to last and actually achieve what we passed it to do, we have to be honest about its flaws and fix them.

Please vote YES on Tuesday. Let's make this policy work for the people who need housing, not against them.

Sincerely,

Laura Beck

Laura Beck

misterpenguino@gmail.com

North Hollywood, California 91601-4735

----- Forwarded message -----

From: Paras Nanavati <paras@pncstudios.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:55:27 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

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Please vote YES on Tuesday to advance these commonsense reforms.

Paras Nanavati
paras@pncstudios.com

Los Angeles, California 90039

----- Forwarded message -----

From: Morgan Emmett <morgan@emmettochs.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:49:53 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

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Please vote YES on Tuesday to advance these commonsense reforms.

Morgan Emmett
morgan@emmettochs.com

Los Angeles, California 90049

----- Forwarded message -----

From: Xavier Alexis Rivas <alexis@cover.build>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Mon, 26 Jan 2026 23:28:10 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

The evidence is now clear that the measure's flawed design is producing serious consequences for the City of Los Angeles. It has stalled residential construction, including multi-family, at a moment when Los Angeles urgently needs more homes more than ever, especially in light of the 2025 fires.

Please vote YES on Tuesday to advance commonsense reforms.

Xavier Alexis Rivas
alexis@cover.build

San Clemente, California 92673

----- Forwarded message -----

From: Kent Strumpell <noreply@adv.actionnetwork.org>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:40:37 +0000 (UTC)

Subject: Item 19 to reform Measure ULA

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Please vote YES on Tuesday to advance these commonsense reforms.

Kent Strumpell

kentstrum@gmail.com

6483 Nancy Street

Los Angeles, California 90045

----- Forwarded message -----

From: Ira Boren <Ira@imcproperty.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:22:18 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

Ira Boren

Ira@IMCProperty.Com

Pacific Palisades, California 90272

----- Forwarded message -----

From: auguste Miller <noreply@adv.actionnetwork.org>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:25:45 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA - boost housing of apartments and multi-family homes now

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

Boost housing stock of apartments and multi-family homes now!

auguste Miller

auguste.miller@gmail.com

Venice, California 90291

----- Forwarded message -----

From: John Lin <john@itsjohns.network>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:18:27 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

LA residents at all income levels deserve quality, modern homes. Lower the barriers to constructing new multi-family homes!

John Lin
john@itsjohns.network

Santa Monica, California 90401

----- Forwarded message -----

From: Suzanne Rosencrans <suzanne.rosencrans@alumni.brown.edu>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 23:11:44 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

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Suzanne Rosencrans

suzanne.rosencrans@alumni.brown.edu

Beverly Hills, California 90210

----- Forwarded message -----

From: Sam Liberow <sam.liberow@marcusmillichap.com>

To: clerk.CPS@lacity.org

Cc:
Bcc:
Date: Mon, 26 Jan 2026 23:05:17 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

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Sam Liberow
sam.liberow@marcusmillichap.com

Valley Village, California 91607

----- Forwarded message -----

From: Al Leibovic <al@yayaapts.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 22:54:30 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

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Al Leibovic
al@yayaapts.com

Los Angeles, California 90046

----- Forwarded message -----
From: danny bahng <DBAHNG@gmail.com>
To: clerk.CPS@lacity.org

Cc:
Bcc:
Date: Mon, 26 Jan 2026 22:31:35 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

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danny bahng
DBAHNG@GMAIL.COM

Los Angeles, California 90007

----- Forwarded message -----

From: Vadim Mironer <jeff@mirco-global.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 22:27:14 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

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Vadim Mironer

jeff@mircoglobal.com

Los Angeles, California 90046

----- Forwarded message -----

From: Jonathan Chang <jonathan@categorycompany.com>

To: clerk.CPS@lacity.org

Cc:
Bcc:
Date: Mon, 26 Jan 2026 22:01:27 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

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Jonathan Chang
jonathan@categorycompany.com

West Hollywood, California 90069

----- Forwarded message -----

From: Jeffrey Almonte <jeff@firstchaircapital.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 22:00:08 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

My name is Jeffrey Almonte and I'm a long term resident of Los Angeles and LA County. I am born and raised in LA county, and moved to Chinatown as a renter in 2017 after working for LADWP. I am still renting in Chinatown and have seen the effects of limiting supply to the market, such as lack of competition in the rental market, and less favorable living conditions. My friends who have moved out of LA to other markets, like Phoenix, have seen declining rents and more favorable living conditions because so many new apartments were built. Existing landlords must now either discount their rents to compete against new construction, or provide renovate to provide living conditions that are competitive.

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

A targeted set of reforms is the responsible way to protect ULA's purpose while reducing its harm to new housing production. The proposed approach, especially a time-limited exemption for new or substantially rehabilitated multifamily and commercial projects, goes a long way to remove the harsh penalties the measure currently imposes on much-needed investments in new homes and jobs in our city.

Overall, these reforms will ensure that Los Angeles:

- Starts building multifamily homes again by restoring basic economic feasibility for projects already buffeted by tariffs, high interest rates, and labor shortages

- Produces more affordable housing, not less, by allowing mixed-income projects across the city to get built

- Protects funding for its schools and other services by unlocking real estate transactions that reset property tax assessments

- Preserves ULA's core goals and nearly all of its revenues by focusing relief on productive investment in our city while continuing to tax windfall gains

Leadership means doing what's right, not what's comfortable. If we want Measure ULA to endure and succeed, we have to be willing to acknowledge and fix its obvious flaws and make the policy

work as intended.

Please vote YES on Tuesday to advance these commonsense reforms.

Jeffrey Almonte
jeff@firstchaircapital.com

Los Angeles, California 90012

----- Forwarded message -----

From: Jonathan CHIEN <jonathan@emmettochs.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 21:52:51 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

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Please vote YES on Tuesday to advance these commonsense reforms.

Jonathan CHIEN

jonathan@emmettochs.com

Los Angeles, California 90025

----- Forwarded message -----

From: Steven Dietz <mail@stevenjd.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 21:31:39 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

Steven Dietz
mail@stevenjd.com

Pacific Palisades, California 90272

----- Forwarded message -----

From: Alex Clark <alex@arq-y-di.com>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Mon, 26 Jan 2026 20:19:20 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

Alex Clark
alex@arq-y-di.com

Los Angeles, California 90029

----- Forwarded message -----

From: Paul Ling <paulling@sbcglobal.net>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 20:11:48 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

Paul Ling

paulling@sbcglobal.net

Los Angeles, California 90045

----- Forwarded message -----

From: Hannah Zager <hannah.zager@marcusmillichap.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 20:00:58 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

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Please vote YES on Tuesday to advance these commonsense reforms.

Hannah Zager

hannah.zager@marcusmillichap.com

Encino, California 91436

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[Message clipped] [View entire message](#)

71 attachments

-  **Support Item 19 to reform Measure ULA.eml**
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-  **Support Item 19 to reform Measure ULA.eml**
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01-26-2026

1 message

City Clerk Council and Public Services <clerk.cps@lacity.org>
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Tue, Jan 27, 2026 at 8:32 AM

----- Forwarded message -----

From: Lee West <lwest@hfsoffice.com>

To: clerk.CPS@lacity.org

Cc:

Bcc:

Date: Mon, 26 Jan 2026 21:44:26 +0000 (UTC)

Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

I'm writing to urge you to vote YES on Item 19 this Tuesday to direct the City Attorney to draft ballot language for a targeted Measure ULA reform measure.

Measure ULA was passed to fund affordable housing and homelessness prevention. I support those goals wholeheartedly, but the evidence is now clear that the measure's flawed design is producing serious unintended consequences. Instead of simply taxing mansions, as ULA was advertised to do, it has stalled multifamily residential construction at a moment when Los Angeles urgently needs more homes.

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Please vote YES on Tuesday to advance these commonsense reforms.

Lee West
lwest@hfsoffice.com

Pacific Palisades, California 90272

----- Forwarded message -----

From: David Noddle <david@noddlesurety.com>
To: clerk.CPS@lacity.org
Cc:
Bcc:
Date: Mon, 26 Jan 2026 21:40:00 +0000 (UTC)
Subject: Support Item 19 to reform Measure ULA

Los Angeles City Clerk,

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David Noddle

david@noddlesurety.com

Woodland Hills, California 91364

2 attachments

 **Support Item 19 to reform Measure ULA.eml**
12K

 **Support Item 19 to reform Measure ULA.eml**
13K