

Sample Scripts

Good morning. My name is Dena Fasola I am with Ind. and I live in CD4.

I'm here to urge you to follow the facts when it comes to Measure ULA.

For years we've heard claims that ULA is hurting housing production, but the data does not support that argument. Construction starts are up, permits are up, and permits in the first quarter of 2026 are nearly as high as all of 2025 combined.

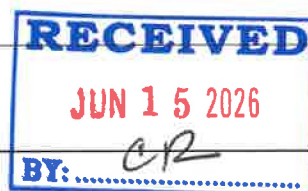
This Council created the Ad Hoc Committee to review the evidence and hear from all sides. It did exactly that. After months of analysis, the facts are clear: ULA is working and generating critical resources for affordable housing, homelessness prevention, and tenant protections.

Please honor the work of the Ad Hoc Committee and make decisions based on evidence, not developer talking points.

Please support ULA. LA Residents want affordable Housing, not more luxury devs that no one can afford to live here.

nithya, we voted you in because we thought you would be on the LEFT, you have aligned yourself w/ the Contrist Yimbys and we do not appreciate the bait and switch.

Do what we voted for! protect ULA



CONTEXT - WHY THIS WEEK MATTERS

AT CITY HALL: John Ferraro Council Chamber, Room 340, City Hall • 200 North Spring Street, Los Angeles, CA 90012. The meeting starts at 10am, show up at 8:30am.

We are urging City Council to oppose any proposal that requires a ballot measure, including the Lee/Varoslavsky and Padilla motions. A local ballot fight drains the time, money, and organizing resources we need to defeat Howard Jarvis statewide. The opposition's arguments haven't held up: construction starts are up, the studies developers cite have been debunked, and ULA is working — \$1 billion raised, thousands housed, homelessness declining.

Public comment is **in-person only** — no teleconference option.

1. Sign up to speak

- Select the Agenda Items #16, #57, #58 and general public comment. You'll have 2 minutes to speak

Top talking points

- **The housing production argument doesn't hold up.** Construction starts are up and permits in Q1 2026 are nearly as high as all of 2025 combined. The studies developers keep citing have been debunked. Blaming ULA for a housing slowdown is a distraction — not a data-driven argument.
- **Rate caps and exemptions are funding cuts, not reforms.** Framing cuts as "targeted fixes" doesn't change what they are. A 15-year exemption plus rate cap would cut ULA funding by more than half — money that goes directly to affordable housing, homelessness prevention, and tenant protections.
- **Weakening citizen oversight is an attack on voter intent.** The factual findings requirement exists so changes to ULA must be grounded in evidence — not political deals or developer pressure. Removing it hands the Council unchecked power to undo what voters approved.
- **We cannot fight on two fronts.** Any proposal requiring a ballot measure drains the time, money, and organizing resources we need to defeat Howard Jarvis statewide. That's not a reform — it's a gift to the opposition.
- **Honor the work of the ULA Ad Hoc Committee.** This Council created the Ad Hoc Committee on Measure ULA to study the facts and hear from all sides, and it did exactly that, reviewing the city's own analysis and offering a thoughtful path forward.
- **Decide on Facts, not Developer Talking Points.** This Council cannot gamble millions in affordable housing dollars on market faith. It has to make decisions based on the facts, and the facts say ULA is working.
- **Tax cuts and rate caps are funding cuts for working class Angelenos.** Amending ULA as some of you have proposed could cut our revenue by half. That's \$300 million a year. It is criminal to give developers tax cuts that will result in taking \$300 million from working class communities who need housing.