

## **APPENDIX 2:**

### **Listen and Share Phase Outreach Summaries**

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CPC-2023-7068-CA, CPC-2024-387-CA, CPC-2024-388-CA

For consideration by the City Planning Commission

September 26, 2024

# Housing Element Rezoning Program: Citywide Housing Incentive Program 2023 Outreach Summary

## Introduction

Following the certification of the [2021-2029 Housing Element Update](#) in 2022, City Planning staff began to develop policy strategies focused on addressing the significant need for affordable housing in Los Angeles. The [Housing Element Rezoning Program](#), encompassing **Community Plan Updates** and the **Citywide Housing Incentive Program (CHIP)**, seeks to address this need and fulfill the City's state housing obligations. While Community Plan Updates revise underlying zoning regulations, the CHIP aims to increase affordable housing production through incentive-based tools, particularly in areas with access to jobs, infrastructure, and neighborhood amenities. Furthermore, the CHIP aims for an equitable distribution of new affordable housing development while also minimizing displacement.



City Staff at Central Avenue Jazz Festival (9/2023)

In March 2023, City Planning launched CHIP's [six core strategies](#) commencing the Listen Phase of outreach. In this phase, City Planning staff engaged with Angelenos across the City so that feedback on the CHIP concepts could be incorporated into the development of the Citywide Housing Incentive Program Ordinance ([CHIP Ordinance](#)). In particular, staff engaged with interested parties through the Concept Explorer Survey available online; live webinars; virtual office hours; partnerships with neighborhood groups and organizations; and community events. This report provides a summary of the outreach and community engagement conducted with Angelenos during the Listen Phase of the CHIP outreach.

## Outreach and Engagement

Below is a summary of outreach activities conducted by City Planning in preparation for the development and release of the CHIP Ordinance.

### Bilingual Kick-Off Webinars

To launch the CHIP and its associated core concepts, the City hosted interactive webinar events on the 28th, 29th,



City Staff at P-22 Day (10/2023)

and 30th of March 2023, including one designed for monolingual Spanish speakers. The webinars were live-casted on the Department's Facebook page for those not able to attend via the webinar platform. During the webinars, City Planning Staff provided background on the housing crisis in Los Angeles and introduced the six core concepts and implementation strategies that comprise the CHIP. Additionally, Mentimeter, an interactive presentation-based digital tool, was utilized to obtain feedback and responses during the presentation.

### Community Events

The City participated in various community events to interact with diverse communities across Los Angeles to raise awareness about the CHIP Strategies. Community events included CicLAvia, LA River Fest, Central Ave Jazz Fest, and the Sherman Oaks Street Fair. City Planning staff participation at these events focused on informing Angelenos about the strategies and also soliciting feedback. By actively engaging various neighborhoods and groups, the City aimed to develop strategies that resonated with and addressed the needs of its diverse population. Through attendance at the events listed in Appendix 1.2, City staff estimates it was able to reach just over 1,000 Angelenos.

### Meetings with Interested Parties



City Staff at 626 Golden Streets Arroyo Fest (10/2023)

The City fostered collaboration with interested parties and community groups to inform Angelenos about the CHIP Strategies and gather valuable input. This effort involved City Staff providing visual and verbal presentations on the City's housing obligations under State law as well as the details of the proposed CHIP core strategies. Simultaneously, City Planning provided a platform for stakeholders and community representatives to contribute their insights and perspectives on the CHIP strategies themselves. Listed in Appendix 1.3 are the key groups and organizations City Planning Staff engaged with during this phase. Throughout this phase of outreach, staff also fielded inquiries from constituents through email and scheduled calls with members of the public as needed to answer questions and discuss concerns about the Housing Element Rezoning Program.

### Community Based Organization (CBO) Partnerships

In an effort to work with groups that have historically not been actively included in the planning process, City Planning made an intentional effort to engage with CBOs. On October 19, 2023, the City presented a session on CHIP strategies for The People's Planning School at Strategic Actions for a Just Economy (SAJE). The session began with an introductory presentation and was followed by breakout groups



City Staff with SAJE (10/23)

participating in activities that focused on key CHIP concepts including affirmatively furthering fair housing, transit-oriented development, and adaptive reuse. The session had 20 attendees, most of whom were monolingual Spanish speakers from South LA.

On November 2, 2023, the City presented a session on the CHIP strategies for The People's Collaborative Academy at Pacoima Beautiful. The class began with an hour-long overview of the history and context of Los Angeles' housing crisis before delving into the details of CHIP strategies. The presentation concluded with a small-group activity in which participants placed different types of housing (single-family, affordable housing, missing middle housing, etc.) where they thought it was needed across the San Fernando Valley. The session had 14 attendees, a mix of English and Spanish speakers from Pacoima and Arleta.

### Office Hours

From the 10th to the 31st of July 2023, the City held over 50 virtual Office Hours to offer the public an opportunity to provide feedback on the CHIP in small group conversations with City Planning staff. The conversations centered around specific questions about how CHIP would impact their neighborhoods. The most supported strategies from attendees were Adaptive Reuse, Missing Middle, and Opportunity Corridors. Participants advocated for growth around corridors, transit, and jobs; transitions off-corridors; and more moderate and for-sale housing opportunities. They also expressed concerns about the program's potential impacts on the neighborhood character of single-family and sensitive multi-family residential areas.



City Staff at CicLAvia  
Pico Union (04/23)

## What We Heard - Summary of Input and Themes

During the Listen Phase, City Planning solicited feedback on the CHIP concepts to incorporate into the development of the CHIP Ordinance. Below is a summary of what City Planning has heard thus far throughout the initial Listen Phase for the CHIP. Within the comments and feedback, the following common topics emerged.

- **Increase Production of Affordable Housing**
- **Facilitate Construction of Affordable Housing Near Infrastructure and Amenities**
- **Protect Renters and Those Vulnerable to Displacement**
- **Support Inclusive Communities**
- **Uplift Livable and Sustainable Communities**

In Appendix 1.1, comments are grouped by the themes expressed by outreach participants. Some of the comments touch on multiple themes and are included more than once. This valuable input has and will continue to help to guide the development of the CHIP Ordinance.



## **Increase Production of Affordable Housing**

Angelenos have consistently expressed the need to prioritize the streamlining of housing, especially affordable housing. Additionally, Angelenos made clear the need to prioritize new affordable housing units for low-income tenants. This need is being addressed, in part, through the adoption of the Affordable Housing Streamlining Ordinance (Council File [CF 23-0623](#)) into the Los Angeles Municipal Code (LAMC), which would codify the streamlining provisions first introduced by [Executive Directive 1 \(ED 1\)](#) for one hundred percent affordable housing projects. Throughout its adoption process, however, demands have been expressed to expand streamlining provisions to single-family zones and remove added limitations on incentives. In addition to streamlining measures such as the proposed Affordable Housing Streamlining Ordinance, suggestions were made by Angelenos to enable development opportunities for a diverse range of housing options, including Accessory Dwelling Units (ADUs), missing middle housing typologies, and mixed-use development.

## **Facilitate Construction of Affordable Housing Near Infrastructure and Amenities**

Outreach thus far revealed Angelenos' support for encouraging housing along existing, major commercial corridors. The consensus supports increasing density in underutilized zones, especially emphasizing the potential for growth along commercial areas. This strategy aligns with calls for mixed-use developments to provide easy access to amenities and employment opportunities. If development were to occur beyond the dense corridor, residents emphasized the need for a comfortable transition down to low-scale development.

## **Protect Renters and Those Vulnerable to Displacement**

Angelenos expressed support for preserving affordable housing and preventing displacement. They encouraged the City to prioritize the rental of affordable units to low-income tenants and to provide safeguards to protect existing affordable housing stock. Furthermore, they emphasized the need to expand tenant protection strategies to minimize displacement and to allow current residents to continue residing in higher opportunity areas. Many attendees frequently suggested ensuring one-to-one replacement as well as increasing covenanted affordable and Rent Stabilization Ordinance (RSO) units, and expanding the Housing Choice Voucher Program. Additionally, there were concerns about ensuring vulnerable residents had access to affordable housing units constructed as a result of any program proposed as part of the CHIP.

## **Support Inclusive Communities**

Outreach participants expressed a desire to strengthen inclusive, vibrant, and walkable communities with access to important neighborhood amenities. They continued to recommend providing diverse housing options near corridors and transit that would be accessible to all.

Moreover, some attendees supported the idea of undoing current down-zoning practices to enable the construction of multi-family housing in higher opportunity areas.

### **Uplift Livable and Sustainable Neighborhoods**

Angelenos supported increased housing opportunities in high opportunity areas around the City and near transit to promote walkable neighborhoods near essential amenities. However, members of the public strongly expressed the need to balance density to preserve neighborhood character and mitigate issues such as overcrowding, traffic, and lack of on-street parking as a result of parking requirement reductions. Participants in a [poll](#), released in October 2023, on whether the CHIP Ordinance should apply to single-family zones expressed that they would prefer not to see additional capacity added to single-family zones and instead see more capacity added to major corridors. Furthermore, Angelenos suggested ensuring that the design and scale of developments fit the existing neighborhood character should additional capacity for housing units be added to lower density neighborhoods. Additionally, participants expressed their support for preserving open space requirements in proposed multi-family developments.

### **Concept Explorer Survey**

The interactive Concept Explorer and Survey helped City Planning gather feedback from Angelenos on the CHIP strategies. The Survey was shared online and through community events. After closing the Concept Explorer Survey in November 2023, City Planning was able to gather data from over 1,000 respondents. It is important to acknowledge that some survey questions have fewer responses due to participants not completing the full survey. In the survey responses, Angelenos shared that they believe the most pressing issue facing Los Angeles is housing affordability (Chart 1.1). The majority of survey respondents identified as homeowners, and of the respondents who are renters, nearly 70% reported that they are rent burdened. Survey respondents reside across the city, representing just over 80 different zip codes.

Below are highlights gathered from the feedback associated with the survey on each specific CHIP core strategy.

#### **Adaptive Reuse**



Nearly 85% of respondents expressed support for the Citywide Adaptive Reuse Ordinance, which allows converting underutilized or vacant buildings into housing.

#### **Update to Affordable Housing Incentive Programs**



When seeking feedback regarding updating Transit Oriented Communities (TOC) and Density Bonus Programs, City Planning Staff encountered a range of responses. Numerous participants recommended expanding the program by incentivizing deeper affordability, increasing the number of affordable units, and allowing greater density and height. Additionally, there was a call to include multi-family housing options in single-family zones. Conversely, a separate set of respondents suggested excluding

single-family zones and concentrating the programs on commercial corridors with a gradual transition between building scales.

### **Opportunity Corridors**



Over 80% of respondents favor focusing on new housing in higher opportunity areas. Half of the respondents were in favor of new housing in higher opportunity areas but emphasized avoiding environmentally sensitive areas. A total of 28% preferred expanding housing opportunities in areas where multi-family and commercial uses are already allowed (Chart 1.2).



### **Affordable Housing Overlay**

Respondents believed expedited approvals were the most important incentive for one hundred percent affordable housing projects followed by more units, and reduced or eliminated parking requirements. (Chart 1.3).



### **Missing Middle:**

Over 70% of survey respondents were in favor of allowing low-scale, missing middle housing options in existing residential neighborhoods. Specifically, bungalow court and townhome typologies received the most support.



### **Process Streamlining:**

The majority of respondents supported process streamlining in exchange for more community benefits.

## **Next Steps**

Based on feedback received during the Listen Phase of outreach as well as state regulatory requirements, staff have prepared and released a draft of the CHIP Ordinance. Outreach will continue through the adoption process and members of the public are encouraged to review the draft and provide written comments to [housingelement@lacity.org](mailto:housingelement@lacity.org). More information on the CHIP Ordinance and the next phase of outreach can be found [here](#).

## Appendix

### 1.1 Public Comment

#### Increase Production of Affordable Housing

- Streamline housing processes, increase transparency, and involve neighborhoods in decision-making.
- Streamline housing, especially affordable.
- Increase and diversify multi-family housing on commercial corridors.
- Develop different types of partnerships to build housing.
- Facilitate utilization of Senate Bill 9 and state ADU law to create more housing units in lower density neighborhoods.
- Prioritize the development and protection of affordable units.
- Protect and expand upon existing affordable and missing middle housing.

#### Facilitate Construction of Affordable Housing Near Infrastructure and Amenities

- Increase housing in underutilized zones.
- More housing should be added to commercial corridors as part of mixed-use developments with access to grocery stores, shops, amenities, and jobs within the development.
- Explore upzoning of R2 for smaller scale, transitional zoning adjacent to R1.
- Build dense development near corridors, and underutilized publicly owned land to prevent housing that does not fit the context of the neighborhood it is proposed in.
- Manage increased density by building near transit to prevent overparking, overcrowding, and traffic problems.

#### Protect Renters and Those Vulnerable to Displacement

- Prioritize deep affordability and ensure access for low-income residents to diverse housing options while reducing costs and restrictions for development.
- Expand on anti-displacement measures.
- Ensure the program incorporates anti-displacement strategies.
- Replace RSO units after removal and possibly increase units.
- Protect older affordable housing.
- Ensure affordable units are utilized by low-income tenants.
- Ensure one-to-one affordable housing replacement.
- Ensure current residents can stay in high opportunity zones.
- Prioritize safety and accessibility to housing for vulnerable populations.



## Support Inclusive Communities

- Retain a walkable and community scale for new development.
- Build dense development near corridors, and underutilized publicly owned land to prevent housing that does not fit the context of the neighborhood it is proposed in.
- Consider mixed-use zoning, design standards, and building heights in alignment with community character.
- Concerns about increased density making more housing unaffordable.
- Increase opportunities for multi-family housing in High Resource Areas.

## Uplift Livable and Sustainable Neighborhoods

- Focus on upzoning and mixed-use zoning for walkable living options.
- Cautious planning in areas adjacent to R1 through smaller scale development.
- Manage increased density by building near transit to prevent overparking, overcrowding, and traffic problems.
- Concerns about density overcrowding infrastructure (schools, streets, schools, parking).
- Concerns about large developments in single-family neighborhoods.
- Prioritize environmentally conscious development near key services that all incomes have access to.
- Ensure ample open space in projects and preserve existing tree canopy.

## 1.2 Community events attended by City Planning Staff

Event Name	Date
CicLAvia Pico Union	4/16/23
CicLAvia Watts	5/21/23
LA River Fest	7/23/23
Central Avenue Jazz Festival	9/23/23
Sherman Oaks Street Fair	10/15/23
Taste of Soul	10/22/23
P-22 Day Festival	10/22/23
626 Golden Streets Arroyo Fest	10/29/23

## 1.3 Interested parties City Planning staff engaged with

Event Name	Date
Central City Association of Los Angeles (CCA)	5/24/23
The Alliance of River Communities (ARC)	6/6/23
PLAN Check NC	6/10/23
Valley Alliance of Neighborhood Councils (VANC)	7/13/23
Westside Regional Alliance of Councils (WRAC)	7/17/23
Valley Industry and Commerce Association (VICA)	8/8/23
South Los Angeles Alliances of Neighborhoods Councils (SLAANC)	8/17/23
Southern California Association of Non-Profit Housing (SCANPH)	10/5/23
Alliance for Community Transit-Los Angeles (ACT-LA)	10/11/23
San Pedro Joint Land Committee	10/11/23
Strategic Actions for a Just Economy (SAJE)	10/19/23
Pacoima Beautiful	11/2/23

## 1.4 Concept Explorer Survey Data

Chart 1.1

**Which of the following do you think is the most pressing issue within the city?**

T = 634

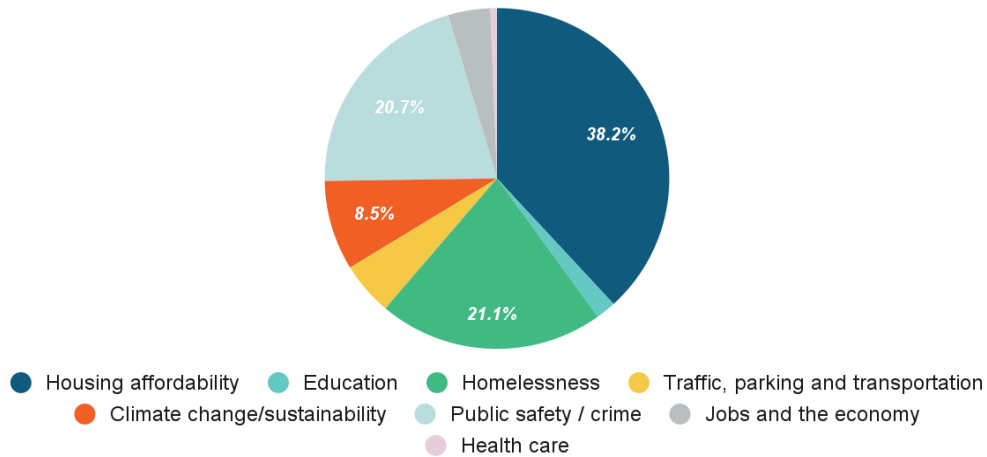


Chart 1.2

**Should the city focus the majority of new housing capacity in higher opportunity areas?**

T = 248

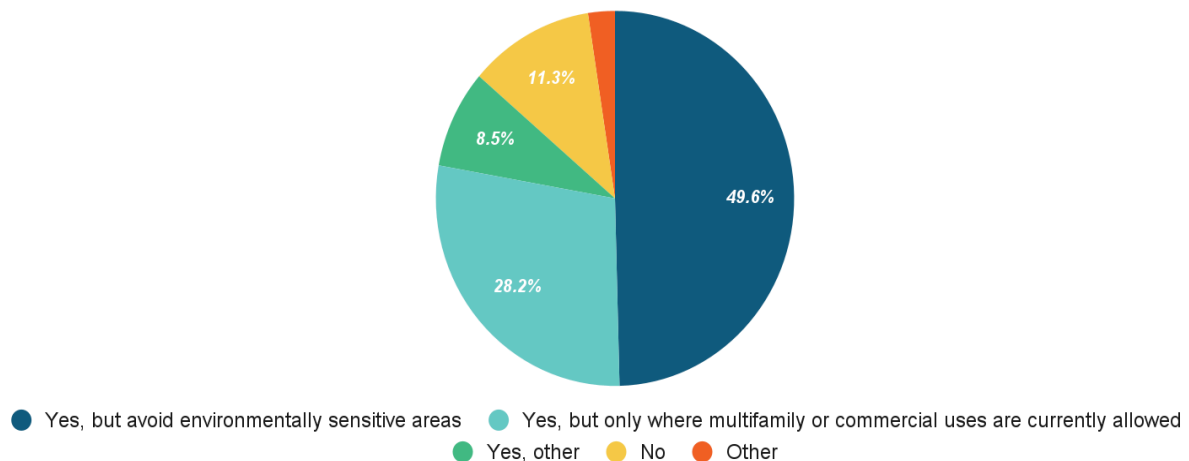
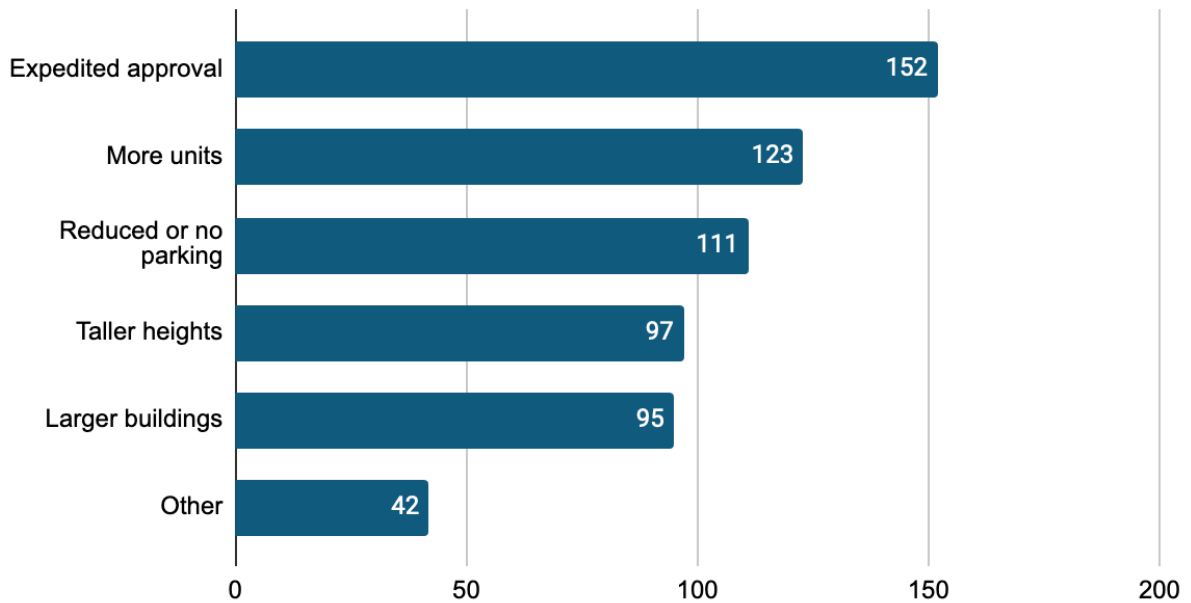




Chart 1.3

**What kinds of additional incentives should be available to 100% affordable housing developments:**

*Note: The question shown in Chart 1.3 asked respondents to select all responses that may apply.*

# Housing Element Rezoning Program: Citywide Housing Incentive Program 2024 Share Phase Outreach Summary

## Introduction

In March 2024, City Planning released several draft ordinances supporting the [Housing Element Rezoning Program](#) to commence the Share Phase of the adoption process. The proposed ordinances were informed by conversations with Angelenos throughout the Listen Phase of outreach. To learn more about the public engagement conducted during the Listen Phase, click [here](#) for the Listen Phase Outreach Summary. The ordinances include the Citywide Housing Incentive Program (CHIP) Ordinance, the Resident Protections Ordinance (RPO), the Housing Element Sites and Minimum Density Ordinance (HESMDO), and the Citywide Adaptive Reuse Ordinance (ARO). To learn more about the draft ordinances, visit our [webpage](#).



City Staff at Korean Immigrant Workers Alliance (KIWA) (5/5/2024)

In the Share Phase, City Planning released the draft ordinances and continued to receive feedback from Angelenos across the City. Specifically, staff engaged with interested parties by hosting live webinars, attending community events, distributing specialized LACP merchandise, launching a digital marketing campaign, and furthering partnerships with neighborhood groups and organizations. Additionally, City Planning met with local Community Based Organizations (CBOs) to amplify the voices of and gather feedback from those traditionally underrepresented in the planning process. This report provides a summary of the outreach and community engagement conducted with Angelenos during this Share Phase.

## Outreach and Engagement

Below is a summary of outreach activities conducted by City Planning to raise awareness of the three draft ordinances supporting the Housing Element Rezoning Program.



Part 1 video of a four part  
partnership between LACP and  
LA in a Minute  
(Posted on 3/18/24)

## Bilingual Webinars

After releasing the draft CHIP, Resident Protections, and Housing Element Sites and Minimum Density Ordinances, the City hosted interactive webinar events on the 2nd, 3rd, and 9th of April 2024 with just over 180 attendees. City Planning hosted one webinar designed for monolingual Spanish speakers and one webinar including live Korean translation. The webinars were conducted live on Zoom and the recordings were posted on the Department's [website](#) with the corresponding presentation slides for those unable to attend.



City Staff at Esperanza Community Housing Corporation (4/2024)

During the webinars, City Planning staff gave three presentations for each of the three draft ordinances. In the CHIP Ordinance presentation, City Staff provided background on the Housing Element Rezoning Program, a summary of the Listen Phase, and an overview of the CHIP programs. During the Resident Protections and Housing Element Sites and Minimum Density Ordinance presentations, attendees were provided with background information and an overview of the ordinances. A live Q&A session followed each presentation.

## Community-Based Organization (CBO) Partnerships

In Fall 2023, City Planning used [Regional Early Action Planning \(REAP\) Grant](#) funds from the Southern California Association of Governments to partner with CBOs for outreach efforts. The funding enabled City Planning to directly reimburse partners for providing translation services,



City Staff at Esperanza Community Housing Corporation (4/2024)

transportation, childcare, and meals at outreach events where City Staff and CBO partners led attendees in interactive feedback sessions on the concepts associated with the CHIP. Due to the program's success, the City continued working with selected CBOs following the release of the draft Rezoning Program ordinances in Spring 2024.

Public engagement through CBO partnerships in Spring 2024 was geared towards gathering input on details of the draft ordinances. City Planning partnered with CBOs that advocate for communities historically underrepresented

in the planning process. A list of CBOs we partnered with to coordinate events and associated event descriptions can be found in Appendix 1.1. At each event, attendees received a tote bag filled with specialized LACP merchandise including bandanas, postcards, magnets, water



bottles, and fact sheets. Across the five organizations the City met with, over 340 Angelenos were engaged through these collaborative CBO events. The American Planning Association Los Angeles Chapter recognized City Planning with an award of excellence in Public Outreach for this initiative.

### Meetings with Interested Parties

City Planning met with interested parties, including Neighborhood Councils and professional associations, upon request to answer questions on the ordinance through visual and verbal presentations followed by focused Q+A feedback sessions. Appendix 1.2 lists key groups and organizations that the City met with to present the ordinance and discuss feedback.



City Staff at AHLA Eastside membership meeting (4/2024)

### Community Events

City Planning additionally conducted outreach at CicLAvia Melrose and CicLAvia Venice during this period, offering resources on the ordinance, answering questions, and engaging an approximate total of 300 Angelenos. For each event, specialized LACP merchandise was distributed to participating members. The list of community events we attended during the Share Phase can be found in Appendix 1.3.



Merchandise Bags Offered at Community Events

### Digital Marketing Campaign

To get the word out on the draft CHIP Ordinance, City Planning launched a comprehensive digital outreach campaign including social media partnerships, boosted advertisements, and targeted social media posts. In particular, in a first for City Planning engagement, the Department partnered with a social media account, LA in a Minute, to make four videos breaking down the key concepts of the CHIP ordinance. LA in a Minute focuses on providing short and informative videos ranging from the history of Los Angeles to current events and notable places within the City. This partnership aimed to reach an audience that might otherwise be missed through traditional outreach channels, such as subscriber newsletters and neighborhood council meetings. As of this report's release, four videos have received just over 166k views. See Appendix 1.4 for a description and watchable link for each video. Moreover, the City released its *Let's Talk About the Citywide Housing Incentive Program* series. This series informed Angelenos on the CHIP strategies through informational slideshows. The slideshows were published in English and Spanish on the Department's social media accounts and can be viewed in Appendix 1.5. As of this report's release, three posts from the *Let's Talk About the*



*Citywide Housing Incentive Program* series have garnered over 330 interactions. Overall, by extending the Department's online reach, City Planning welcomed greater engagement and encouraged feedback from groups that have not previously participated in traditional outreach activities.

### What We Heard - Summary of Input and Themes

Below is a summary of what City Planning has heard thus far throughout the initial Share Phase for the CHIP, RPO and HESMDO. This summary was compiled based on feedback gathered from the previously described outreach activities as well as from just over 200 comments gathered via email and an open Google form on the City Planning website's Concept Explorer. Throughout this phase of outreach, staff also fielded inquiries from constituents through email and scheduled calls with members of the public as needed to answer questions and discuss concerns about the ordinances. Within the comments and feedback, the following common themes emerged.

- **Advance Equity in Housing**
- **Protect Vulnerable Populations and Neighborhoods**
- **Expand Affordability**
- **Environmental Considerations**
- **Location and Typology of Development**
- **Technical Revisions**
- **Enhance Design**

In Appendix 1.6, comments are grouped by the themes expressed by outreach participants. Some of the comments touch on multiple themes and are included more than once. This valuable input has and will continue to help to guide the draft of the Rezoning Program Ordinances.

### Advance Equity in Housing

Throughout the Share Phase, City Planning received feedback that Angelenos wanted to ensure the CHIP would advance equity in housing, advocating for maximizing affordable housing in higher opportunity areas with access to jobs, transit, and quality amenities. Additionally, comments suggested offering rent-to-own opportunities to facilitate equity and economic mobility. To further advance equity in housing, Angelenos supported prioritizing Affirmatively Furthering Fair Housing (AFFH) objectives and undoing patterns of segregation. Comments called for expanding the eligibility of CHIP incentives in Higher Resource Areas, including in single family zones and Historic Areas, to create equitable citywide access to covenanted affordable housing.

## Protect Vulnerable Populations and Neighborhoods

Feedback raised concern that development could lead to increased rents and the displacement of low-income residents and other vulnerable populations. To combat this, comments suggested strengthening the Resident Protections Ordinance by requiring increased affordability, raising replacement requirements for Rent Stabilized units, strengthening a tenant's right to return, and giving displaced tenants choice when finding replacement housing. Participants emphasized the need to further engage with neighborhoods to discuss their unique input to ensure the Rezoning Program is effective and achieves its intended goals. Through increased engagement in this phase, the City heard specific suggestions that could aid seniors and individuals experiencing displacement pressures through the creation of specific incentives, design standards, or public benefit options that protect these populations. Additionally, comments were raised about the need to require community input during the development review process to ensure a project meets the community's needs. The City also heard concerns regarding access to Affordable Units in mixed-income projects, and application processes for Affordable Units. Feedback focused on the need for stronger marketing and outreach for these units, including working with CBOs and providing multilingual resources. Overall, Angelenos believe that increased outreach and public engagement can lead to desirable outcomes that actively reflect the needs of the community.

## Expand Affordability

City Planning heard a range of comments regarding the level of affordability for new housing developments. Angelenos advocated for increased affordability requirements for housing developments and deeper affordability levels in new affordable housing stock by including Acutely Low Income (ALI) as an income category when applying affordability and replacement requirements. Some feedback also recommended defaulting to Extremely Low Income (ELI) in certain replacement requirement scenarios. There was interest in expanding the City's affordable housing stock by counting replacement units in addition to affordable set aside requirements. There was also an interest in increasing middle income affordability for Moderate Income and Above Moderate Income Households. In particular, many advocated to further increase affordability requirements in areas experiencing gentrification and displacement pressures. While there was strong support for 99-year affordability covenants and even some interest in extending this affordability term longer, some concern was also expressed regarding the potential impact of longer covenant terms on the financial feasibility of new housing developments. Many also expressed a desire to see more mixed affordability in projects compared to seeing a single affordability category. However, some outreach participants believed the overall increase in housing, such as market-rate housing, should be prioritized over affordable housing. These participants believe that increasing the overall supply of housing will bring down rent prices as opposed to increasing affordable housing which is challenging to build. Lastly, some individuals were concerned that current market conditions, such as rising interest rates and building costs, would hinder the overall development of restricted affordable housing.

## Environmental Considerations

As the CHIP aims to increase affordable housing development and streamline development, many Angelenos and CBOs stressed that new development prioritizes health, safety, and environmental justice. This includes both protecting current environmental assets, especially open space in underserved communities, and preventing development from occurring on irremediable contaminated sites that pose hazards to human health. Groups like Esperanza Community Housing and Communities for a Community Better Environment (CBE) advocated for increased outreach with community members as they are most knowledgeable in identifying sites with previously hazardous use. These groups, like many other Angelenos, advocated to require public participation in the identification of environmentally hazardous sites. Additionally, these groups, alongside many other Angelenos, suggested excluding projects that are within a certain distance of an oil well from eligibility in the incentive programs, and ensuring the soil is tested for contamination and remediation for potential sites. Overall, comments received expressed the need to balance streamlining and strong environmental protections.

## Location and Typology of Development

Angelenos generally supported the increased development of affordable housing in Los Angeles, but there were varying ideas on where it should be developed. Many wanted to increase housing near transit and supported the Transit-Oriented Incentive Areas which codifies key elements of the Transit Oriented Communities (TOC) Affordable Housing Incentive Guidelines. Additionally, feedback received supported multi-family, mixed-use projects in Opportunity Corridor Incentive Areas and low-scale, missing middle typologies in Opportunity Corridor Transition Areas. Participants wanted to see multi-family projects on corridors and low-scale projects behind the corridors to provide a transition in terms of building scale, massing, and density. Commenters asked that the Corridor transition buffer be expanded, intensified, and applicable to single-family homes to permit more housing near transit corridors. However, some opposed development beyond the corridors and in single-family zones and only wanted increased housing capacity on identified Opportunity Corridors. Those who opposed development beyond the corridors and in single-family zones believed increased density would negatively impact key infrastructure such as open space, parking, roads, utilities, and schools.

## Technical Revisions

City Planning received recommendations for technical revisions to incentives from leading professionals and organizations in housing development. Some provided specific suggested revisions such as revising Site Plan Review thresholds and adopting a more permissive "Modification of Development Standard" incentive. Comments raised concerns regarding the prioritization of one to two-bedroom units in current developments and wished to see more incentives for multi-bedroom and family-sized units. Additionally, there were suggestions to tailor incentives to be better suited to smaller developers or mom-and-pop owners, smaller site development, and expand public benefit options to include Elder Care Sites and Affordable

Retail Spaces. Due to overall support in expedited and process-streamlined projects, participants expressed a desire for fewer waivers to undergo discretionary review and elimination of appeal procedures. Numerous Neighborhood Councils requested that time of ownership requirements be introduced into FBO incentives.

### Enhance Design

Generally, comments showed support for streamlined procedures and waivers; however, many Angelenos wanted to balance procedural changes with desirable design features. Many emphasized the need for ample parking, more open space, green space, and appealing housing developments that fit the context of the neighborhood. Including a desire for the protection and preservation of historical homes and buildings. A common theme heard both in this phase was the demand for designing for vulnerable populations through ADA accessibility and family-sized, multi-bedroom units. Generally, feedback received supported the increased density of projects but wanted to ensure these desirable design features were not lost, but other comments expressed concern that design could be used to limit development and access to opportunity. Commenters desired the removal of design limitations to make building housing more permissive in high opportunity areas.

### Next Steps

City Staff has released revised drafts of the CHIP, Resident Protections and Housing Element Sites and Minimum Density Ordinances based on feedback heard throughout the Share phase. The city is committed to continuing the engagement throughout the adoption process and members of the public are encouraged to review and provide written comments to [housingelement@lacity.org](mailto:housingelement@lacity.org). As a reminder, the Public Comment Period for this effort will close on Thursday, August 1, 2024. For more information on the Rezoning Program and the next phase of outreach, please click [here](#).



## Appendix

### 1.1 Community Based Organizations City Planning Staff Partnered With

Organization Name and Event Summary	Attendees	Date
<b>LA Forward</b>  LACP virtually presented concepts from the CHIP ordinance most relevant to the San Fernando Valley (SFV) at LA Forward's SFV Community Convening & Housing Ordinance Feedback Session.	21	4/10/24
<b>Esperanza Community Housing Corporation</b>  LACP met with Esperanza at Mercado La Paloma to present CHIP and RPO concepts and engage in breakout activities in English and Spanish.	30	4/17/24
<b>The Coalition for Humane Immigrant Rights (CHIRLA)</b>  LACP presented the draft CHIP and Resident Protections Ordinances and answered questions through a breakout group discussion in English and Spanish.	60	4/24/24
<b>Abundant Housing LA (AHLA)</b>  LACP presented key concepts of the draft CHIP and Resident Protections Ordinances held in-depth breakout discussions in English and Spanish with AHLA's Eastside membership meeting at the El Sereno Branch Library.	16	4/27/24
<b>Korean Immigrant Workers Alliance (KIWA)</b>  LACP presented the draft CHIP, Resident Protections, and Housing Element Sites and Minimum Density Ordinances and facilitated a breakout group feedback session in Korean, English, and Spanish.	217	5/4/24

## 1.2 Interested Parties City Planning Staff Engaged With

<b>Organization Name</b> <i>Note: The meetings below involved in person and virtual presentations by city staff followed by a Q&amp;A session.</i>	<b>Attendees</b>	<b>Date</b>
<b>Los Angeles Business Council (LABC)</b>	<b>15</b>	<b>3/20/24</b>
<b>Alliance for Community Transit-Los Angeles (ACT-LA): Leadership of coalition members such as SAGE, KIWA, Esperanza</b>	<b>21</b>	<b>4/2/24</b>
<b>PlanCheck NC LA</b>	<b>60</b>	<b>4/13/24</b>
<b>Westside Regional Alliance of Council (WRAC) Land Use and Planning Commission</b>	<b>21</b>	<b>5/13/24</b>
<b>The American Institute of Architects (AIA) and Urban Land Institute (ULI)</b>	<b>32</b>	<b>5/15/24</b>
<b>San Pedro Joint Land Use and Planning Commission</b>	<b>11</b>	<b>5/22/24</b>
<b>Building Industry Association of Southern California (BIASC)</b>	<b>6</b>	<b>5/15/24</b>
<b>Central City Association of Los Angeles (CCA) Housing Land Use &amp; Development Committee</b>	<b>15</b>	<b>5/29/24</b>
<b>Valley Industry and Commerce Association (VICA) Land Use Committee</b>	<b>15</b>	<b>6/11/24</b>

### 1.3 Community Events City Planning Staff Attended

Event Name	Attendees	Date
CicLAvia Melrose	200	2/25/24
CicLAvia Venice	100	4/21/24

## 1.4 Videos from the LA in a Minute and Department Partnership

<b>Episode Name</b> <i>Note: The following statistics are sourced from Instagram and are up to date as of this report's release. Please be aware that Episode 4 was released less than 24 hours prior to the release of this report. The links provided will take you to Instagram.</i>	<b>Date Published</b>
<p><a href="#"><u>Episode 1: Housing in LA Today</u></a></p> <p>Episode 1 provided the foundation for the series, informing others on the housing affordability crisis in Los Angeles.</p> <p>78.4K views   3,071 Likes   328 comments   716 shares</p>	<p><b>3/18/24</b></p>
<p><a href="#"><u>Episode 2: Opportunity Corridors</u></a></p> <p>Episode 2 introduced individuals to the Opportunity Corridor program.</p> <p>32.4K views   675 Likes   83 comments   82 shares</p>	<p><b>4/23/24</b></p>
<p><a href="#"><u>Episode 3: The Missing Middle</u></a></p> <p>Episode 3 discussed the history of low-scale, missing middle housing typologies in Los Angeles and how the CHIP plans to facilitate development.</p> <p>38.6K views   1,676 Likes   91 comments   352 shares</p>	<p><b>6/19/24</b></p>
<p><a href="#"><u>Episode 4: Affordable Housing in LA</u></a></p> <p>Episode 4 focused on the Affordable Housing Incentive Program and how it would increase housing supply for all Angelenos.</p> <p>17.4K views   684 Likes   57 comments   78 shares</p>	<p><b>6/26/24</b></p>

## 1.5 Let's Talk about the Citywide Housing Incentive Program Series

<b>Episode Name</b> <i>Note: This series was posted on the Department's social media accounts including <a href="#">Instagram</a>, <a href="#">Facebook</a>, and <a href="#">X</a>. The links below will direct you to Instagram.</i>	<b>Date Published</b>
<b>Topic 1: What is the Housing Situation in Los Angeles?</b>  <a href="#">English</a> : 81 Likes   3 comments   16 shares   18 bookmarks <a href="#">Spanish</a> : 17 Likes   2 comments	<b>4/1/24</b> <b>(English)</b>
	<b>4/23/24</b> <b>(Spanish)</b>
<b>Topic 2: What are Opportunity Corridors?</b>  <a href="#">English</a> : 65 Likes   3 comments   29 shares   15 bookmarks <a href="#">Spanish</a> : 8 Likes   1 share	<b>4/25/24</b> <b>(English)</b>
	<b>6/12/24</b> <b>(Spanish)</b>
<b>Topic 3: What is the Opportunity Corridor Transition Area?</b>  <a href="#">English</a> : 57 Likes   2 comments   14 shares   8 bookmarks	<b>6/12/24</b> <b>(English)</b>
<b>Topic 4: What is the Affordable Housing Incentive Program?</b>  <i>Access to the Instagram post will be available after 7/1/24.</i>	<b>7/1/24</b>

## 1.6 Public Comment

### ADVANCE EQUITY IN HOUSING

- Include single family zones in all strategies, but particularly in AHIP and Corridor Transition Areas
- Support for affordable housing in high opportunity areas
- Concern that the plan falls short of affirmatively furthering fair housing and undoing patterns of segregation
- Desire for rent to own properties and more typologies designed for ownership
- Concern that there will be inequitable access to affordable housing due to discrimination and racism
- Support for maintaining compliance with the state to prevent fines and builder's remedy
- Concern that Historic Areas are inaccessible

### PROTECT VULNERABLE POPULATIONS & NEIGHBORHOODS

- Support for higher replacement requirements (2:1 for demolished RSO units),
- Desire to strengthen a tenant's right to return to a comparable unit, meaning equivalent in size, bedroom count, and bathroom count. Goal of preventing the loss of family sized units
- Interest in giving displaced tenants a choice to find replacement housing within their community or a neighborhood of their choosing
- Desire to protect the housing status of elderly residents through the creation of specific incentives, design standards, and public benefit options
- Concern that more development will lead to displacement and increased rents for current low-income residents
- Desire for further engagement with neighborhoods be conducted to ensure the Ordinance is effective and achieves the intended goals
- Interest in requiring community input in the development process to ensure a project meets the community's needs
- Concern regarding access to newly created Affordable units in the Affordable and Accessible Housing Registry and desire for streamlined and low-barrier application processes for Affordable units
- Desire for stronger marketing and outreach requirements for Affordable Units in mixed-income projects, including working with CBOs and providing multilingual resources

### EXPAND AFFORDABILITY

- Support for creating deeper affordability in new affordable housing stock by including Acutely Low Income as a category in affordability requirements, assuming Extremely Low Income in certain replacement scenarios, and expanding incentives for lower income levels



- Support for expanding affordable housing stock by increasing replacement requirements and counting replacement units in addition to affordable set aside requirements
- Interest in more Moderate and Above Moderate middle income affordability
- Desire for more mixed affordability in projects
- General support for increasing the supply of affordable housing and maximizing incentives for affordable housing
- Requests for increased affordability requirements in areas experiencing gentrification and displacement pressure
- Desire for better advertising and local preference for affordable housing units
- Desire to prioritize the development of market rate units over affordable housing
- Concern that current market conditions will hinder development
- Support for 99-year affordability covenants, including some support for extending covenant affordability even further to 'in perpetuity'
- Some concern regarding the financial feasibility of longer affordability covenants

### ENVIRONMENTAL CONSIDERATIONS

- Support of site exclusions from incentive eligibility due to environmental hazards
- Desire to exclude projects within 3200 feet of oil wells
- Desire to require public participation in the identification of environmentally hazardous sites
- Support for robust environmental study and public participation before approving projects on sites with heightened environmental justice concerns
- Recommendations for Phase I and Phase II assessments of environmentally sensitive sites
- Desire to protect current environmental assets, especially in environmentally sensitive areas
- Desire to prevent development on irremediable contaminated sites
- Interest in balancing streamlining with strong environmental protections

### LOCATION & TYPOLOGY OF DEVELOPMENT

- Desire to expand and intensify the Opportunity Corridor Transition Area buffer zone
- Support for Opportunity Corridor and Transit-Oriented Incentive Areas
- Opposition and support for development in single family zones
- General support of more development and increasing housing stock
- Concerns of increased density in residential neighborhoods and resulting impact on infrastructure
- Support for missing middle typologies
- Desire to expand Opportunity Corridor requirements so that more corridors are eligible

### TECHNICAL REVISIONS

- Desire for more streamlining including through a Site Plan Review Amendment
- Support for a more permissive "Modification of Development Standard" incentive

- Interest in providing more family units or multi-bedroom units through incentives
- Desire to expand public benefit options to include Elder Care Sites and Affordable Retail Spaces
- Support for incentives better suited to smaller developers
- Interest in facilitating small site development and subdivision
- Desire for fewer waivers required to undergo discretionary review
- Requests to introduce time of ownership requirements in FBO incentives
- Concern about the definition of transit lines and frequency of transit on identified Corridors

### ENHANCE DESIGN

- Desire for more open space/ green space requirements
- Concern for mature tree canopy preservation
- Support of mixed-use developments on commercial corridors with access to grocery stores, shops, amenities, and jobs within the development
- Support for the building of more accessible housing
- Support for ensuring well-designed and appealing housing developments that fit the context of the neighborhood
- Support for the protection of historical districts
- Concern that design limitations can be exclusionary and limit development
- Interest in more parking requirements

# Public Outreach Campaign

**June 2024**

## LA in a Minute - Partnership

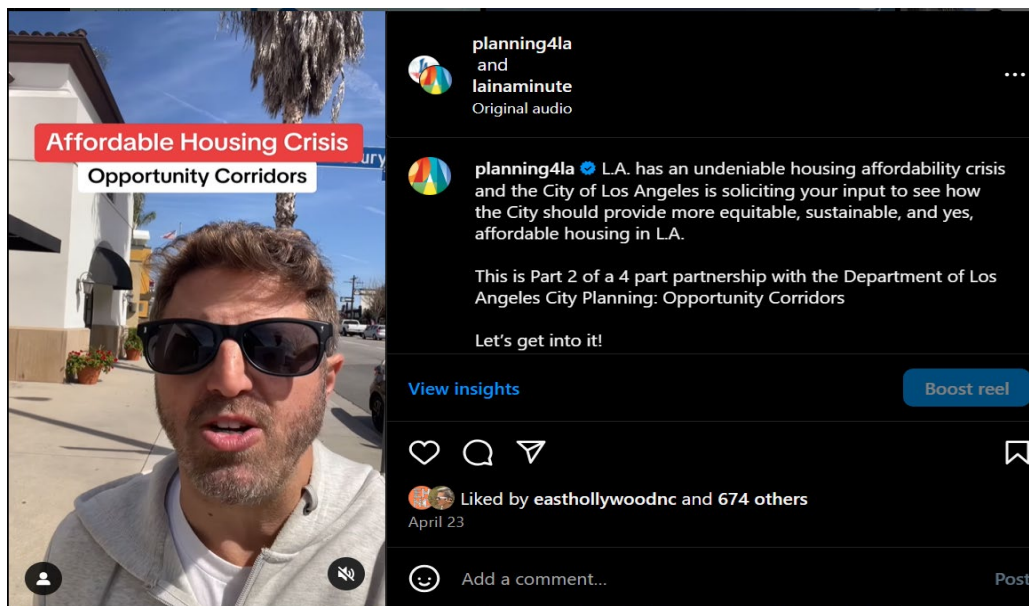


### Stats - Video #1 - CHIP (Highest engagement on Instagram)

78.4K Views | 52.9K Reach | 3,071 Likes | 328 Comments | 716 Shares | 445 Saves

Link: [https://www.instagram.com/reel/C4rU2S3J3Do/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/C4rU2S3J3Do/?utm_source=ig_web_copy_link)

Stored link: [Video #1](#)



### Stats - Video #2 - Opportunity Corridors

32.4K Views | 23.6K Reach | 676 Likes | 83 Comments | 82 Shares | 68 Saves

Link: [https://www.instagram.com/reel/C6lRZaXL2tt/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/C6lRZaXL2tt/?utm_source=ig_web_copy_link)

Stored link: [Video #2](#)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



### Stats - Video #3 - The Missing Middle

39.1K Views | 24.7K Reach | 1,679 Likes | 93 Comments | 353 Shares | 200 Saves

Link: [https://www.instagram.com/reel/C8YUeeXphA3/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/C8YUeeXphA3/?utm_source=ig_web_copy_link)

Stored link: [Video #3](#)



### Stats - Video #4 - AHIP

27.7K Views | 984 Likes | 67 comments | 98 Shares | 144 Saves

Link: [https://www.instagram.com/reel/C8s7KzFprj\\_/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/C8s7KzFprj_/?utm_source=ig_web_copy_link)

Stored link: [Video #4](#)

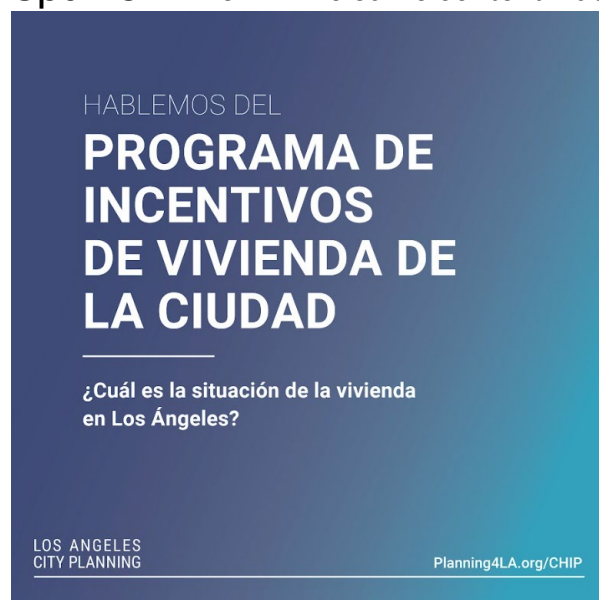


## Let's Talk about the Citywide Housing Incentive Program (CHIP) - Original Content

The following is content that was created over the life of the grant, please see screenshots below that are organized by the various outreach topics. The original collateral was used to reach our hard to engage stakeholders, including Spanish speakers and under 44 audience. Through Google ads using City Planning-created content, we reached over 1 million stakeholders, where 54% of stakeholders were under 34 and 70% under 44. Through Meta ads using LA City Planning-created content, Concept Explorer Survey Spanish ads reached a larger audience than English ads. The Core Strategies Concept Explorer Survey video is the highest-performing piece of original content produced by LA City Planning ever. All links for ads were pointed to [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP), with more than 85K link clicks. LAIM videos ads were viewed over 400K times and had over, engaging over 200K stakeholders and garnering over 20K website visits.

### CHIP - [Housing in LA](https://Planning4LA.org/CHIP)

Spanish - *NOTE: The same content was developed in English.*





## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

La Ciudad publicó recientemente la Ordenanza para **el Programa de Incentivos de Vivienda de la Ciudad (CHIP)**, que trata las importantes necesidades de vivienda de Los Ángeles identificadas en **el Elemento de Vivienda**.

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CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



El legado histórico de racismo que ha existido en la ciudad ha tenido un impacto duradero en sus políticas de vivienda y uso de suelo, excluyendo aún más a muchas comunidades y la oportunidad de vivienda asequible en áreas con recursos y oportunidades.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



La Ciudad está comprometida con Afirmativamente Avanzar la Vivienda Justa (AFFH por sus siglas en inglés), a través de **la Ordenanza CHIP**, aumentando la producción de viviendas asequibles en áreas de mayores oportunidades y garantizando que muchos angelinos puedan vivir cerca de escuelas de alta calidad, centros de empleo y transporte público confiable

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



¿Le gustaría obtener más información sobre cómo la Ciudad se compromete a Afirmativamente Avanzar la Vivienda Justa en áreas con mayores oportunidades?

¡Visite la página del Explorador de Conceptos en <http://www.Planning4LA.org/CHIP>!

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)

## CHIP - Opportunity Corridors

English - *NOTE: The same content was developed in Spanish*

LET'S TALK ABOUT THE

### CITYWIDE HOUSING INCENTIVE PROGRAM

What are Opportunity Corridors?

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



The **Opportunity Corridor** strategy provides increased housing opportunities along major streets to provide residents with greater access to daily amenities, jobs, and transit.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)

The City recently released the **Citywide Housing Incentive Program (CHIP) Ordinance**, which addresses LA's significant housing needs as identified in the **Housing Element**.

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[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



An **Opportunity Corridor** is a major street with quality bus or rail service in areas with access to good resources (Higher Opportunity Areas).

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[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



In exchange for providing a certain number of **Affordable Housing units**, developers would be eligible to build larger housing projects along major streets.

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[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



Through this strategy, the City is committed to **Affirmatively Furthering Fair Housing (AFFH)**, overcoming patterns of segregation, and fostering inclusive communities.

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[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



The Opportunity Corridor strategy strives to allow for the development of more Affordable Housing in areas of **Higher Opportunity** throughout the City.

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[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



Interested in learning more about the Citywide Housing Incentive Program?

Check out the Concept Explorer Page:  
**<http://www.Planning4LA.org/CHIP>**!

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)

Spanish - *NOTE: The same content was developed in English*

HABLEMOS DEL

## PROGRAMA DE INCENTIVOS DE VIVIENDA PARA TODA LA CIUDAD

¿Qué es el Programa de Incentivos de  
Vivienda Asequible?

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)

La Ciudad publicó recientemente  
la Ordenanza **del Programa de  
Incentivos de Vivienda para Toda la  
Ciudad (CHIP)**, que aborda las  
importantes necesidades de vivienda  
de Los Ángeles identificadas en  
**el Elemento de Vivienda.**

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CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



El Programa **de Incentivos de Vivienda Asequible (AHIP)** tiene como objetivo aumentar el acceso a la vivienda mediante la eliminación de barreras al desarrollo de proyectos que proporcionan el 80% de unidades asequibles y promoverá la vivienda asequible en las áreas que históricamente han producido un menor número de viviendas.

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[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



El AHIP simplificará los procedimientos y ofrecerá **incentivos de uso del suelo para proyectos de viviendas asequibles al 100% a través** de toda la ciudad, ofreciendo más incentivos en las áreas situadas a menos de ½ milla de una Parada de Tránsito Principal, en áreas de bajo VMT, y en áreas de oportunidad moderada y alta.

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## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



El AHIP amplía la elegibilidad a los proyectos **de viviendas de organizaciones religiosas (FBO por sus siglas en inglés)** en donde al menos el 80% de las unidades son de ingresos restringidos, para proporcionar más flexibilidad a estos grupos comunitarios que construyen en terrenos de los cuales son propietarios.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



¿Interesado en aprender más sobre el Programa de Incentivos de Vivienda Asequible y el Programa de Incentivos de Vivienda para Toda la Ciudad?

¡Visita la página del Explorador de Conceptos en **<http://www.Planning4LA.org/CHIP>**!

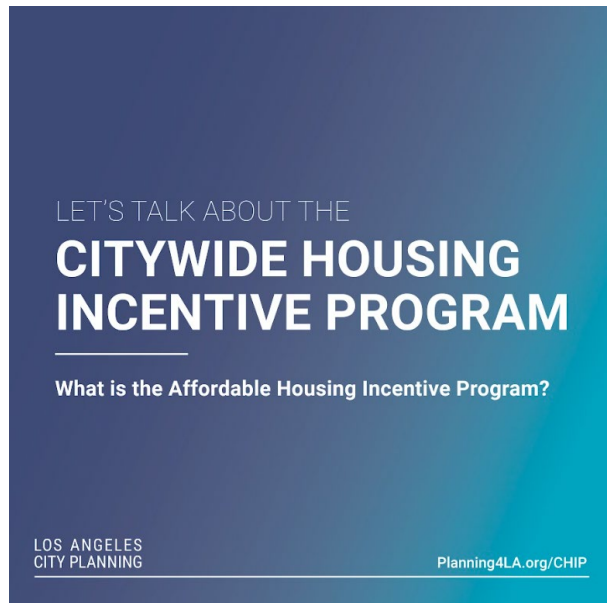
LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP](http://Planning4LA.org/CHIP)



## CHIP - [Affordable Housing Incentive Program](#)

English - *NOTE: The same content was developed in Spanish*





The **Affordable Housing Incentive Program (AHIP)** aims to increase housing access by removing the barriers to the development of 80 - 100% Affordable Housing Projects and promoting affordable housing in areas that have historically produced less housing.

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CITY PLANNING

[Planning4LA.org/CHIP](https://planning4la.org/CHIP)



AHIP will streamline procedures and offer **land use incentives for 100% Affordable Housing Projects** citywide, offering higher incentives in areas within ½ a mile of a Major Transit Stop, in Low Vehicle Miles Traveled (VMT) areas, and in moderate and higher opportunity areas.

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CITY PLANNING

[Planning4LA.org/CHIP](https://planning4la.org/CHIP)



AHIP extends eligibility to **Faith Based Organization (FBO) Housing Projects** where at least 80% of units are income restricted, to provide more flexibility for these community serving groups building on land they own.

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CITY PLANNING

[Planning4LA.org/CHIP](https://planning4la.org/CHIP)



Interested in learning more about the Affordable Housing Incentive Program and the Citywide Housing Incentive Program?

Check out the Concept Explorer Page at **[Planning4LA.org/CHIP](https://planning4la.org/CHIP)**!

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[Planning4LA.org/CHIP](https://planning4la.org/CHIP)

## CHIP - Concept Explorer Survey



CHIP Survey

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**Citywide Housing Incentive Program (CHIP) | Concept Explorer Survey**

Share your thoughts on where you want to see increased housing opportunities and the types of housing you want to see in LA through the Concept Explorer Survey.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)



CHIP Survey

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**Programa de incentivos de vivienda para toda la Ciudad | Encuesta Exploradora de Conceptos**

Comparta sus opiniones sobre dónde desea ver mayores oportunidades de vivienda y los tipos de vivienda que desea ver en Los Ángeles a través de la Encuesta Concept Explorer.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)



CHIP Survey

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**Citywide Housing Incentive Program (CHIP) | Concept Explorer Survey**

Share your thoughts on where you want to see increased housing opportunities and the types of housing you want to see in LA through the Concept Explorer Survey.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

## 6 Core Strategies -Concept Explorer Survey

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

# 6

## CORE STRATEGIES

### CITYWIDE HOUSING INCENTIVE PROGRAM

How is the City equitably addressing housing needs?

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4LA.org/CHIP-Survey)



The City is developing **6 core strategies** to address LA's significant housing needs identified in the Housing Element through the **Citywide Housing Incentive Program (CHIP)**.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4LA.org/CHIP-Survey)



**Adaptive Reuse** expands the existing program citywide, and would streamline the conversion of recently constructed buildings, vacant offices, hotels, and commercial properties into housing.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4LA.org/CHIP-Survey)



**Opportunity Corridors** envisions livable and sustainable communities by increasing housing capacity along major streets to provide greater access to daily amenities, jobs, and transit.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4LA.org/CHIP-Survey)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



The **Missing Middle** strategy would facilitate opportunities for low scale housing, commonly built before the 1950s, including garden courts and townhouses, in scale with neighborhood context.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4la.org/CHIP-Survey)



The **Affordable Housing Overlay** seeks to create more opportunities for affordable housing developments to be constructed, including on faith-based owned sites and publicly owned land.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4la.org/CHIP-Survey)



Updates existing **Affordable Housing Incentive Programs** to improve upon strategies that are already working to produce affordable units.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4la.org/CHIP-Survey)



**Process Streamlining** improvements across all the aforementioned strategies to identify and remove procedural barriers and provide a more transparent and expedited review process.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4la.org/CHIP-Survey)



The **Concept Explorer Survey** is currently open for you to share your thoughts on these 6 strategies, and we welcome your feedback on where you want to see housing opportunities in LA.

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CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4la.org/CHIP-Survey)

## 6 Core Strategies -Concept Explorer Survey - Spanish



# 6

## ESTRATEGIAS QUE SE CENTRALIZAN

PROGRAMA DE INCENTIVOS DE VIVIENDA PARA TODA LA CIUDAD

¿Cómo la Ciudad aborda las necesidades de vivienda de manera equitativa?

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)



La Ciudad está desarrollando **6 estrategias que se centralizan** en tratar las necesidades importantes de vivienda en Los Ángeles que han sido identificadas en el Elemento de **Vivienda a través del Programa de Incentivos de Vivienda para toda la Ciudad (CHIP)** por sus siglas en inglés).

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

# 1



La **Reutilización Adaptativa** busca ampliar el programa existente en toda la Ciudad y agilizar la conversión de edificios que han sido construidos recientemente, oficinas vacías, hoteles y la conversión de propiedades comerciales en vivienda.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

# 2



**Corredores de Oportunidad** visualiza comunidades habitables y sostenibles al aumentar la capacidad de vivienda en las calles principales para brindar un mayor acceso a servicios diarios, tales como empleos y transporte.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

# 3



La estrategia para la **Falta de Vivienda de Escala Mediana** facilita oportunidades para vivienda de baja escala, comúnmente construidas antes de la década de 1950, incluidos jardines y casas adosadas, a escala con el contexto del vecindario.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

# 4



La **Superposición de Vivienda Asequible** busca crear más oportunidades para la construcción del desarrollo de vivienda asequible, incluyendo sitios de propiedad religiosa y terrenos de propiedad pública.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

# 5



Actualizar los **Programas de Incentivos de Vivienda Asequible** existentes para mejorar las estrategias que ya están funcionando en la producción de vivienda asequible.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

# 6



Mejorar **el proceso de racionalización** en todas las estrategias antes mencionadas para identificar y eliminar barreras procesales y ofrecer un proceso de revisión más transparente y acelerado.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)



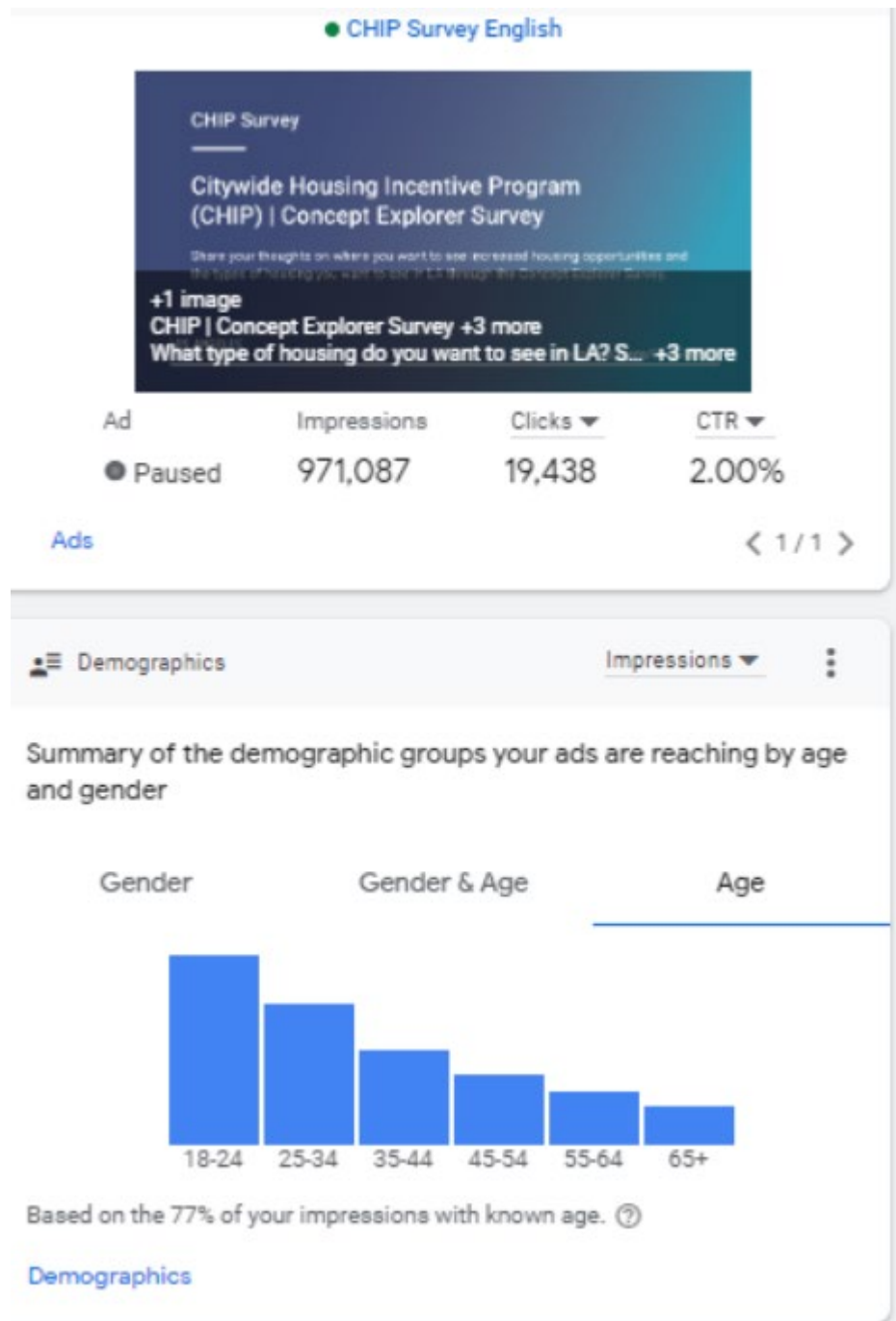
La **Encuesta Exploradora de Conceptos** o Concept Explorer como es conocida en Inglés, está actualmente abierta para que el público comparta sus opiniones sobre estas 6 estrategias, y agradecemos los comentarios y opiniones sobre dónde desearían ver oportunidades de vivienda en Los Ángeles.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://Planning4LA.org/CHIP-Survey)

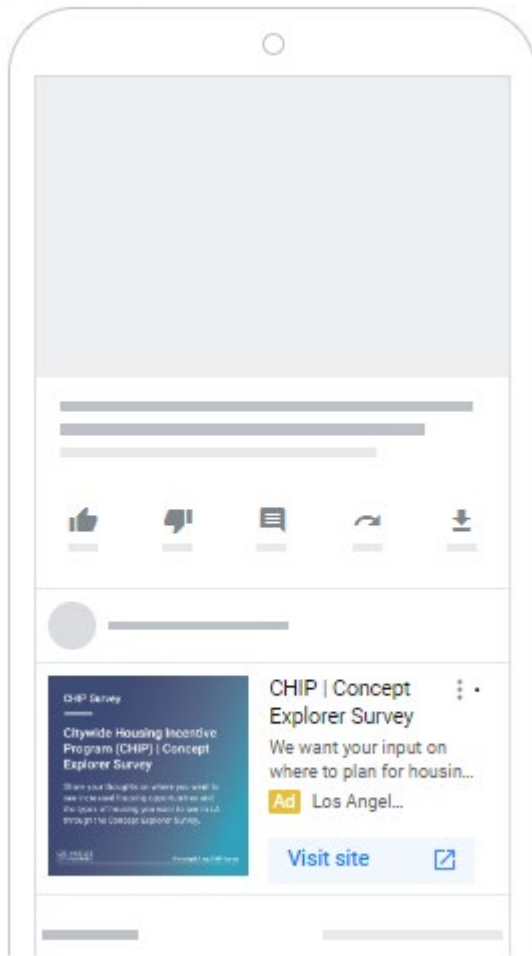
## Ads

### Google - Concept Explorer Survey



## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

### YouTube Watch Feed



## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



Los Angeles City Planning

<https://planning.lacity.org/plans-policies/housing-element-rezoning-program#concept-explorer-and-survey>

Ad



### CHIP Survey

#### Citywide Housing Incentive Program (CHIP) | Concept Explorer Survey

Share your thoughts on where you want to see increased housing opportunities and the types of housing you want to see in LA through the Concept Explorer Survey.

LOS ANGELES  
CITY PLANNING

[Planning4LA.org/CHIP-Survey](https://planning4LA.org/CHIP-Survey)

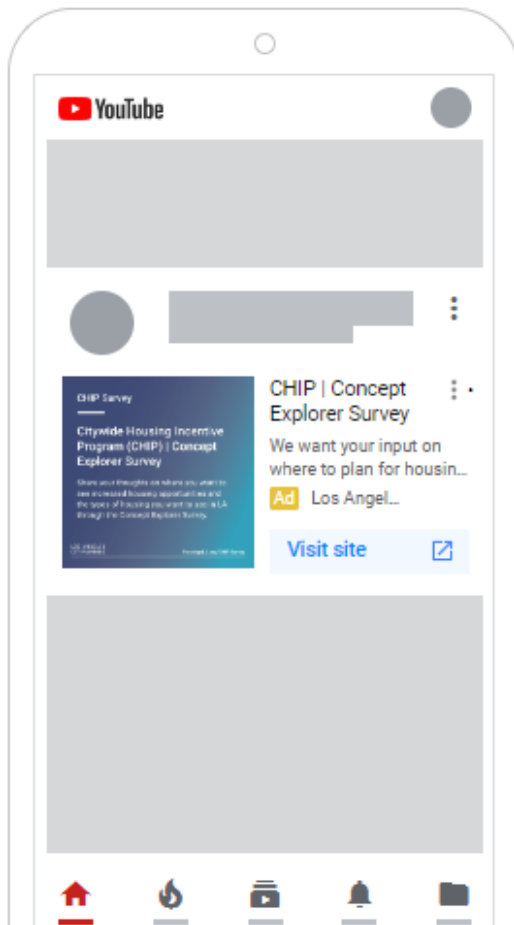
## Citywide Housing Incentive Program

What type of housing do you want to see in LA? Share your thoughts today!

[Visit Site](#)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

### YouTube Home Feed



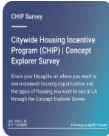


## Meta Ads

### Concept Explorer Survey

#### Preview

📌 Calling all Angelenos! The City of LA is seeking your input on where to plan for housing opportunities throughout the City. The Citywide Housing Incentive Program (CHIP) envisions a plan for an equitable, sustainable, and resilient City, where all Angelenos hav...



Edit ad

#### Performance

Link clicks ⓘ

1,043

Reach ⓘ

51,132

Cost per Link Click ⓘ

\$1.20

#### Activity

Post engagements

1095

Link clicks

1043

Post reactions

31

Post shares

10

Post comments

7

Post saves

4

See Less ^

#### Audience

This ad reached 51,132 people in your audience.

People

Placements

Locations

48.4% Women 51.6% Men



#### Audience details

Location - living in

United States: Los Angeles (+25 mi) California

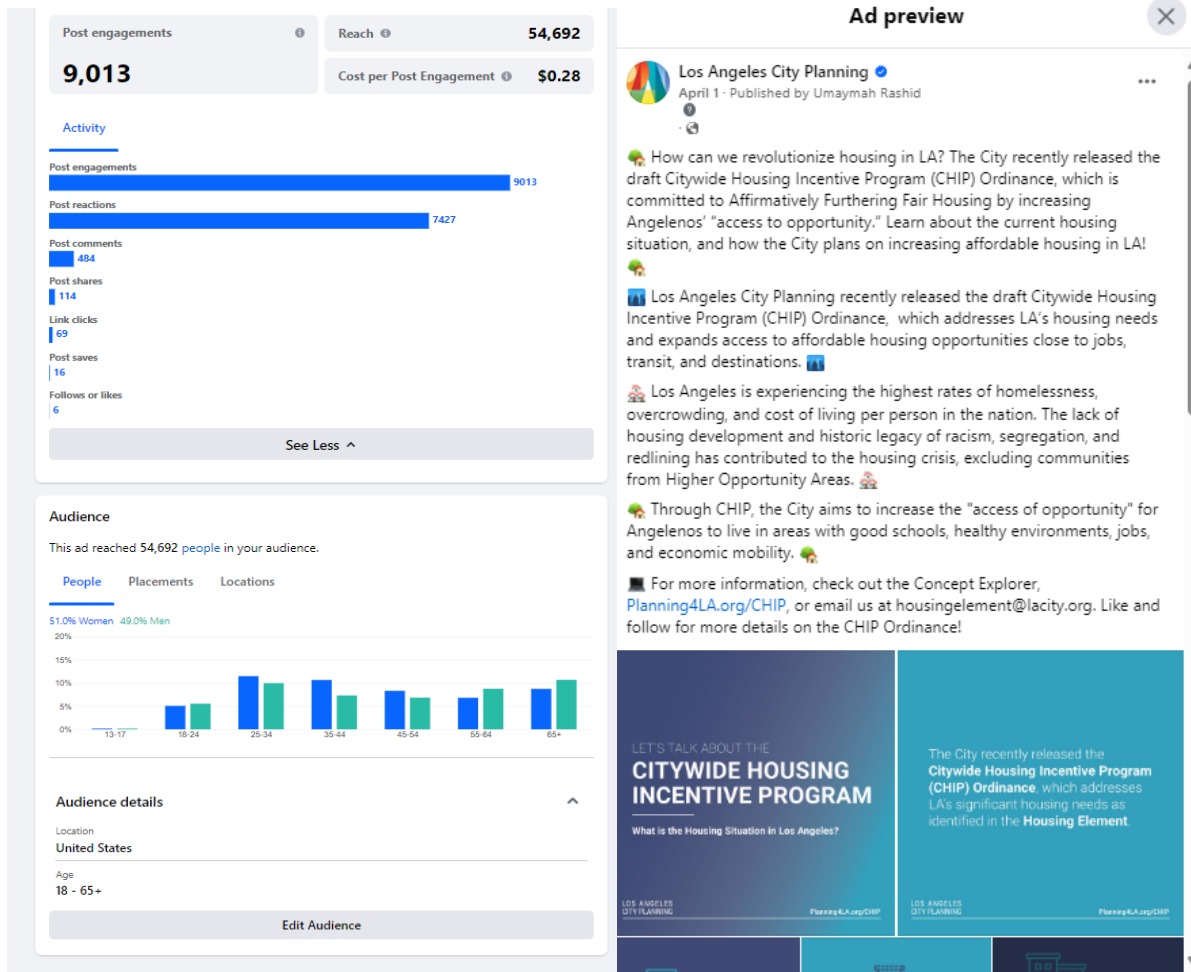
Age

18 - 65+

Edit Audience

## 1- Let's Talk About CHIP

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



## 1- Let's Talk About CHIP - SPANISH

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



**Ad preview**

**Los Angeles City Planning** April 23 · Published by Umaymah Rashid

¿Cómo podemos revolucionar la vivienda en Los Ángeles? La Ciudad publicó recientemente un borrador con la Ordenanza para el Programa de Incentivos de Vivienda de la Ciudad (CHIP por sus siglas en inglés), el cual se compromete a Afirmativamente Avanzar la Vivienda Justa aumentando el "acceso a oportunidades" para los angelinos. ¡lo invitamos a conocer la situación actual de la vivienda y cómo la ciudad planea aumentar la vivienda asequible en Los Ángeles!

El Departamento de Planeación de la Ciudad de Los Ángeles publicó recientemente el borrador de la Ordenanza para el Programa de Incentivos de Vivienda de la ciudad (CHIP por sus siglas en inglés), que trata las necesidades de vivienda en Los Ángeles y amplía el acceso a oportunidades de vivienda asequible cerca de empleos, el transporte público y los lugares de encuentro.

Los Ángeles está experimentando las tasas más altas de falta de vivienda, hacinamiento y costo de vida por persona en toda la nación. La falta de desarrollo en la vivienda y el legado histórico de racismo, segregación y línea roja han contribuido a la crisis de vivienda, excluyendo a comunidades de áreas con mayores oportunidades.

A través de CHIP, la ciudad pretende aumentar el "acceso a oportunidades" para que los angelinos vivan en áreas con buenas escuelas, entornos saludables, empleos y movilidad económica.

Para obtener más información, consulte el Explorador de Conceptos [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP), o envíenos un correo electrónico a [housingelement@lacity.org](mailto:housingelement@lacity.org). ¡Haga clic en me gusta y síganos para obtener más detalles sobre la Ordenanza CHIP!

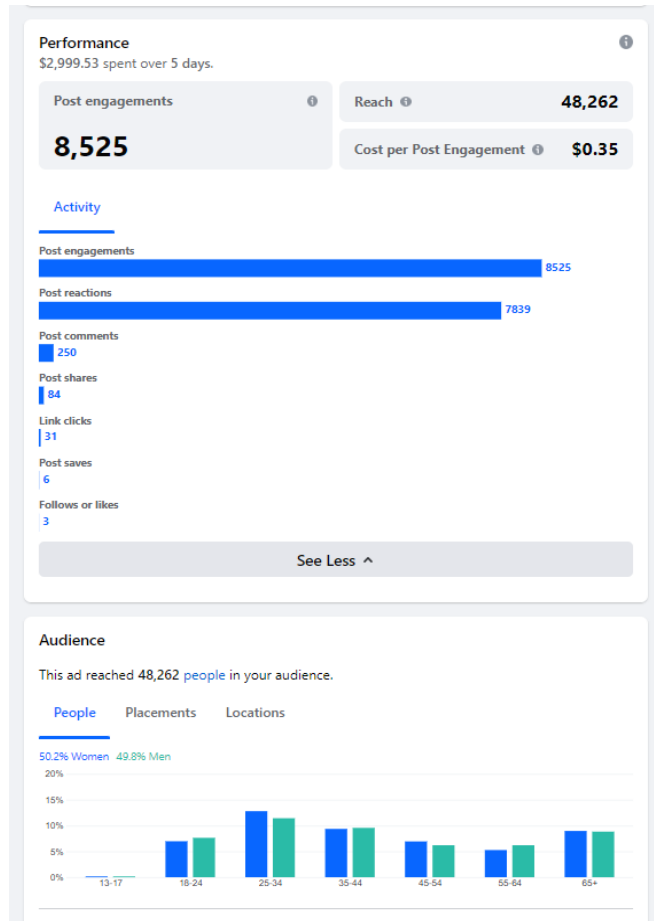
**HABLEMOS DEL PROGRAMA DE INCENTIVOS DE VIVIENDA DE LA CIUDAD**

¿Cuál es la situación de la vivienda en Los Angeles?

La Ciudad publicó recientemente la Ordenanza para el **Programa de Incentivos de Vivienda de la Ciudad (CHIP)**, que trata las importantes necesidades de vivienda de Los Angeles identificadas en el **Elemento de Vivienda**.

## 2 - Opportunity Corridor

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



**Ad preview**

**Los Angeles City Planning**  
April 25 · Published by Umaymah Rashid

How can we revolutionize housing in LA? The [City of Los Angeles](#) is proposing opportunities for housing along major corridors with access to transit and amenities. Learn about Opportunity Corridor incentives within the Citywide Housing Incentive Program (CHIP) Ordinance! 🏡

Los Angeles City Planning recently released the draft Citywide Housing Incentive Program (CHIP) Ordinance to address LA's housing needs and expand access to housing opportunities close to jobs, transit, and destinations. 🏡

The CHIP envisions livable and sustainable communities by increasing housing capacity along major streets to provide greater access to daily amenities, jobs, and transit. 🏡

For more information, check out the Concept Explorer, [Planning4LA.org/CHIP](#), or email us at [housingelement@lacity.org](mailto:housingelement@lacity.org).  
Like and follow for more details on the CHIP Ordinance! 🏡

## 2 - Opportunity Corridor - SPANISH

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



**Ad preview**

**Los Angeles City Planning**  
June 1 · Published by Umaymah Rashid

¿Cómo podemos revolucionar la vivienda en Los Ángeles? La Ciudad está proponiendo oportunidades de vivienda a lo largo de corredores principales con acceso al transporte público y servicios. ¡Conozca los incentivos de los Corredores de Oportunidad dentro de la Ordenanza del Programa de Incentivos para la Vivienda en toda la Ciudad (CHIP)!

El Departamento de Planeación de la Ciudad de Los Ángeles publicó recientemente el borrador de la Ordenanza del Programa de Incentivos para la Vivienda en toda la ciudad (CHIP) para abordar las necesidades de vivienda de Los Ángeles y ampliar el acceso a oportunidades de vivienda cercanas a los empleos, el transporte público y los destinos.

El CHIP visualiza comunidades habitables y sostenibles al aumentar la capacidad de vivienda a lo largo de los corredores principales para brindar un mayor acceso a los servicios diarios, empleos y tránsito.

Para obtener más información, consulte el Explorador de Conceptos, [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP), o envíenos un correo electrónico a [housingelement@lacity.org](mailto:housingelement@lacity.org). ¡Haga clic en me gusta y síganos para obtener más detalles sobre la Ordenanza CHIP!

**HABLEMOS DEL PROGRAMA DE INCENTIVOS PARA LA VIVIENDA EN TODA LA CIUDAD**

¿Cuáles son los Corredores de Oportunidad?

La Ciudad publicó recientemente la Ordenanza del Programa de Incentivos para la Vivienda en toda la Ciudad (CHIP), que aborda las importantes necesidades de vivienda de Los Ángeles identificadas en el Elemento de Vivienda.

LOS ANGELES CITY PLANNING [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP)

LOS ANGELES CITY PLANNING [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP)

La Ordenanza de Corredores de Oportunidad...

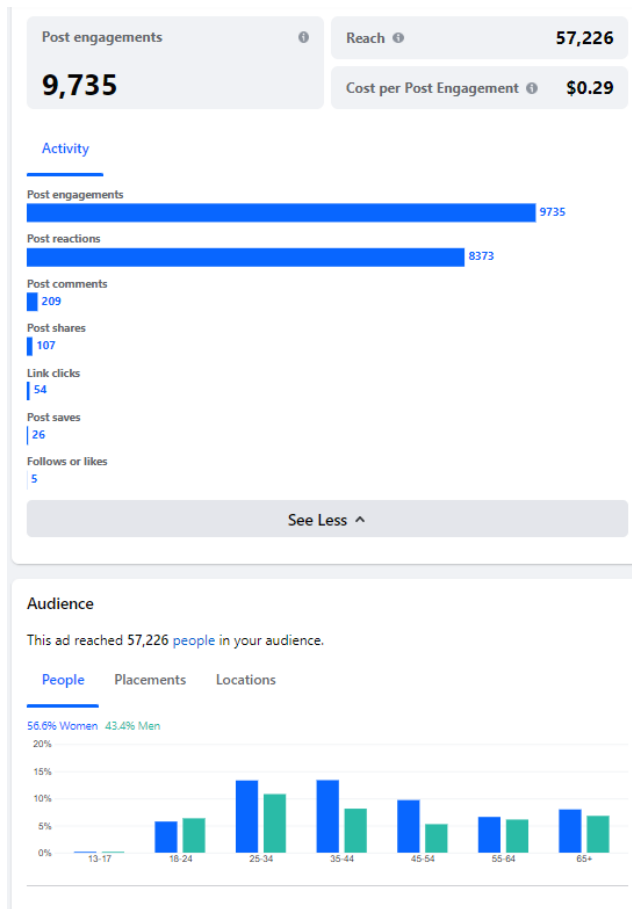
Un Corredor de Oportunidad es una zona...

A Corredor de Oportunidad...

**+4**

## 3- Opportunity Corridor Transition Area

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



**Ad preview**

**Los Angeles City Planning**

June 1 at 8:36 PM · Published by Umaymah Rashid

How can we revolutionize housing in LA? Maybe we need to look at past housing choices to inform the future. Learn about how the City is proposing to bring back beloved historic Los Angeles housing types, like bungalow courts, garden courts, and townhouses through the Citywide Housing Incentive Program Ordinance!

Los Angeles City Planning recently released the draft Citywide Housing Incentive Program (CHIP) Ordinance to address LA's housing needs and expands access to affordable housing opportunities close to jobs, transit, and destinations.

Prior to the 1950s, many neighborhoods in LA were made up of house-scale buildings with multiple units, which fostered opportunities for community building and increased walkability to neighborhood destinations. Many of these homes were called bungalow courts or courtyard apartments, where housing units were built around a common shared open space. Recognizing the value of this type of housing, the CHIP Ordinance includes the Opportunity Corridor Transition Area program, which proposes updated regulations that would encourage the new construction of bungalow courts or courtyard apartments in LA. These programs would be designed to integrate in size and scale with existing neighborhoods and increase rental and homeownership opportunities for Angelenos.

For more information, check out the Concept Explorer, [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP), or email us at [housingelement@lacity.org](mailto:housingelement@lacity.org). Like and follow for more details on the CHIP Ordinance!

**LET'S TALK ABOUT THE CITYWIDE HOUSING INCENTIVE PROGRAM**

What is the Opportunity Corridor Transition Area?

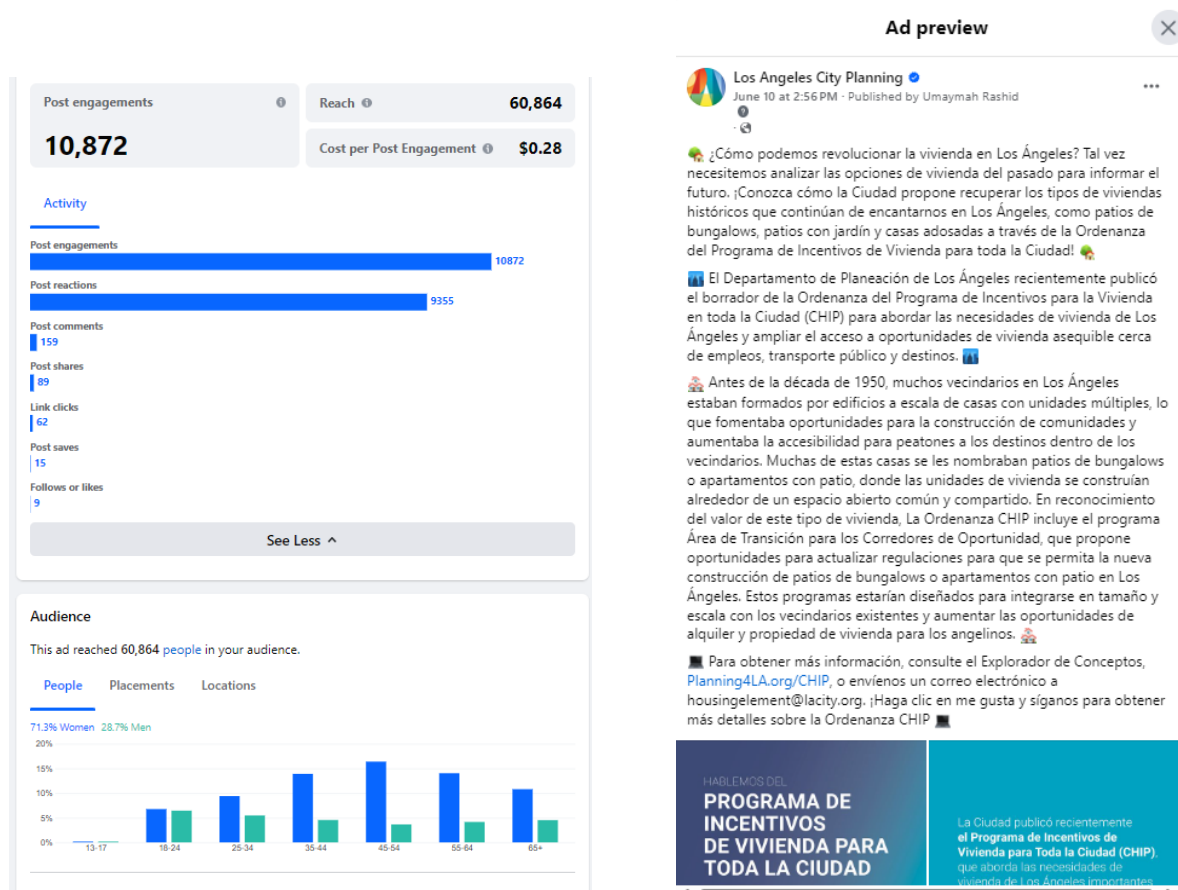
The City recently released the **Citywide Housing Incentive Program (CHIP) Ordinance**, which addresses LA's significant housing needs as identified in the **Housing Element**.

LOS ANGELES CITY PLANNING [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP)

## 3 - Opportunity Corridor Transition Area - SPANISH



## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



**Ad preview**

**Los Angeles City Planning**  
June 12 at 8:45 PM · Published by Umaymah Rashid

How can we revolutionize housing in LA? Learn about the Affordable Housing Incentive Program, part of the Citywide Housing Incentive Program Ordinance!

Los Angeles City Planning recently released the draft Citywide Housing Incentive Program (CHIP) Ordinance to address LA's housing needs and expand access to housing opportunities close to jobs and transit.

The Affordable Housing Incentive Program (AHIP) aims to increase housing access by removing barriers to the development of projects providing 80 to 100% affordable units and promote affordable housing in areas that have historically produced less housing.

AHIP will streamline procedures and offer land use incentives for Affordable Housing Projects citywide. Parcels eligible for AHIP include those areas zoned for multifamily housing as well as those owned by public agencies, Faith Based Organizations and Parking and Public Facility zones.

AHIP builds on state law (SB 4) to extend eligibility to additional properties owned by Faith Based Organizations (FBOs) and would make additional changes to make more projects built on land owned by Faith Based institutions economically feasible.

For more information, check out the Concept Explorer, [Planning4LA.org/CHIP](https://Planning4LA.org/CHIP), or email us at [housingelement@lacity.org](mailto:housingelement@lacity.org). Like and follow for more details on the CHIP Ordinance!

LET'S TALK ABOUT THE  
**CITYWIDE HOUSING INCENTIVE PROGRAM**

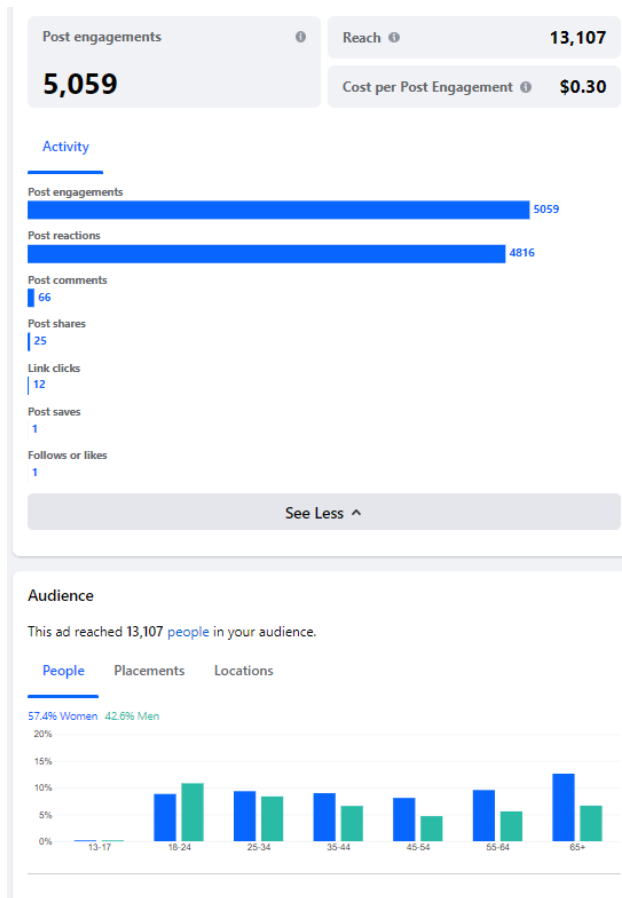
What is the Affordable Housing Incentive Program?

The City recently released the **Citywide Housing Incentive Program (CHIP) Ordinance**, which addresses LA's significant housing needs as identified in the **Housing Element**.

LOS ANGELES CITY PLANNING Planning4LA.org/CHIP

## 4 -AHIP - SPANISH

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES



**Los Angeles City Planning** June 12 at 8:56 PM · Published by Umaymah Rashid

¿Cómo podemos revolucionar la vivienda en Los Ángeles? ¡Infórmate sobre el Programa de Incentivos de Vivienda Asequible, parte de la Ordenanza del Programa de Incentivos de Vivienda Asequible de toda la ciudad!

El Departamento de Planeación de la Ciudad de Los Ángeles recientemente publicó el borrado de la Ordenanza del Programa de Incentivos de Vivienda para Toda la Ciudad (CHIP por sus siglas en inglés) que tiene como objeto responder a las necesidades de vivienda de Los Ángeles y aumentar el acceso a las oportunidades de vivienda cerca de los centros de trabajo y del transporte público.

El Programa de Incentivos de Vivienda Asequible (AHIP por sus siglas en inglés) tiene como objetivo aumentar el acceso a la vivienda mediante la eliminación de barreras al desarrollo de proyectos que proporcionan el 80% de unidades asequibles y promover la vivienda asequible en las áreas que históricamente han producido un menor número de viviendas.

El AHIP simplificará los procedimientos y ofrecerá incentivos de uso del suelo para proyectos de viviendas asequibles al 100% en de toda la ciudad. Las parcelas elegibles para el AHIP incluyen las áreas con zonificación para vivienda multifamiliar así como las propiedades de las agencias públicas, propiedades de Organizaciones Religiosas (FBO por sus siglas en inglés), y en zonas para estacionamiento e instalaciones públicas.

AHIP se basa en la ley estatal (SB 4) para ampliar la elegibilidad de las propiedades de Organizaciones Religiosas (FBO por sus siglas en inglés) y haría cambios adicionales para hacer que más de los proyectos en terrenos de las instituciones religiosas sean viables económicamente.

Para más información, consulte el Explorador de Conceptos, [Planning4LA.org/CHIP](https://planning4la.org/CHIP), o envíenos un correo electrónico a [housingelement@lacity.org](mailto:housingelement@lacity.org). ¡Gusta y sigue para más detalles sobre la Ordenanza CHIP!

HABLEMOS DEL

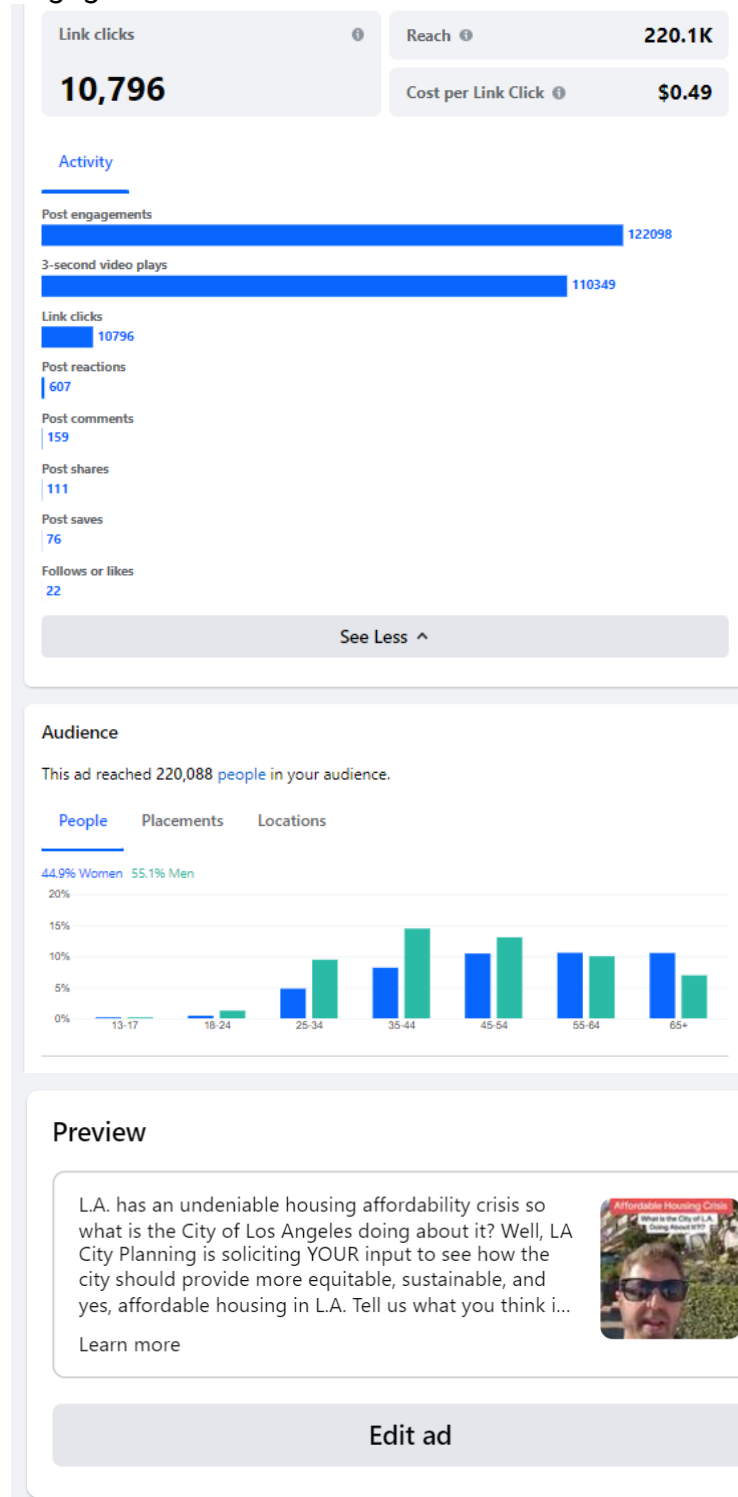
**PROGRAMA DE INCENTIVOS DE VIVIENDA PARA TODA LA CIUDAD**

La Ciudad publicó recientemente la Ordenanza del Programa de Incentivos de Vivienda para Toda la Ciudad (CHIP), que aborda las

## Video #1- Let's Talk About CHIP (Ad)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

110.3K Video Plays | 10.7K Link Clicks (Link:Planning4LA.org/CHIP) | 220K Reach | 122K Engagement



## Video #2 - Opportunity Corridors (Boosted Facebook Reel)

## Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

333.9K Video Plays | 10.3K Link Clicks (Link:Planning4LA.org/CHIP) | 206.5K Reach | 129K Engagement



Appendix 2- LISTEN AND SHARE OUTREACH SUMMARIES

Preview

L.A. has an undeniable housing affordability crisis and the City of Los Angeles is soliciting your input to see how the City should provide more equitable, sustainable, and yes, affordable housing in L.A. This is Part 2 of a 4 part partnership with the Department of...

View ad

Edit ad

Link clicks ⓘ	Reach ⓘ	206.5K
10,386	Cost per Link Click ⓘ	\$0.51

Activity

- Video plays 333963
- Post engagements 129005
- Link clicks 10386
- Post reactions 303
- Post comments 56
- Post shares 30
- Post saves 27
- Follows or likes 8

See Less ^

Audience

This ad reached 206,498 people in your audience.

People Placements Locations

