

ABOUT MEASURE JJJ

RIGHT PROBLEM, WRONG SOLUTION

Measure JJJ is a deeply flawed initiative that deserves a NO vote. Measure JJJ does not produce new jobs and will not increase the availability, or affordability, of housing.

In fact, studies by University of California, Berkeley, the California Institute for County Government, and Habitat for Humanity/San Fernando and Santa Clarita Valleys estimate that the requirements of Measure JJJ could add as much as 23-30% to the cost of constructing new housing.

Habitat for Humanity/San Fernando and Santa Clarita Valleys has noted that this will significantly impair its ability to build affordable homes.

Measure JJJ will:

- Drive up rental costs
- Make homes more unaffordable for first-time buyers
- Add delays and red tape to the construction of needed housing
- Increase construction costs

Specifically, Measure JJJ's far-reaching and poorly-defined regulations will increase the cost of construction for new housing. Additional construction costs will be felt most by those that can least afford it - small firms and non-profit organizations that build homes for seniors, veterans, and lower-income families and homeless individuals.

Measure JJJ's regulatory barriers are also counter-productive. To build more affordable housing and create new jobs, we need to build sustainably. This misguided initiative will make it more difficult and costly to build.

Without increasing our housing supply to meet demands, rents will continue to rise, home-ownership will remain out of reach and there will be limited opportunities for job creation in communities most in need.

We all agree more needs to be done to address our housing problem in Los Angeles.

Measure JJJ is the wrong approach and will make it harder to provide housing options for hard-working, lower-income families and homeless individuals.

That is why community-based organizations, businesses, homeless advocates, non-profit groups, housing advocates and tenant rights groups oppose Measure JJJ.

This November, please join us and VOTE NO on Measure JJJ.

Paid for by NO on Measure JJJ
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Additional information is available at ethics.lacity.org