

August 30, 2017

Dear Councilmembers:

As the Vice President of Business Development and Communications of the YWCA Greater Los Angeles, we function as advocates on behalf of Black Community on initiatives and programs to assure that our community and its business owners can thrive in California.

Of the thousands of businesses that are owned by African American in California, tied directly or indirectly to the hospitality industry many opportunities are afforded our members and the community at large with jobs and economic opportunities at every level.

We are aware of the changes that the growth of the home-sharing economy has had, not just on the hospitality industry but other sector in inner city Los Angeles as well. We support innovation and change, we also support efforts that diversify the economic opportunities for African Americans in California and Los Angeles.

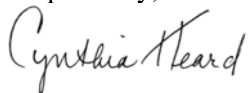
I am writing today regarding the Short-Term Rental Ordinance that is pending before the City Council. We feel that the ordinance falls short on the cap in the yearly number on days a residence can be used. The concept of holding the home sharing industry to account for its activities, is much needed but should be limited to no more than 80 days a year.

It is a known fact, that communities of color are disproportionately impacted by this industry. Families are being tossed out of rental units so owners can rent them by the night to secure more income. This proposed ordinance will only serve to encourage home-owners and speculators to find ways to maximize their properties uses and create an incentive for them to toss out less profitable long-term tenants. Most of which in Los Angeles are minorities.

We suggest you limit the number of days to 80 or less, and to discourage weekend use. This still allows individuals their right to rent properties and invest in this new industry. There is no question that home-sharing is a vital business for the area, and it should be done logically and respectfully considering the communities that have been in this area for generations.

We encourage you to revise this ordinance, seek protections for less fortunate communities and work collaboratively with the stakeholders to find a solution that will work to keep California at the forefront of economic growth.

Respectfully,



Cynthia Heard, M.Ed.
Vice President of Business Development and Communications
YWCA Greater Los Angeles

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