Measure LV would **make traffic worse**. That’s why environmental organizations like the Sierra Club, LA League of Conservation Voters and Climate Resolve have joined the broadest coalition in Santa Monica’s history to **oppose Measure LV**.

Why does Santa Monica have so much traffic?

Supporters of Measure LV like to blame Santa Monica’s traffic on “overdevelopment”, but they are just plain wrong. We have traffic because:

1. Our beach, Pier, Promenade, restaurants, shops and perfect weather attract visitors from all over the world.
2. We’ve seen massive public infrastructure investments over the last couple of years – like Expo, California Incline, Colorado Esplanade and 45 miles of new bike lanes. Construction of these improvements severely impacted our roads but now that they’re finally complete, will ultimately improve the flow of traffic throughout the city.
3. We have too few homes for the number of jobs, forcing too many people to commute in and out of the city.

   In the 1980s, approximately five million square feet of suburban-style office space was built on the east side of Santa Monica. That’s one of the key reasons we have so many great companies and fantastic city services, but we failed to build enough homes to meet the demands of all the people who work in those buildings every day. **Since 1980, the population of Santa Monica has grown by only 5.3%, or 0.15% per year** (from about 88,000 to 93,000 in 2015). During that same time, the **population of Los Angeles County has grown six times faster** (36% or 0.88% per year).

   As a result, **rents and home prices have skyrocketed and traffic has only gotten worse**. The people who make our city run – waiters, hospitality workers, police officers, firefighters, teachers – are forced to commute great distances by car because of decades of minimal housing growth.

How would Measure LV make traffic even worse?

The problem is already getting worse. In the last ten years, less than 3,000 apartments have been built in Santa Monica, nearly 40% of which were affordable units built using public funds that are no longer available. **In the last two years, only 332 units were built**. Yes, there are a number of housing projects in the pipeline but history shows that it can take up to ten years for a project to be approved and completed in Santa Monica, and a significant number of proposed (and even approved) projects are never actually built.

Measure LV would require voter approval on nearly any project over 32 feet (two stories), including rebuilding after a fire or earthquake and alterations to existing buildings. **LV does not provide any traffic mitigation measures** or mechanism for taking one single car off the streets. Instead, it would obstruct our ability to actually solve congestion and by restricting new housing, LV would make it even more difficult for people who work in Santa Monica to live here, **forcing even more people to commute and making traffic worse**. Most of our city’s hotel, restaurant and retail workers and young professionals already can’t afford to live here and LV would only make the city more inaccessible.

**The only real way to actually solve our traffic problems is to provide safe and convenient alternatives to driving.** And that means giving more people the opportunity to live near their jobs and encouraging biking, walking, taking the bus, riding the train, car-sharing and ride-sharing like Uber and Lyft. LV is not a solution.
On Tuesday, November 8th, join us in voting
**NO on Measure LV**
NoLV.org | @NoLV2016

---

**LOS ANGELES TIMES**

“Over a longer period – 1980 to 2010 – Los Angeles County built about one-third of the housing units needed to meet population demand. Lack of supply increases prices, meaning residents either spend an ever-larger portion of their often-stagnant income on housing (that’s why metropolitan Los Angeles is ranked the least affordable region in the nation), or they live farther inland and make the long commute to work (that’s why the 10 Freeway heading west in the morning is a parking lot).”

---

**SIERRA CLUB**

“After research and analysis of Measure LV, we found that it was **inconsistent with our policies.**”

---

**LA LEAGUE OF CONSERVATION VOTERS**

“[Measure LV] would result in **significant harm to the environment by reducing the availability of affordable housing in Santa Monica, thereby forcing workers to commute long distances.** This would result in additional congestion, air pollution, and climate impacts.”

---

**COMMUNITY FOR EXCELLENT PUBLIC SCHOOLS (CEPS)**

“Measure LV does not provide an exemption for construction of public or non-public schools; it could **severely restrict the construction of housing that would be affordable for families with children in our schools as well as the teachers and staff who wish to live and work in Santa Monica; and it diminishes trust and respect in the public policy process in our community.”

---

**SHEILA KUEHL**

LA County Board of Supervisors

“[Measure LV], with its indiscriminate and extreme restrictions on all growth in the city, would make it virtually impossible to continue Santa Monica’s commitment to affordable housing and diversity. At a time when our region is facing a shortage of housing – especially affordable housing for low- and middle-income people – making it harder to build new homes is simply wrongheaded and will only deepen the crisis.”

---

**JUAN MATUTE**

UCLA Institute of Transportation Studies

“Measure LV does nothing to solve Santa Monica’s traffic problems. In fact, it would likely **make traffic worse.**”

---

**MICHAEL FEINSTEIN**

Former Mayor

“If from an environmental and climate change perspective, with reduced housing affordability, we’ll see more car trips and CO2 emissions from the automobiles of low and middle-income workers who need to drive here to work in our jobs-rich community.”

---

**OTHER OPPONENTS OF LV INCLUDE:**

Partial list

Santa Monica Police Officers’ Association
Santa Monica Firefighters, IAFF Local 1109
Santa Monica Chamber of Commerce
Downtown Santa Monica, Inc.
Santa Monica Forward
Santa Monica Next
American Institute of Architects, LA Chapter
American Planning Association, LA Section
Climate Resolve
Bike The Vote LA
railLA
Los Angeles County Democratic Party
Green Party of LA County
Santa Monica Democratic Club
League of Women Voters of Santa Monica
Clergy & Laity United for Economic Justice (CLUE)
Coalition of Santa Monica City Employees
UNITE HERE Local 11
Downtown Neighborhood Association
Boys and Girls Clubs of Santa Monica

Ben Allen, California State Senate
Richard Bloom, California State Assembly
Sheila Kuehl, L.A. County Board of Supervisors
City Council Members
Mayor Tony Vazquez, Mayor Pro Tem Ted Winterer,
Gleam Davis, Kevin McKeown, Pam O’Connor,
Terry O’Day
Former Mayors
Judy Abdo, Rev. Jim Conn, Michael Feinstein,
Bob Holbrook, Nathaniel Trives
Planning Commissioners
Chair Amy Anderson, Vice Chair Nina Fresco,
Leslie Lambert, Richard McKinnon, Jason Parry
Former Planning Commissioners
Hank Koning, Frank Gruber, Gerda Newbold,
Gwynne Pugh, FAIA, Jim Ries, John Zinner