

FOR IMMEDIATE RELEASE—JULY 10, 2017

L.A. Tenants Union | Sindicato de Inquilinos de L.A.



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MEDIA ADVISORY:

CITY PRIORITIZES AIRBNB OVER LONG-TERM RESIDENTS L.A. TENANTS UNION CALLS FOR TOURIST BOYCOTT #DontComeToLA



WHO:

Due to inactivity and shortsighted decisions by the City Council and the Mayor—which has increased homelessness and threatened rent-stabilized housing by allowing exploitation of the Ellis Act and recklessness on behalf of Airbnb—the L.A. Tenants Union has launched a boycott.

WHAT:

We've had to let the L.A. city government know: *it's not us, it's them.*

In our [breakup letter](#), we ask that tourists [pledge](#) to take their vacations elsewhere and share the hashtag #DontComeToLA across social media platforms.

Instead of visiting L.A. and staying in an Airbnb that used to be someone's home and community, we're asking tourists to join us in curbing our city's decline.

WHERE:

Across the city, we pay a higher percentage of income on rent than any city in the U.S., needing to make \$30/hour to afford the average apartment. There is a financial incentive for property owners to lease to home sharing companies for more money than what an average resident would be able to pay in a year—evictions

are soaring and we are losing around 2,000 rent-stabilized units every year. Over 1,500 units of housing meant for Angelenos are being used for Airbnb just in Venice alone, and the number of units used by commercial operators under Airbnb jumped up 37% for L.A. in one year. There is no agency in place to regulate Airbnb, nor urgency from the City Council and Mayor to have one. The proposed Home Sharing Ordinance is a band-aid, not a solution to the ripple effects experienced by communities across a city in crisis.

WHY:

We are left with no other options. We've tried to reach out to City Council members who refused to talk. We've witnessed the Planning Department give themselves the power to displace hundreds of thousands of hard working Angelenos, and the Mayor doesn't bat an eye. We've watched data be manipulated to achieve whatever outcome developers desire: even in a city where 65% of people are renters, and it has become all too clear the voices attached to excessive campaign contributions are the only ones that matter.

We shouldn't have to ask others not to come here in order to finally see the City make decisions in the best interest of the residents. Since we don't, we'll ask all those tourists to take all that money they might spend here and take it somewhere else.

WHEN:

Our #DontComeToLA pledge will continue all summer long and thereafter until the City Council and the Mayor freeze *all* Ellis Act no-fault evictions, establish clear zoning regulations that protect citizens from unscrupulous landlords turning their apartments into short-term rentals including retracting the zoning administrator's interpretation of all usage and zoning, cease condo conversions (including ones recently granted to the dismay of renters across the state), and expand rent-stabilization to units built after 1978.

HOW TO GET INVOLVED:

Start by taking the #DontComeToLA pledge [HERE](#).

"I pledge to take my vacation elsewhere & show the city council and the mayor of Los Angeles that I care about the long-term residents that make the city great. I will not spend my tourist dollars and help the city push hard working families onto the streets. I will not force families to have to move away from the communities they love in order to find a place they can afford to rent."

Breakup Letter from Los Angeles: <https://www.youtube.com/watch?v=maEqBb6jY-s>
Carta de Ruptura de Los Angeles: <https://www.youtube.com/watch?v=v6lCoU7H56k>

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