California and Los Angeles, in particular, are experiencing a pivotal moment in the country’s housing and homelessness crisis. Across the state and in our city, we are failing to build sufficient housing to meet the needs of existing residents and an ever-growing population. In addressing the causes and impacts of the housing shortage, policymakers in Sacramento have brought into sharp focus the difficulty of entitling new homes as a main roadblock to building housing. Recent legislative efforts such as SB 35 and SB 827 have attempted to reduce lengthy CEQA and planning approvals processes but have met significant resistance from neighborhood and housing advocates deeply concerned about displacement and gentrification, most especially in Los Angeles’ communities-of-color. Are the checks and balances of our locally-designed democracy getting in the way of building necessary housing? Is there such a thing such as too much democracy? Or is there not enough of it?

Please join the UCLA Ziman Center for Real Estate and Mercy Housing California on Thursday, May 31 for a timely symposium where expert panelists will examine participatory democracy, land use legislation and related issues confronting California and Los Angeles at this crucial time.
AGENDA

WELCOME & OPENING REMARKS

Tim Kawahara
Executive Director, UCLA Ziman Center for Real Estate
Doug Shoemaker
President, Mercy Housing California

KEYNOTE:

Michael Woo
Dean of the College of Environmental Design, Cal Poly Pomona, and formerly LA City Councilmember, 13th District

PANEL ONE: Democracy in Action: SB 35, SB 827 and Future State Laws

Doug Shoemaker (moderator)
President, Mercy Housing California
Geoffrey Cowan
University Professor & Annenberg Family Chair in Communication Leadership, USC Annenberg School
Ann Sewill
Vice President, Health and Housing, California Community Foundation
Zev Yaroslavsky
Director, Los Angeles Initiative, UCLA Luskin School, and formerly LA County Board of Supervisors

PANEL TWO: Taking Stock: Land Use and Affordable Housing in Los Angeles

Alfred Fraijo Jr. (moderator)
Partner, Real Estate, Land Use & Natural Resources Practice Group, Sheppard Mullin
Brad Cox
Senior Managing Director, Trammell Crow Company
Michael Manville
Assistant Professor, Urban Planning & Public Policy, UCLA Luskin School
Sissy Trinh
Founder and Executive Director, Southeast Asian Community Alliance (SEACA)

CLOSING REMARKS
Michael Woo
Dean of the College of Environmental Design, Cal Poly Pomona, and formerly LA City Councilmember, 13th District

Michael Woo brings a unique background in public service, urban planning, and place-making to his role as Dean of the College of Environmental Design. He was the first trained urban planner and the first Asian American elected to the Los Angeles City Council. Representing a diverse constituency of 235,000 people in Hollywood and surrounding neighborhoods, Michael Woo spearheaded the Hollywood Redevelopment Plan, which laid the groundwork for Hollywood’s current revitalization; played a key role in choosing the route and station locations of the Metro Red Line subway; and made decisions on numerous development proposals and neighborhood controversies. In the aftermath of the notorious 1991 beating of Rodney King, Woo was the first official in Los Angeles City Hall to demand a change of leadership in the Los Angeles Police Department, and was one of the city’s leaders seeking to calm race relations after urban violence broke out in 1992. He gave up his Council seat after eight years to become one of 24 candidates for Mayor of Los Angeles in 1993, ultimately receiving 46 percent of the vote and a second-place finish in the citywide run-off election.

Appointed Dean of ENV in 2009 at the lowest point of the state budget crisis, Woo has led the College through the California State University system’s current process of rebuilding. Eleven new ENV tenure-track faculty members have been hired during Woo’s time as Dean. He proposed and chaired Cal Poly Pomona’s first annual “PolyTeach” conference exploring innovative uses of new technology in teaching, and led the effort to make the lynda.com online tutorial program available free to all Cal Poly Pomona students, faculty, and staff. Woo played a key role in raising the largest cash donation in the history of the College which has made it possible to launch the College magazine, redesign the College website, expand the size of the incoming Architecture class by 20 percent, and equip the Fabrication Lab. He also initiated interdisciplinary project funding from AECOM, Razor USA, the City of Riverside, UC Riverside, and Randall Lewis.

Dean Woo has been involved in many pioneering projects. Twenty-five years ago, when he was the Councilman representing Hollywood, he cofounded the Hollywood Farmers Market, now the largest certified farmers market in the City of Los Angeles. He was the first Los Angeles general manager of Flexcar, the first car-sharing service in Southern California. More recently, Woo was invited to join the design competition jury which selected a team of designers to overhaul Pershing Square, the venerable public open space in downtown Los Angeles, and is working with MOVE L.A. to build public support for a rail transit connection from Union Station through the San Gabriel Valley to the Ontario International Airport (ONT).

Dean Woo’s leadership roles include chairing the boards of Smart Growth America, Sustainable Economic Enterprises of Los Angeles (SEE-LA), and Hollywood Presbyterian Medical Center. He was invited to join the California Parks Forward Commission to help develop new directions for the California State Parks system, and secured funding from the Resources Legacy Fund to involve Cal Poly Pomona Architecture students in developing new designs for cabins to appeal to millennials and urban residents. Woo was a member of the Los Angeles City Planning Commission for six years, during which he was the earliest advocate for the historic overturning of city skyline policy requiring flat roofs on tall buildings.

A native of Los Angeles, Woo received his B.A. in Politics and Urban Studies from the University of California, Santa Cruz, and earned his Master of City Planning degree from UC Berkeley. He was a Fellow of the Institute of Politics at Harvard University’s Kennedy School of Government. Before becoming Dean of ENV, Woo taught the undergraduate introduction to urban planning and development at USC for seven years and led a seminar at UCLA on urbanization in China. During his time as Dean of ENV, Woo has taught seminars on local sustainability projects in the City of Claremont and the influences on Steve Jobs’s concept of design, and in Fall Quarter 2016 will teach a course on “Redesigning Los Angeles.”
Doug Shoemaker  
**President, Mercy Housing California**

Doug Shoemaker serves as President of Mercy Housing California (MHC), the largest regional affiliate of Mercy Housing, Inc. During the last several years, MHC has expanded its pipeline dramatically and currently has over 3,000 homes in predevelopment or construction. At the same time, Doug has moved the organization to strengthen its work with public housing and formerly homeless residents, particularly with individuals and families that are struggling with mental health, substance abuse or multi-generational poverty.

He serves on the Board of Governors for California Housing Consortium and the Northern California Leadership Council for Enterprise Community Partners. He previously served on the Treasure Island Development Authority, chaired the High Cost Cities Housing Forum and was President of the California Association of Local Housing Finance Agencies.

He received a B.A. in Comparative Area Studies from Duke University and has done studies towards a Ph.D. in Latin American History at the University of California at Berkeley.

Geoffrey Cowan  
**University Professor & Annenberg Family Chair in Communication Leadership, USC Annenberg School**

An award-winning writer, television producer, teacher, government official and former dean of the USC Annenberg School for Communication and Journalism, Professor Geoffrey Cowan is currently a University Professor at USC where he holds the Annenberg Family Chair in Communication Leadership and directs the school’s Center for Communication Leadership & Policy. From 2010 to 2016, Professor Cowan served as the first President of the Annenberg Retreat at Sunnylands, which hosted three presidential summits including the historic meeting between President Obama and President Xi Jinping of China. From 1994-6, he served the government as Director of the Voice of America. Professor Cowan’s books include “Let the People Rule: Theodore Roosevelt and the Birth of the Presidential Primary” and the best-selling “The People v. Clarence Darrow: The Bribery Trial of America’s Greatest Lawyer.” His play, “Top Secret: The Battle for the Pentagon Papers,” has been performed around the United States and the world including two tours of China.

Brad Cox  
**Senior Managing Director, Trammell Crow Company**

Brad Cox serves as Senior Managing Director for Trammell Crow Company where his primary focus is raising capital, setting investment strategy, creating deal flow, and overseeing the day-to-day activities for the Los Angeles Business Unit. Trammell Crow Company is a 68 year national development company, a wholly owned subsidiary of CBRE, with offices in 16 cities across the United States.

The Los Angeles division portfolio currently includes $1.4B of in process development including 102 acres of industrial development in Los Angeles, Carson and Compton, mixed use office and multi family developments in Downtown Los Angeles, Pasadena, and San Jose.

Brad serves as Chairman of the Los Angeles Business Council Institute. He also recently served as the Chairman of the Santa Monica Chamber of Commerce.

Alfred Fraijo Jr.  
**Partner, Real Estate, Land Use & Natural Resources Practice Group, Sheppard Mullin**

Alfred Fraijo Jr. is a partner in Sheppard, Mullin, Richter & Hampton LLP’s Real Estate, Land Use and Environmental practice in the firm’s Los Angeles office. He is a recognized leader in real estate law and was recently featured in “Newsmakers” by the *Los Angeles Business Journal* and also was recognized among the *Journal*’s Who’s Who in Real Estate Law and a Top Attorney in Southern California by *Los Angeles Magazine*. Alfred leads cutting edge real estate transactions for public, private and nonprofit developers and multinational corporations in the United States and abroad. He has significant experience obtaining and negotiating public financing
and land use entitlements for complex educational campuses and mixed-use development projects throughout California. Alfred advises clients on state and federal land use and environmental laws, including the Subdivision Map Act, California Community Redevelopment Law, California Environmental Quality Act, National Environmental Policy Act, Clean Water Act, Endangered Species Act, CERCLA, RCRA, California Superfund Law and the Polanco Redevelopment Act. He also works closely with clients and consultants on due diligence review of land use issues, including local zoning ordinances, general plans, redevelopment agency plans and related land use restrictions.

Michael Manville
Assistant Professor, Urban Planning & Public Policy, UCLA Luskin School

Michael Manville is Assistant Professor of Urban Planning at the UCLA Luskin School of Public Affairs. Both his research and teaching focus on the relationships between transportation and land use, and on local public finance. Much of his research concerns the tendency of local governments to hide the costs of driving in the property market, through land use restrictions intended to fight traffic congestion. These land use laws only sometimes reduce congestion, and can profoundly influence the supply and price of housing.

Dr. Manville’s research has been published in journals of planning, economics, urban studies, and sociology. He has received research funding from University Transportation Centers, from the John Randolph Haynes Foundation, and the TransitCenter, among others. He has consulted for developers, environmental groups, local governments, and the United Nations.

Dr. Manville has an MA and PhD in Urban Planning, both from UCLA Luskin. Prior to joining Luskin as a faculty member, he was Assistant Professor of City and Regional Planning at Cornell University.

Ann Sewill
Vice President, Health and Housing
California Community Foundation

Ann Sewill oversees the California Community Foundation’s health and housing grant making, lending, public policy and advocacy portfolios, working to develop affordable housing to stabilize communities and end homelessness, and to address root causes affecting the health of Angelenos.

Before joining the foundation in June 2006, Sewill was Vice President and California Director of Enterprise Community Partners; Assistant General Manager of the Los Angeles Housing Department; CEO of the Los Angeles Community Design Center (now Abode Communities), and Housing Director for the City of Santa Monica. She also worked with the Los Angeles offices of the California Department of Housing and Community Development, and the U.S. Department of Housing and Urban Development.

Sewill has served as a director of the Los Angeles branch of the Federal Reserve Bank of San Francisco, the Affordable Housing Advisory Council of the Federal Home Loan Bank of San Francisco, the Loan and Grant Committee of the California Department of Housing and Community Development, and the Southern California Association of Non-Profit Housing. She currently serves on the boards of the California Community Reinvestment Corporation, Mercy Housing California, and the Southern California Leadership Council of Enterprise Community Partners.

Sissy Trinh
Founder and Executive Director, Southeast Asian Community Alliance (SEACA)

Sissy is the founder and Executive Director of the Southeast Asian Community Alliance (SEACA) in Los Angeles. A determined advocate for social justice, Sissy realized very few organizations addressed the needs of the Southeast Asian community. She envisioned and created a new program—SEACA, empowering the Southeast Asian community through leadership development, education, advocacy and organizing. Through SEACA’s innovative organizing with youth, SEACA used land use policy reform to take on the City of Los Angeles and a new wave of gentrification slated for Chinatown that was proceeding with no meaningful input from residents. SEACA was the organizer connecting the dots, bringing in land use experts and youth members, and moving the policy through City Hall.
Zev Yaroslavsky
Director, Los Angeles Initiative, UCLA Luskin School, and formerly LA County Board of Supervisors

Zev Yaroslavsky served on the Los Angeles City Council from 1975 to 1994, and on the Los Angeles County Board of Supervisors from 1994-2014. In a 40 year public service career, he was at the forefront of many of the major issues facing the city and county, including transportation, the environment, land use, health care, and cultural arts. He is currently the Director of the Los Angeles Initiative at the UCLA Luskin School of Public Affairs and the Department of History, focusing on the intersection of policy, politics and history. He is also affiliated with the National Democratic Institute in Washington, D.C. engaging in election observation and democratization projects in new and emerging democracies.