

**Los Angeles/Orange Counties Building and Construction Trades Council**  
Representing 150,000 members of 48 local unions and district councils



**LA/OC BUILDING TRADES WIN WITH MEASURE A**

**LA COUNTY VOTERS SUPPORT BOLD NEW SOLUTIONS TO HOMELESSNESS AND HOUSING AFFORDABILITY**

For immediate release

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*LOS ANGELES (11/21/24)*—With almost 2 million “Yes” votes cast so far, the Measure A campaign today declared victory and celebrated the increased access to mental health and addiction treatment, housing affordability, and emergency services to prevent homelessness that the measure will deliver across Los Angeles County.

With support currently at 58 percent, it’s clear that the people of Los Angeles County believe Measure A will deliver real change to turn the corner on the homelessness crisis, change the lives of people living on the streets, and create safer neighborhoods.

The Los Angeles/Orange Counties Building and Construction Trades Council was a strong supporter of Measure A and helped finance the massive signature collection to get it onto the ballot. “Measure A is a win for working families,” said Ernesto Medrano, Council Executive Secretary. “Skilled and trained members of the Building Trades unions look forward to building quality long-term housing for Angelenos who need it the most.”

For the Building Trades, Measure A is an economic development measure that will create union jobs to build new affordable housing. “We are bringing apprenticeship opportunities to workers who have faced challenges, such as homelessness,” Medrano said. “Measure A lets us bring more of these jobs to communities throughout Los Angeles County.”

Leading members of the Measure A coalition praised the win. The coalition spans the non-profit, labor and business sectors.

“The passage of Measure A demonstrates the power of what can be accomplished when working families join with over 150 community organizations, homeless services providers, housing advocates, local and elected officials to find solutions to the issues facing our communities,” said Yvonne Wheeler, President of the LA Federation of Labor, AFL-CIO. “We look forward to continuing to work together to bring about the change voters want and our county needs.”

“This victory belongs to the unprecedented coalition that carried this measure to the finish line, from Pomona to Palmdale and everywhere in between,” said Sarah Dusseault, chief strategist for the Angeleno Project and a member of the Leadership Table that will help oversee Measure A.

“Measure A provides unprecedented resources and accountability to get people suffering from mental illness the help they need and to leverage state resources so that we leave nothing on the table.”

“In the face of massive uncertainty in terms of federal resources, Measure A provides LA County with a guaranteed source of funding to care for our community and the most vulnerable,” said Miguel Santana, President & CEO of the California Community Foundation and Co-Chair of the Leadership Table. “This measure gives us new tools to hold our government accountable to deliver results.”

“LA County voters have clearly said they want to go forward, not backwards, and the way to do that is to increase investment in homelessness prevention and housing affordability. We are deeply grateful to the coalition of advocates, organizations, and leaders who supported this measure. With Measure A, we are investing in our communities’ futures and committing to a Los Angeles that offers a future for everyone,” stated Elise Buik, President and CEO of the United Way of Greater Los Angeles.

“Measure A addresses the scale of the region’s affordable housing crisis. We’ll be able to build more housing and provide services to those most vulnerable. And beyond new construction, Measure A will support preservation of existing affordable housing,” said Los Angeles Business Council President Mary Leslie. “It has important accountability mechanisms to ensure dollars are spent appropriately.”

Measure A was endorsed by more than 150 community organizations, homeless services providers, housing advocates, community, business and elected leaders. As a citizen’s measure, it was placed on the ballot via signatures from 390,000 people from across Los Angeles County who wanted reform, accountability and results to reduce homelessness and make housing more affordable for everyone.

The measure will go into effect April 1, 2025. The coalition of supporters has already begun the work of implementing the measure, and the citizen’s oversight body is currently working on setting the legally mandated outcome goals by April 1, 2025.

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