WHO IS HOUSING COLORADO?

Statewide membership organization with 300 members

- Developers
- Financiers
- Non-profits
- State, regional and local government entities
- Architects
- Service providers
- Banks
- Land Trusts
- Real Estate
- Title Insurance
- Etc…
WHAT DOES HOUSING COLORADO OFFER?

- Annual conference
  850 attendees
- Monthly training
- Networking events
- State advocacy
HOUSING IN COLORADO

Failing all over the state and at all levels of the housing continuum:

- Homeless Prevention
- Below 60% AMI
- Workforce Housing
- Home ownership
WHY? POPULATION GROWTH

CO estimated 2018 population = 5.7 million
~700,000 more residents than in 2010
+13.2% (4th highest growth rate in the US)

Source: Vintage 2018 Population Estimates
www.census.gov/programs-surveys/popest.html
HISTORIC MIDTERM 2018 ELECTION

Turnout highest misterm since 1914

- National: 49.3% of eligible voters - Colorado: 61.9% of eligible voters - second-highest in the country

Democrat Trifecta

- House, Senate, Governor

Female majority in Colorado House of Representatives
2019 LEGISLATIVE PRIORITIES

Dedicated, sustainable, durable funding for housing

Barriers:
- TABOR
- Local issue
- Debate on funding source
- Low income? Homeless Prevention? Home Ownership?

Landlord-Tenant relationship
HOW DID WE USE THE PTP REPORT?

- Media
- Social media campaign
- Spanish version 2 weeks later
STRATEGY
### STRATEGY

- Overcome the “Not my Problem” syndrome
- Overcome the “Not my People” syndrome

<table>
<thead>
<tr>
<th>Essential Workers</th>
<th>Rent</th>
<th>Own</th>
</tr>
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<tbody>
<tr>
<td><strong>Boulder</strong></td>
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</table>

Source: National Housing Conference, Paycheck to Paycheck, 2018
RESULTS

▪ Articles

**Denverite**

Firefighters, plumbers and childcare workers are among those struggling to buy homes in Denver

Brick townhomes in Hilltop on Holly Street, Jan. 5, 2018. (Kevin J. Beaty/Denverite)

Donna Bryson

May. 16, 2019, 12:23 p.m.

▪ Social media

Housing Colorado

@HousingColorado

Can the essential workers who are making #Pueblo safe, vital, and healthy afford to rent or buy a home? Read the full report here: housingcolorado.org/page/Paycheck... #affordablehousing @CityofPueblo @ChieftainNews

Rent or buy? Both are tough for essential workers.

<table>
<thead>
<tr>
<th>Essential Workers</th>
<th>Childcare Worker</th>
<th>Firefighter</th>
<th>Dental Assistant</th>
<th>Plumber</th>
<th>Bank Teller</th>
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Source: National Housing Conference, Paycheck to Paycheck, 2019

8:22 AM - 22 May 2019
MISSSES

- Lack of coordination with national campaign
- Not a new story in a very noisy space
2019 LEGISLATIVE RESULTS

- Long-term, dedicated funding
- Short-term crisis funding
- Landlord-tenant clarification
Questions?

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