

**PAYCHECK TO PAYCHECK
IN COLORADO**
June 24, 2019



Housing Colorado

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

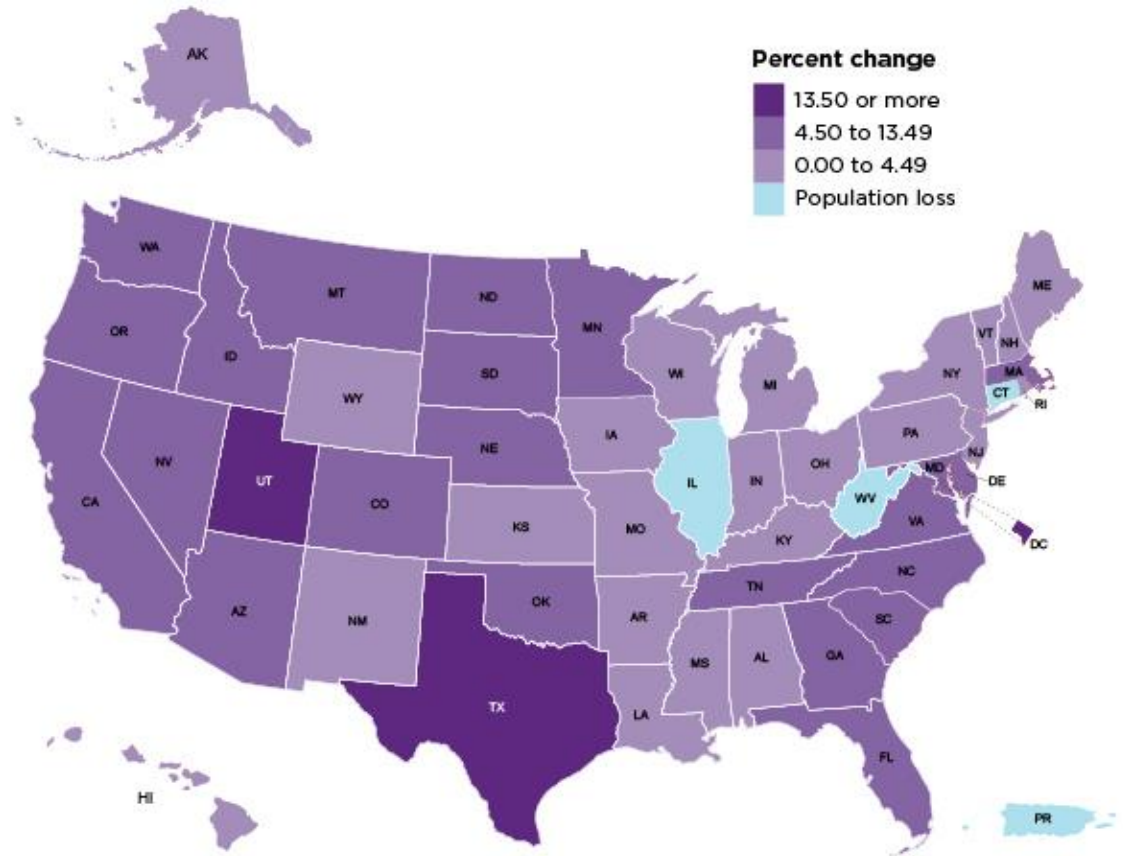
Failing all over the state and at all levels of the housing continuum:

- 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



Housing Colorado

HISTORIC MIDTERM 2018 ELECTION

Turnout highest midterm 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

PAYCHECK TO PAYCHECK

Colorado Report - May 2019

The annual **Paycheck to Paycheck** report from the National Housing Conference (NHC) examines workers' ability to afford housing in metro areas across the United States. NHC partnered with Housing Colorado to focus on the unique housing affordability challenges in Colorado. This report compares median housing costs and median income data in six metro areas – Denver, Boulder, Greeley, Fort Collins, Pueblo and Colorado Springs – for five key community occupations: childcare worker, firefighter dental assistant, plumber and bank teller.

Rent or Buy? Both are tough for essential workers.

Not one of six metro areas has rental housing affordable to all five occupations. A two-bedroom rental unit in Pueblo is affordable to three of the five occupations. Boulder is affordable to only plumbers. Plumbers can afford a two-bedroom rental home in all six metro areas while childcare workers and bank tellers are unable to afford two-bedroom rental homes in any of the areas.

Rents in Boulder and Denver are about 25 percent higher than the national average of \$1,149 for a two-bedroom unit and Colorado Springs is just 1 percent higher than the national average. Rents in Fort Collins, Greeley and Pueblo are below the national average.

Can the people who are working to make our communities safe, vital, and healthy afford to live in Colorado? Many of our essential workers don't earn enough to pay market rental rates, let alone own a home.

Metro Area	Occupation	Rent		Own	
		SI	NO	SI	NO
Boulder	Childcare Worker	NO	NO	NO	NO
	Firefighter	NO	NO	NO	NO
	Dental Assistant	NO	NO	NO	NO
	Plumber	SI	NO	SI	NO
	Bank Teller	NO	NO	NO	NO
CO Springs	Childcare Worker	NO	NO	NO	NO
	Firefighter	NO	NO	NO	NO
	Dental Assistant	NO	NO	NO	NO
	Plumber	SI	NO	SI	NO
	Bank Teller	NO	NO	NO	NO
Denver	Childcare Worker	NO	NO	NO	NO
	Firefighter	NO	NO	NO	NO
	Dental Assistant	NO	NO	NO	NO
	Plumber	SI	NO	SI	NO
	Bank Teller	NO	NO	NO	NO
Fort Collins	Childcare Worker	NO	NO	NO	NO
	Firefighter	NO	NO	NO	NO
	Dental Assistant	NO	NO	NO	NO
	Plumber	SI	NO	SI	NO
	Bank Teller	NO	NO	NO	NO
Greeley	Childcare Worker	NO	NO	NO	NO
	Firefighter	NO	NO	NO	NO
	Dental Assistant	NO	NO	NO	NO
	Plumber	SI	NO	SI	NO
	Bank Teller	NO	NO	NO	NO
Pueblo	Childcare Worker	NO	NO	NO	NO
	Firefighter	NO	NO	NO	NO
	Dental Assistant	NO	NO	NO	NO
	Plumber	SI	NO	SI	NO
	Bank Teller	NO	NO	NO	NO



Housing affordability is a crisis in many Colorado communities. The cost of housing in has become unaffordable for essential service workers.

DE SUELDO EN SUELDO

INFORME DE COLORADO - Mayo de 2019

El informe anual De Sueldo en Sueldo de la Conferencia Nacional de la Vivienda (NHC, por sus siglas en inglés) examina la capacidad de los trabajadores de tener suficiente dinero para pagar por una vivienda en áreas metropolitanas por todos los Estados Unidos. NHC colaboró con Housing Colorado para enfocarse en los desafíos únicos de la asequibilidad de viviendas en Colorado. Este informe compara los costos medios de viviendas con datos de los ingresos medios de cinco empleos principales (cuidador de niños, bombero, asistente dental, plomero y cajero de banco) en seis áreas metropolitanas en Colorado. Las seis áreas metropolitanas incluidas en el estudio son Denver, Boulder, Greeley, Fort Collins, Pueblo y Colorado Springs.

¿Comprar o alquilar? Las dos cosas son difíciles para los trabajadores esenciales.

Ninguna de las seis áreas metropolitanas identificadas cuenta con viviendas de alquiler a un precio asequible para los cinco empleos. Una unidad de alquiler de dos habitaciones en Pueblo es asequible para tres de los cinco empleos. Boulder es solamente asequible para plomeros. Los plomeros ganan suficiente para alquilar una vivienda con dos habitaciones en las seis áreas metropolitanas mientras que los cuidadores de niños y los cajeros de banco no ganan suficiente para alquilar una vivienda de dos habitaciones en ninguna de las áreas. Los precios de alquiler en Boulder y Denver están alrededor de un 25% más alto que el promedio nacional de \$1,149 para una vivienda con dos habitaciones. Colorado Springs se encuentra solamente 1% más alto que el promedio nacional. Los precios de alquiler en Fort Collins, Greeley y Pueblo se encuentran debajo del promedio nacional.

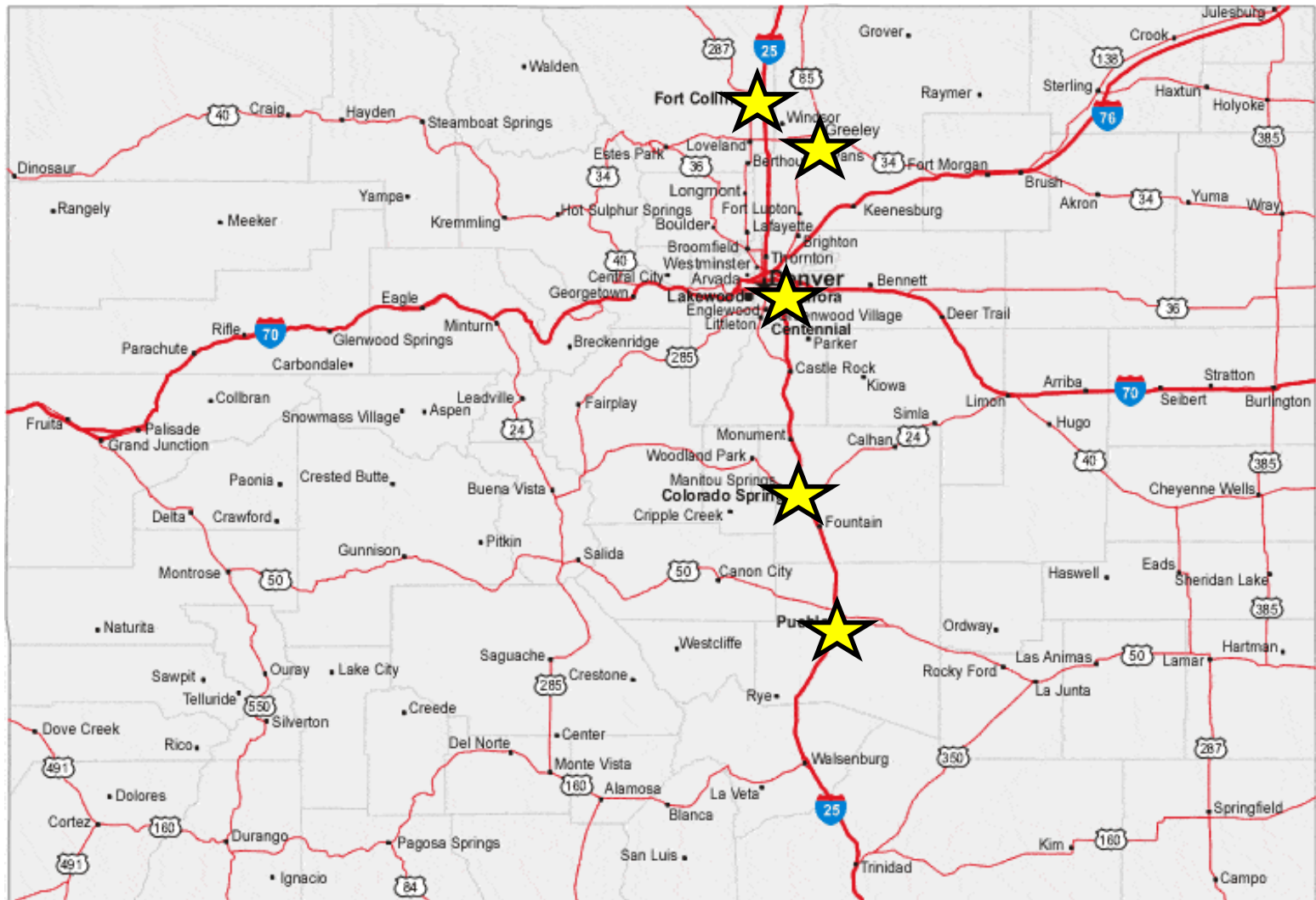
Metro Area	Occupation	Alquilar		Comprar	
		SI	NO	SI	NO
Boulder	Alquilar	NO	NO	NO	NO
	Comprar	NO	NO	NO	NO
CO Springs	Alquilar	NO	NO	NO	NO
	Comprar	NO	NO	NO	NO
Denver	Alquilar	NO	NO	NO	NO
	Comprar	NO	NO	NO	NO
Fort Collins	Alquilar	NO	NO	NO	NO
	Comprar	NO	NO	NO	NO
Greeley	Alquilar	SI	NO	NO	NO
	Comprar	NO	NO	NO	NO
Pueblo	Alquilar	SI	NO	SI	NO
	Comprar	NO	NO	NO	NO

La asequibilidad de viviendas es una crisis dentro de muchas comunidades en Colorado. El costo de las viviendas ha llegado a ser no asequible para los trabajadores de la entrega de servicios que son esenciales para las áreas.



Housing Colorado

STRATEGY




STRATEGY

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

Essential Workers

Y Yes N No



		Childcare Worker	Firefighter	Dental Assistant	Plumber	Bank Teller
Boulder	Rent	N	N	N	Y	N
	Own	N	N	N	N	N
CO Springs	Rent	N	Y	N	Y	N
	Own	N	N	N	N	N
Denver	Rent	N	Y	N	Y	N
	Own	N	N	N	N	N
Fort Collins	Rent	N	Y	N	Y	N
	Own	N	N	N	N	N
Greeley	Rent	N	Y	N	Y	N
	Own	N	N	N	N	N
Pueblo	Rent	N	Y	Y	Y	N
	Own	N	Y	N	Y	N

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.

Essential Workers						
Y Yes N No		Childcare Worker	Firefighter	Dental Assistant	Plumber	Bank Teller
Pueblo	Rent	N	Y	Y	Y	N
	Own	N	Y	N	Y	N

Source: National Housing Conference, Paycheck to Paycheck, 2018

8:22 AM - 22 May 2019



Housing Colorado

MISSES

- 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



Housing Colorado

Housing Funding (\$ Millions)



Questions?

Elena Wilken
Executive Director
Housing Colorado

303-863-0124

elena@housingcolorado.org



Housing Colorado