

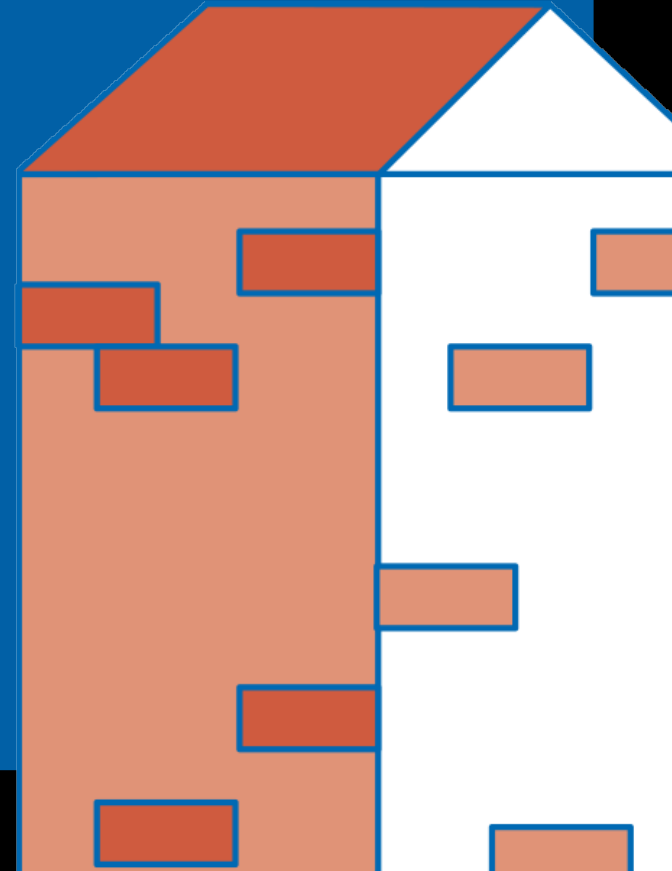
AT
HOME
TOGETHER



COLORADO'S HOUSING AND REDEVELOPMENT OFFICIALS

are in the business of building stronger communities.

- Developing groundbreaking solutions
- Forging public-private partnerships
- Sourcing innovative capital to finance properties
- Overseeing design, construction and maintenance



THE CHALLENGE

LACK OF AFFORDABLE HOUSING

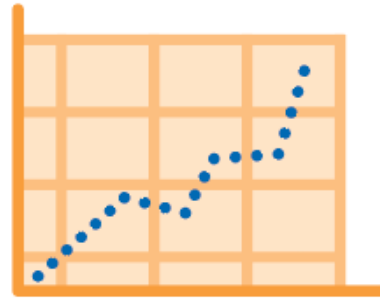
poses a growing threat to the economic stability, quality of life and future of Colorado residents.



1ⁱⁿ**3**
KIDS

live in
cost-burdened*
households

**30%+ of monthly income spent on housing*



Housing costs
continue to outpace
wage growth



1ⁱⁿ**4**
RENTERS

pay more than 50% of
income on housing

THE EFFECT

When people spend more than 30% of their income on their housing :



They have less disposable income and spend less in the community



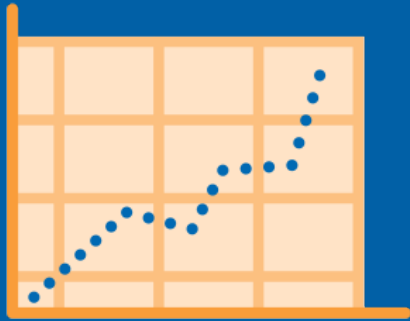
Local government collects less sales tax revenue



Local government spends more on social services

THE CAUSE

BREAKING THE CYCLE



High housing prices lead to more renters.
More renters drive up the cost of rent.
Rents increase but wages don't keep up.



The solution: Increasing the inventory
and availability of affordable housing.

WE ALL THRIVE

When all members of our community can afford to live here safely, we build a stronger community.



Seniors



Retail Workers



Nurses



First Responders

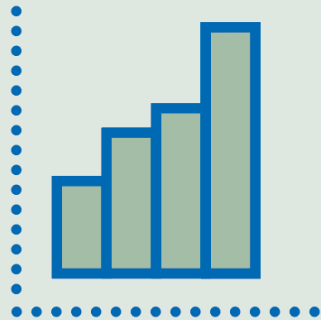


Teachers

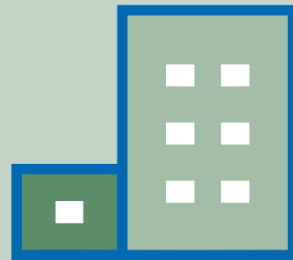
VITAL INFRASTRUCTURE

Housing that is affordable is a long-term community asset essential to:

Economic growth



Thriving business

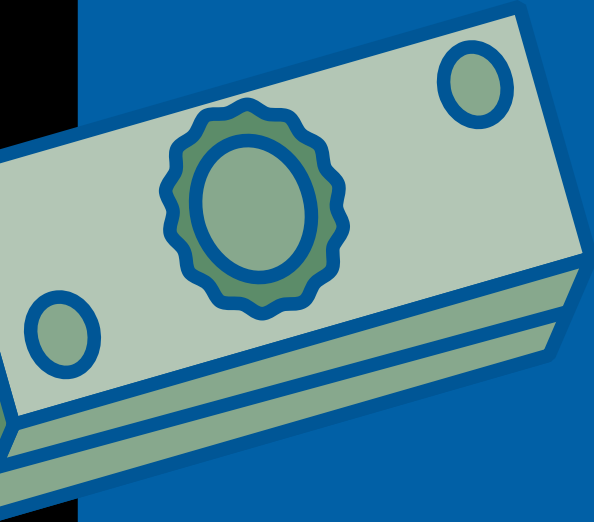


High quality of life



STRONGER LOCAL ECONOMY

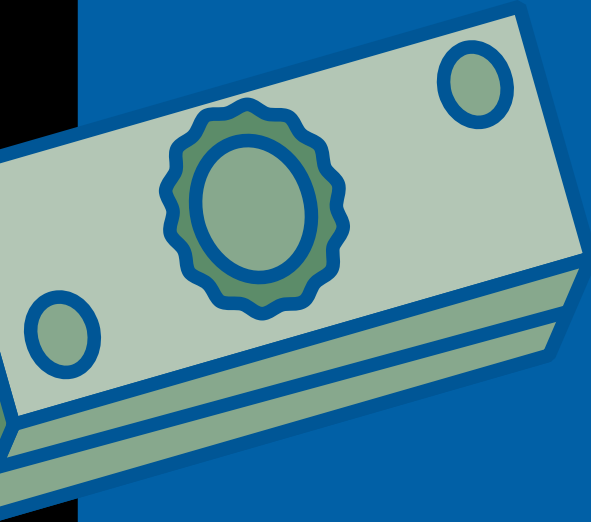
When people spend less on housing, they spend more in their community.



STRONGER LOCAL ECONOMY

One-year impact of Colorado affordable housing construction:

- **\$10.1 billion** construction income
- **\$1.3 billion** annually recurring, post-construction income
- **\$2.3 billion** construction tax/government revenue
- **\$386+ million** annually recurring, post-construction tax/government revenue



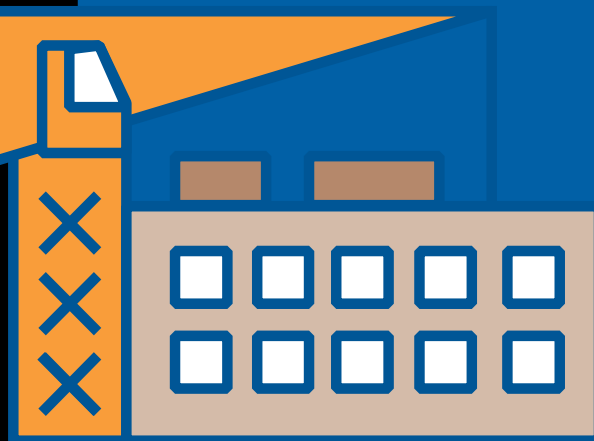
ECONOMIC DEVELOPMENT

Affordable homes are essential for businesses that rely on a diverse workforce to grow. Businesses need attainable housing for all employees.

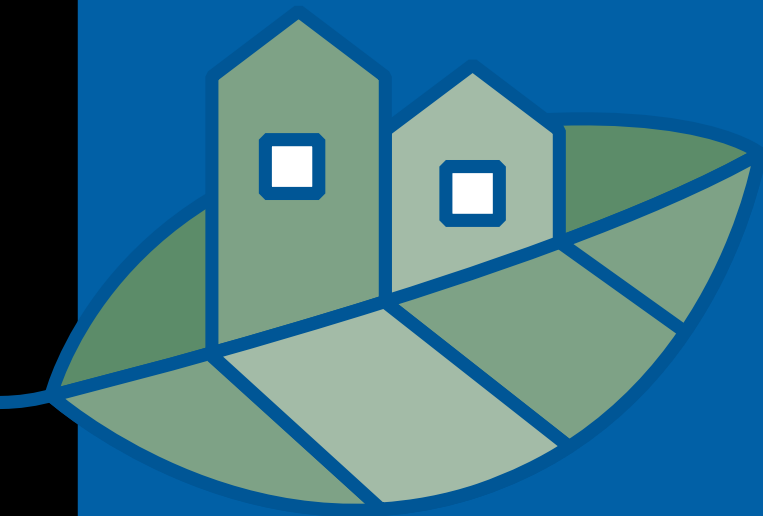


HIGH QUALITY DESIGN

Our properties meet or exceed local, state, national and green building standards.

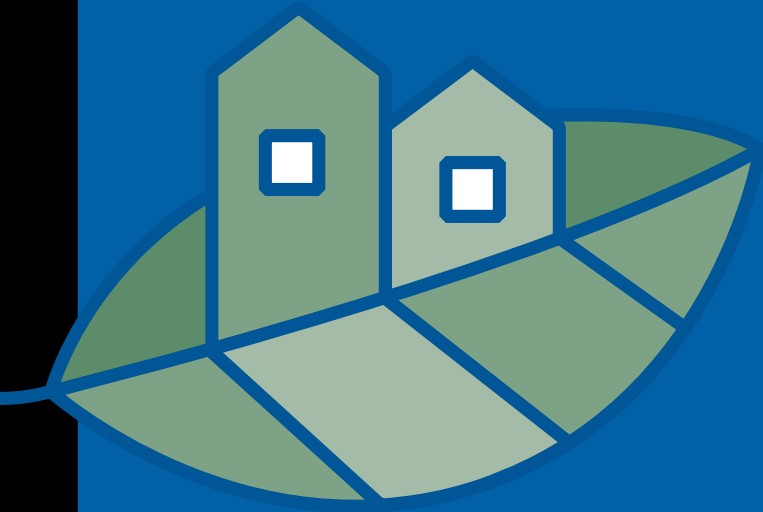


HEALTHY COMMUNITIES



Green building standards result in safe, healthy, sustainable homes and neighborhoods.

HEALTHY COMMUNITIES



- Reduce environmental pollutants
- Improve air quality
- Lower energy costs

COMMUNITY SUPPORT



85% of voters want community leaders to create safe, affordable housing

81% think state and local reps should increase attainable housing efforts

HELP WORKING FAMILIES

73% of those living in affordable homes nationally are working, often more than one job.

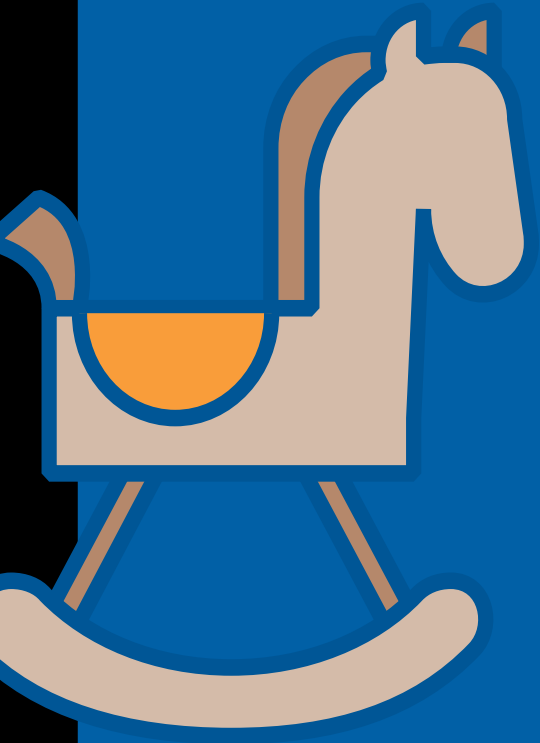


HEALTHY FAMILIES

When families spend less on housing, they spend more on children, health and education.

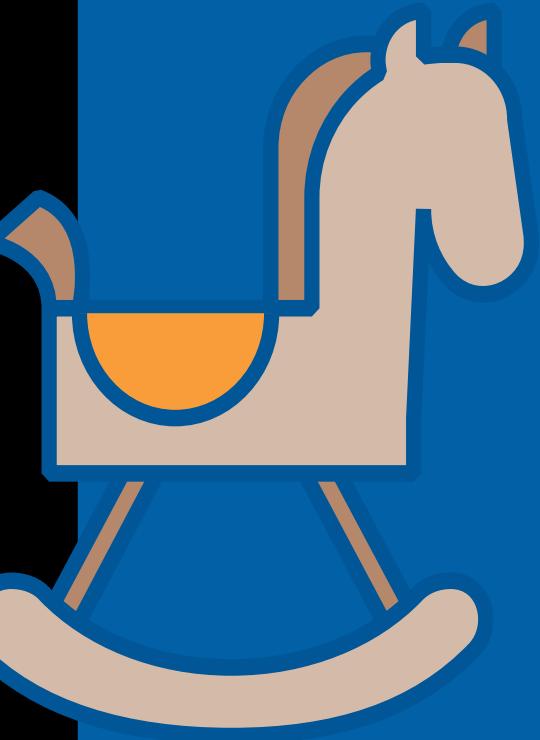


CHILDHOOD STABILITY



Children thrive academically and emotionally when they have a safe and stable home.

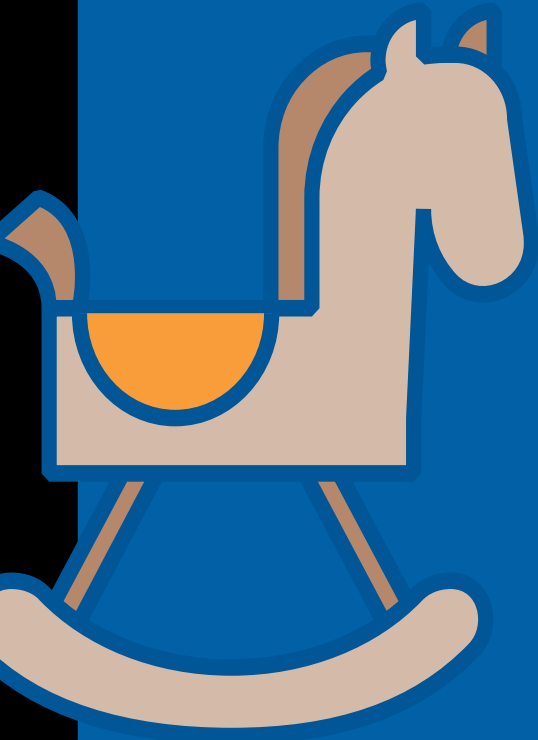
CHILDHOOD STABILITY



Safe and affordable housing can improve educational outcomes:

- Improved physical and mental health
- Decreased school absences
- Higher achievement test scores

CHILDHOOD STABILITY



Adults who move three or more times in childhood have been proven to have

- Lower earnings
- Fewer work hours
- Lower education levels

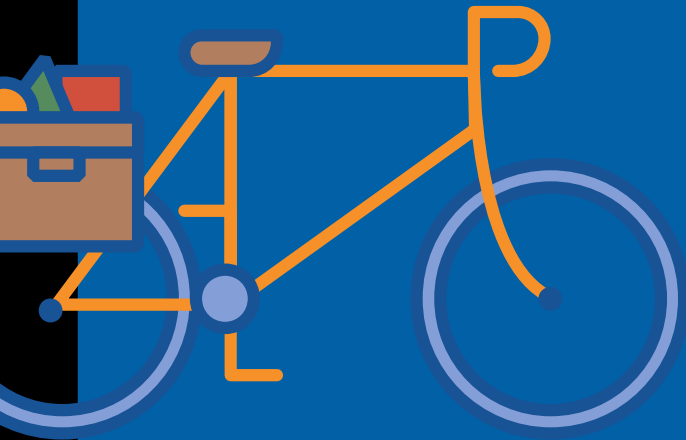
EARLY CHILDHOOD EDUCATION



Kids do better in school when they have stable housing.

LIVE WHERE YOU WORK

People spend more money in the community where they live than the one where they work.



AGING IN PLACE



Seniors are a critical part of our community fabric. Stable housing allows them to remain in their homes and out of crisis care.

VETERAN SUPPORT

Affordable housing allows the men and women who defend our country to thrive in civilian life and reach their full potential.



HOMELESS SOLUTIONS

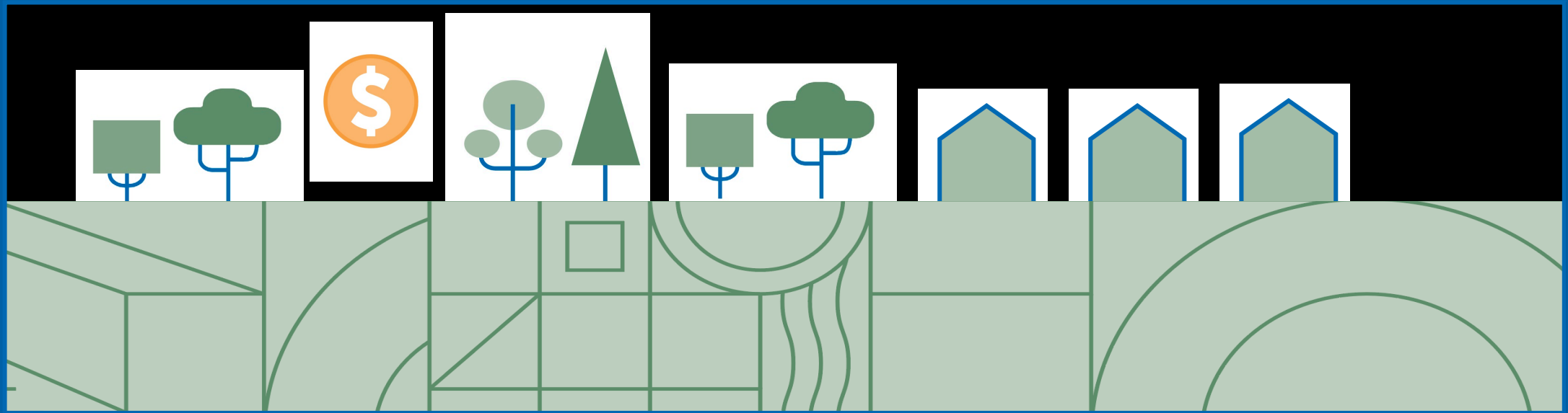


Safe housing combined with supportive services help people rebuild their lives.

\$29,000 saved per resident
in annual emergency-related costs in Denver

BUILDING STRONG COMMUNITIES

Affordable housing's return on investment is immediate and long-lasting, ensuring we can all live, work and thrive here.



ASK FOR SUPPORT FOR YOUR INITIATIVE

Craft a story that states your immediate need, the expected impact, and finally, what support you need from the group you are speaking to.



Here's How
You Can
Support Us

“For the millions of families struggling to afford a home, reaching their full potential can seem as impossible a climb as Mt. Everest. When they have a home, they are not the only ones who benefit. The rest of the country does too: from parents who have more money to add to the economy, from children who are more ready to learn thanks to stability at home, from communities that have more jobs.”

— *Terri Ludwig, President and CEO, Enterprise Community Partners*





Advocacy and Messaging Toolkit

Find more at:

www.conahro.org/advocacy