City Council
April 9, 2019

Addendum #1
Items Received at the Meeting
Regional Lack of Access to Diverse & Affordable Housing

- 15,000+ Renter HH severely cost-burdened (more than 50% of income toward rent)
- 10,000 Renter HH cost-burdened (more than 30% of income toward rent)

Boulder County Renters

54% of renters are housing cost-burdened.
Housing Costs are a Significant Burden

52,000 Boulder County residents live in households where more than half their income goes to housing.

Regional Housing Strategy: 5 Priorities

To develop and preserve diverse affordable housing options, local jurisdictions will work both individually and collaboratively to:

- Establish a Regional Goal
- Bolster Financial Resources
- Secure Land/Redevelopment Opportunities
- Preserve Affordability
- Consider Regulatory Processes
Regional Housing Goal → 12% by ‘35

Diverse Housing Goals
Tripling our current number of affordable homes

- 6,000 Homes in Current
- 12,000 New Affordable Homes Supported by Partnership

= 18,000 Total Affordable Homes by 2035

Nine Jurisdictions Support Partnership and Plan

HOUSING OUR COMMUNITY

[Logos of various jurisdictions]
Boulder County Regional Housing Partnership Governance Structure

- Steering Committee
- Advisory Committee
- Champions
- Policy and Regulatory Subcommittee
- Finance and Development Subcommittee
- Ambassadors
- Advocates & Community Partners
- Jurisdictional Members + PHAs and Alternates

Accomplishments Since Inception of Partnership (2017)

- + 526 Permanently Affordable Homes Added
- ~1,200 in Pipeline!
- $9 Million Local Funds Invested
- $2.6 Million Federal Funds Invested
- Support/Momentum in Nederland, Lafayette
- Regulatory Changes in Longmont, Boulder, Lafayette
- Jurisdictions passing their own 12%/15% goals
Boulder County Regional Housing Partnership Progress

+ Structure Finalized, Meetings Underway
+ Presentations and Collaborations
  - Jamestown Land Use and Housing Advisory Committee
  - City of Boulder Housing Advisory Board
  - Peak to Peak Housing and Human Services Alliance
  - Northwest Chamber Alliance Housing Summit
  - Broomfield Housing Opportunity Coalition
  - Louisville Business Forum
+ Communications/Outreach
  - Launched New Website
  - Developing Communications and Marketing Plans
  - Published Housing Our Community Newsletters
  - 2018 Polling; Now Discussing with Jurisdictions

Ballot Survey Overview

Objective: Test voter reaction to two possible ballot proposals to fund affordable housing

Methods
  - Interviews conducted between December 2-12, 2018
  - 606 telephone interviews, representative sample of Boulder County
  - Measuring support for property tax vs. sales tax, each at two levels
Funding Mechanisms and Levels Tested

**Sales Tax**
- Sales tax increase of .185%, a tax increase of 18.5 cents on a $100 dollar purchase, funding 200 homes/year
- Sales tax increase of .365%, a tax increase of 36.5 cents on a $100 purchase, funding 400 homes/year

**Property Tax**
- A property tax increase of 1.25 mills, ($50 on the average $500,000 Boulder County home), funding 200 homes/year
- A property tax increase of 2.5 mills, an additional property tax increase of $100 on the average $500,000 home, funding 400 homes/year.

Ballot Results: Analysis

**Property Tax vs. Sales Tax**
- Both sales tax and lower property tax garnered support from between 55% and 56% of likely voters

**Desired Level of Support**
- 60% support is key threshold to attain; with over 60% saying they will “definitely,” not “probably”
- Our goal over the next 18 months is to build public will to support funding that will accelerate the strategies in the plan
Voter Perception of Housing Affordability in Boulder County

- Agree/Disagree Statements -

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree Somewhat/Strongly</th>
<th>Agree Somewhat/Strongly</th>
<th>Disagree Somewhat/Strongly</th>
<th>Disagree Somewhat/Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Workers can’t live here</td>
<td>68%</td>
<td>90%</td>
<td>26%</td>
<td>82%</td>
</tr>
<tr>
<td>2. Housing prices are so high that many who work here can’t afford to live where they work</td>
<td>60%</td>
<td>82%</td>
<td>32%</td>
<td>90%</td>
</tr>
<tr>
<td>3. Cost of housing is so high that even middle class families won’t be able to afford to live here</td>
<td>49%</td>
<td>80%</td>
<td>27%</td>
<td>68%</td>
</tr>
<tr>
<td>4. Elected officials in our County ought to be doing something to increase availability of affordable housing for the average citizen who lives or works here</td>
<td>42%</td>
<td>82%</td>
<td>51%</td>
<td>68%</td>
</tr>
<tr>
<td>5. The support for moderate-income housing helps add desirable diversity to our community</td>
<td>61%</td>
<td>82%</td>
<td>28%</td>
<td>68%</td>
</tr>
<tr>
<td>6. You or someone you know will have to move out of Boulder County because of high housing cost</td>
<td>33%</td>
<td>64%</td>
<td>34%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Would you be in favor if I told you...

- Before and After Vote on the Sales Tax Ballot Proposals

  - Results shown are for those voting “In Favor”
  - 1.5% increase
  - 3.5% increase

- Before and After Vote on the Property Tax Ballot Proposals

  - Results shown are for those voting “In Favor”
  - 1.5% increase
  - 2.0% increase

Workers can’t live here
Elected officials should act now
Diversity desired
Regional Housing Partnership Building Support & Action

2019 ROADMAP
- Convene Partners
- Humanize the Issue
- Create Sense of Responsibility
- Activate Community

COMMUNICATE & ACTIVATE
BCRHP is deploying a communications and marking campaign that engages many partners in support of Regional Housing Plan success

May 10 Summit
Moving to September!

BCRHP Communications Plan Overview

BCRHP COMMUNICATIONS PLAN GOALS
Engage key stakeholders to educate, promote public support, create action and participation opportunities, and advance the mission of the Regional Housing Plan

Public: Educate and de-stigmatize issue of housing for all

Employer: Create pathways for resourcing and problem solving in issue of housing for all

Jurisdictions: Collaborate on housing issue via partnerships, joint strategy, and implementation
Questions?

ONLY 5% OF EXISTING housing in Boulder County is considered affordable

www.HousingOurCommunity.org