Text COCOALITION to 22333
Creating Equitable Housing at the State, Community, and Individual level

Health Disparities Grant Program:
How 3 organizations are tackling the housing crisis
Panel Presenters

Web Brown, Director of the Office of Health Equity, CDPHE

Cathy Alderman, Vice President of Communications and Public Policy, Colorado Coalition for the Homeless

Noah Sosin, Resilient Lake County Manager, Lake County Build a Generation

Karen Fox Elwell, President & CEO of Growing Home
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Are you excited about this session

• SO Excited
• A little
• Meh
• Not at all
• We’ll see . . .
In my community, affordable housing is:

- Not an issue at all
- A small issue
- A big issue
- The number one issue
SHORTAGE OF RENTAL UNITS

For every 100 Colorado families living at 80% AMI, there are 93 available and affordable units.

In contrast, for every 100 families living at 30% AMI, there are only 28 units.
Percent of Colorado Renters and Home Owners Who are Severely Cost Burdened by Region

Source: HUD CHAS data, based on 2010-2014 American Community Survey
HOUSING INSTABILITY LEADS TO INCREASED HOMELESSNESS

Across Colorado:

- PIT Numbers should almost 11,000 people experiencing homelessness on one night in January
  - Limitations and undercount
- An estimated 30,000 Coloradans are homeless.
- Students who are homeless tripled in the last 15 years.
  - Dept of Ed shows 24,127 students in 2017-2018
What connection do you think there is between housing and health?

• Strong Connection
• Some Connection
• A small connection
• No connection
Good health requires safe, stable, and sanitary housing.

Poor health can result in the loss of adequate housing.

Poor Housing Leads to:
- Injury
- Chronic illness
- Toxic stress
- Trauma
- Mental health challenges
- Developmental and educational setbacks
- Broken communities
Joyce Arnold had to recover from two open heart surgeries on the streets. She was able to recover from her third in her home.
CCH HDGP GRANT: ORIGINAL GRANT GOALS

- Support the creation of **statewide funding source** dedicated to developing and maintaining **affordable housing around the state**.

- Facilitate partnerships that work to **improve systems and policies** that address housing as an upstream determinant of health in vulnerable communities.

- Lay the groundwork for the necessary policy change by **educating community members** around the state about the connection between health and housing and what a statewide affordable housing solution can look like.
What funding role do you think state and local Government should have in affordable housing?

- Big role
- Some Role or shared role with private market
- Small role
- No role
THEN, LEGISLATIVE SESSION HAPPENED

- **HB19-1228**: Doubles funding for state Affordable Housing Tax Credit from $5 million to **$10 million per year**.

- **HB19-1245**: Generates ~$50 million per year for affordable housing starting in FY 2021-2022 ($8 million and $10 million in the first and second years, respectively).

- **HB19-1322**: Generates **$30 million per year** for affordable housing for three starting in FY 2020-2021.
OPPORTUNITIES

Statewide and local community relationships

Understand and shift attitudes around housing, homelessness, and health

Explore new policy ideas to address housing needs

Jumpstart thinking about how to utilize new funding
Do you think Coloradoans should pay more in taxes or fees to increase access to affordable housing?
• Yes, definitely
• Maybe, depends on how much
• Maybe, depends on what is taxed
• No
• I don’t know
POLLING RESULTS

- 500 Registered Voters in Feb 2019
  - 63% homeowners / 34% renters
  - 36% D / 22% I / 32% R

- 60% believe there is a **housing crisis** in their community
- 68% think CO needs a dedicated source of **funding** for housing
- 68% have a **personal experience** with homelessness or housing instability or know someone who does
- Only 34% think there is a connection between housing and health

**Other Observations**
- Strong support for renters’ protections
- Significant tax sensitivity
- Housing support is persuasive for purposes of selecting a candidate for office
- Persuasive messages:
  - Expensive/Unattainable Markets
  - Toll on Families and Children
  - Quality of Life
WHERE WE’VE BEEN / WHAT WE’VE HEARD

• Durango 5/29
  • About 80 people attended including State Representative, County Commissioners, and New City Council
  • How to access new funding?
  • How to influence the process?
  • How to get more resources for people experiencing homelessness?
  • How to continue the conversation?
  • Building political will
  • Housing for targeted populations (Seniors, Veterans)?
  • How to get supportive services funding?

• Colorado Springs 6/18
  • About 75 people attended including County Commissioners and City Council Members
  • How to translate housing/health/homelessness conversation into action?
  • How to influence decision makers and implement action?
  • How to combat NIMBY-ism, stigma, and stereotypes?
  • Housing for targeted populations (criminal-justice involved, mental health)?
  • Supportive services funding
In My community, homelessness is

• The number one issue
• Big issue
• Medium issue
• Small issue
• Not an Issue
CHALLENGES

Identifying the **communities**

**Polling** – narrowing the topics, letting it drive the program, and comparing in a 3 year window - NEXT STEPS (polling v. message testing)

Recognizing and understanding each community/region’s **unique housing needs** and requirements

**Building relationships** with local leaders and influencers in each community
QUESTIONS

• Would you like to be one of the 10 community meetings?
• Do you have ideas for us?
• Want to know more?

• Feel free to reach out:
Cathy Alderman
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Build a Generation

Lake County Build a Generation is building a movement for community health and well-being. We bring local residents together to address issues that matter most to all of us like food, housing, and healthcare.
Manufactured Housing

Do you believe manufactured housing is an important piece of the affordable housing solution in Colorado?

Yes – definitely
Yes - a little bit
No – not at all
Don’t know
Why Manufactured Housing?

Figure 7. Lake County Housing by Type, 2017

- 1 Unit (Detached): 72%
- 1 Unit (Attached) to 4 Units: 5%
- 5 Units or More: 8%
- Manufactured Home: 16%

Source: US Census; Economic & Planning Systems
Why Manufactured Housing?
Resilient Lake County Project

Project Goals

• Increase capacity, skills, and knowledge of residents within manufactured home communities to advocate for themselves and their families on issues of housing justice and community safety.
• Work with 16+ agencies in Lake County to create a more welcoming environment for residents.
• At the end of the three years – residents will be empowered and capable to bring advocacy to local agencies and those agencies will be more prepared and ready to hear that advocacy.
Mountain View

- Knocked on over 200 doors
- Completed 88 surveys
- Provided fire detectors
- Highlighted areas of need
  - Safe crossings
  - Play space for children
- No strengths questions
Lake Fork

- Conducted 3 focus groups
- Included strengths questions
  - Sense of community and respect
  - Safe spaces
  - Good management
- Identified areas of need
  - Speeding
  - Play spaces
Success and Challenges

• Switching to an Asset-Based approach

• Creating a community-wide conversation

• State Legislature: HB 1309 Mobile Home Park Act Oversight
Questions?

Noah Sosin
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Creating a thriving and equitable Adams County, one family at a time
How often do you think community voice is involved in creation of policy impacting them?

- Always
- Very Often
- Somewhat Often
- Almost Never
- Never
- No idea
Community Context: Adams County

10% increase in population over the past decade

$50,719 annual income needed for 1 adult and 1 preschooler to make ends meet

2.7 full-time minimum wage jobs needed to afford a 2 bedroom apartment

1 in 4 people has less than $500 in checking and savings combined
Our Approach

Connecting Community

Nurturing Children

Strengthening Families

Growing Home

Strong and resilient families • Thriving and equitable communities
Project Goals:

- Integration of direct services, community organizing, & policy work at an affordable housing property to create a more thriving, equitable Adams County

- Systems and policy changes:
  - More equitable, participant-centered organizations & programs
  - Improved systems & policies that promote economic opportunity & provide social support for low income individuals and families
  - Improved health equity across generations via reallocation of power and resources that influence health
How important do you think it is to involve those impacted by policy in the creation of policy?

- Very Important
- Somewhat Important
- Not Very Important
- Not Important at All
- No idea
Discussion & Questions

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