Make Colorado Affordable

A Bold Opportunity to Solve Colorado’s Housing Crisis
Housing is the single largest crisis facing Colorado

1. Costs are increasing
   Home prices have **doubled** in the last ten years and **one third of Coloradans are worried about losing a home** because they can't afford the rent or mortgage.

2. Supply is dangerously low
   In Colorado, we built **40% fewer** units from 2010 to 2020 than from 2000 to 2010.

3. Coloradans are deeply concerned
   88% of Coloradans identify cost of **housing** as a **serious problem**.

©2022 Proprietary and Confidential. All Rights Reserved.
More than half of Coloradans can't afford to live here any longer

- 83.0% of renters making less than $50,000 are housing burdened
- 50.9% of all renters are housing burdened
What happens if we do nothing?

If home prices continue to rise as they have over the last five years, by 2032 the median single-family home in Colorado will cost nearly $1.7 million.

To qualify for a 30-year mortgage on this home, a buyer would need an annual income of at least $372,000 (after making a 20% down payment of $339,000).

If rents continue to rise as they have over the last five years, by 2032 a renter would need an annual income of more than $106,000 to afford median rent in Colorado.
The Path Forward

Half of Coloradans can no longer afford to live here.

Make Colorado Affordable will put up to 0.1% of the state’s existing taxable income toward solving our affordability crisis. Without raising taxes, we can eliminate the red tape causing our housing shortage, build up to 10,000 homes per year, and give local governments the control they need.
The Solution

A stable revenue source with no new taxes

- Dedicates $300M, or .1%, of existing taxable income to affordable housing.
- Debruces the $300M, allowing $300M of what would be tax refunds to drop into the general fund and keep the general fund whole.
- This $300M is less than 10% of the total projected refunds for the next fiscal year.
Affordable Housing Measure
What does it do?

For Coloradans:

- Provide **$300 million** in permanent annual funding for affordable housing
- Allocate **0.1% of the state’s existing** taxable income toward building up to **10,000 homes annually**

For Local Governments:

- **To access these funds, local governments must**...
- Require a **Prioritized Review** for the approval of affordable Housing projects
- Commit to **increasing affordable housing by 3% every year** to access the funds
The Solution

Where the dollars go

- **Homelessness**: $54M
- **Land Banking**: $27M-$45M
- **Workforce Housing**: $135M - $153M
- **Home Ownership**: $60M

Division of Housing
- Colorado Housing and Finance Authority
Polling
58%
of likely voters say they would definitely or probably vote YES.

Funding
$5.5M
committed from a diverse group of industry leaders across Colorado.

Campaign Team
Craig Hughes, Hilltop Public Solutions
Dick Wadhams, Campaign Consultant

Early Endorsers
Habitat for Humanity of Colorado
Colorado Children's Hospital
Urban Land Conservancy
Colorado Forum
Colorado Hospital Association
Colorado Association of Realtors
Community First Foundation
Colorado Bankers Association
Caring for Colorado

For a full list of endorsers, visit makecoloradoaffordable.com
Thank You

Questions?