



Housing Data + Messaging

CML Conference | 06-19-24



County-Wide Survey

Nearly 1,300 Jeffco residents participated

- Are people thinking about this gap in housing in their own communities?
- Where are there opportunities to educate and build support?
- What messaging resonates?



Jeffco Residents Recognize the Problem

78%

Availability of rental and ownership in their community is problematic

63%

More of a problem for recent college grads or young people moving out on their own

53%

More of a problem for teachers, retail workers, firefighters, etc.

Some Are More Enthusiastic About Solutions

Most Impacted By The Housing Crisis

- 18 to 34 years of age
- Lived in Jeffco less than 10 years (most of them less than 5 years)
- Household incomes < \$100K
- Nearly 50% are currently renting

Young Adults Want To Do Something About It

- 41% say growth is too slow
- 70% say local government should do more to help build housing
- 58% support increased density
- 46% want to prioritize affordable housing; 33% prioritize workforce housing

Young Adults Aspire To Homeownership

50%

Of survey respondents between **18 and 34** are **renting**









73%

Want to **own a home** in the next **5 years**





How To Talk About Housing



Do Describe Beneficiaries + Their Stories

-  Young adults stepping out on their own
-  Single person households
-  First-time homebuyers
-  Minimum wage earners
-  Single parents and caregivers
-  Families outgrowing their space
-  Older adults looking to downsize
-  Multi-generational households

Don't Get Lost In The Data + Jargon

-  Terms like “missing middle” and “workforce” housing don’t resonate
-  There’s less empathy for “essential workers” and more for “young adults” and “older adults”
-  People don’t understand AMI as it relates to housing targets
-  All data needs context and narrative / storytelling

Many Residents Are Cost Burdened

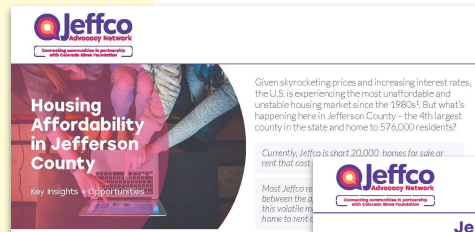
Jeffco Public Schools educator with a master's degree

- Maximum starting salary = **\$69,000**
- Monthly gross income = **\$5,750**
- 30% = **\$1,725 maximum to spend on housing**
- An “affordable” condo priced at **\$350,000** will cost \$2,762/month (with HOA fees)
- This leaves a **\$1,000/mo gap**



Resources

jeffcoadvocacynetwork.org



Jeffco Advocacy Network
Empowering communities to prosper

Housing Affordability in Jefferson County

Key insights | Opportunities

Given skyrocketing prices and increasing interest rates, the U.S. is experiencing the most unaffordable and unstable housing market since the 1980s¹. But what's happening here in Jefferson County – the 4th largest county in the state and home to 576,000 residents?

Currently, Jeffco is short 20,000 homes for sale or rent that cost:

Most Jeffco renters are between the ages of 18 to 34, and this volatile market makes it difficult for them to buy a home.

Young Adults Aspire To Homeownership, But They Face Challenges

Nearly 50% of young adults in Jeffco are renters, but 73% want to own a home in the next 5 years and an additional 19% plan to buy a home within the next 6 to 10 years.²

That's a big shift from just a few years ago.

For Many Jeffco Residents, Affordability is the Issue

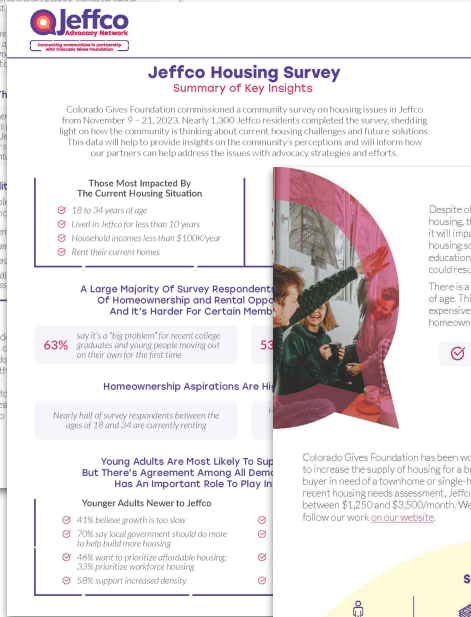
It's not just young adults who struggle to find affordable housing. The need is broad and the demand is growing among many different groups:

- Young adults living on their own for the first time
- Single parent households
- First-time homebuyers
- Workers earning minimum wage
- Growing families
- Multi-generational households
- Senior residents wanting less space

Introducing the Jeffco Advocacy Network

The Jeffco Advocacy Network is a non-partisan coalition of Jeffco residents, business and civic leaders advocating for real solutions to support our community's essential needs, including housing. Supported by Colorado Gives Foundation and Jeffco Housing Advocacy Steering Committee, this newly created Network will collaborate with local nonprofits, housing authorities, municipalities and elected officials, and the private sector to support and advocate for housing strategies and policies that will increase the supply of rental and ownership opportunities that are affordable to individuals and families at a variety of life stages and income levels.

¹ CNN Business, August 24, 2023 "How affordable is the U.S. housing market since 1980?"
² Magellan Strategies, December 2023 "Jeffco County and Municipalities Housing Opinion Survey"
³ Jeffco Housing Advocacy Steering Committee, July 2023 "Jeffco County Housing Policy Recommendations"
⁴ Zillow, December 13, 2023 <https://www.zillow.com/jeffco/>



Jeffco Housing Survey
Summary of Key Insights

Colorado Gives Foundation commissioned a community survey on housing issues in Jeffco from November 9 – 21, 2023. Nearly 1,300 Jeffco residents completed the survey, shedding light on how the community is thinking about current housing challenges and future solutions. This data will help to provide insights on the community's perceptions, and will inform how our partners can help address the issues with advocacy strategies and efforts.

Those Most Impacted By The Current Housing Situation

- 18 to 34 years of age
- Lived in Jeffco for less than 10 years
- Household incomes less than \$100K/year
- Rent their current homes

A Large Majority of Survey Respondents Of Homeownership and Rental Opportunity And It's Harder For Certain Members

63% say it's a "big problem" for recent college graduates and young people moving out on their own for the first time

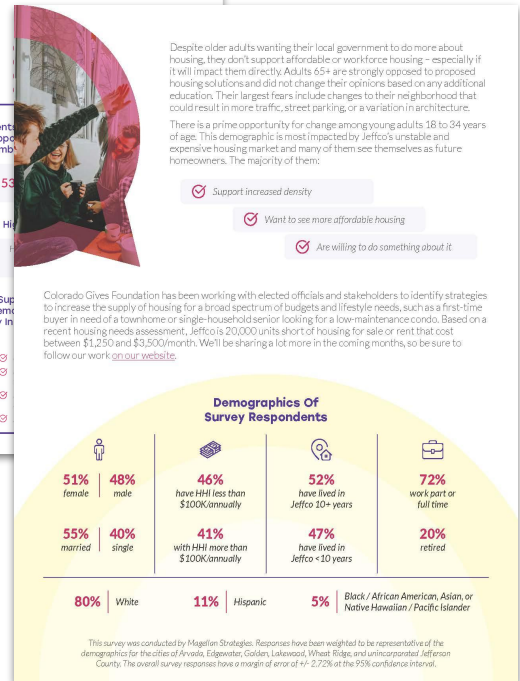
53% of survey respondents between the ages of 18 and 34 are currently renting

Homeownership Aspirations Are High

Young Adults Are Most Likely To Support Homeownership, But There's Agreement Among All Demographics That It's an Important Role To Play in Our Community

Younger Adults Newer to Jeffco

- 41% believe growth is too slow
- 70% say local government should do more to help build more housing
- 46% want to prioritize affordable housing
- 33% prioritize workforce housing
- 58% support increased density



Colorado Gives Foundation has been working with elected officials and stakeholders to identify strategies to increase the supply of housing for a broad spectrum of budgets and lifestyle needs, such as a first-time buyer in need of a townhome or single-household senior looking for a low-maintenance condo. Based on a recent housing needs assessment, Jeffco is 20,000 units short of housing for sale or rent that cost between \$1,250 and \$3,500/month. We'll be sharing a lot more in the coming months, so be sure to follow our work on our website.

Demographics Of Survey Respondents

- 51% female
- 48% male
- 46% have HH less than \$100K annually
- 52% have lived in Jeffco 10+ years
- 72% work part or full time
- 55% married
- 40% single
- 41% with HH more than \$100K annually
- 47% have lived in Jeffco <10 years
- 20% retired

80% White | 11% Hispanic | 5% Black / African American, Asian, or Native Hawaiian / Pacific Islander

This survey was conducted by Magellan Strategies. Responses have been weighted to be representative of the demographics for the cities of Arvada, Englewood, Golden, Lakewood, Wheat Ridge, and unincorporated Jefferson County. The overall survey responses have a margin of error of +/- 2.72% at the 95% confidence interval.

Full Survey / Polling Results

Colorado Housing and Land Use Opinion Survey

Magellan Strategies, September 2023



Jefferson County and Municipalities Housing Opinion Survey

Magellan Strategies, November 2023



Panel Discussion



Lesley Dahlkemper
Commissioner
Jefferson County



Laura Weinberg
Mayor
City of Golden



Kelly Dunkin
President & CEO
Colorado Gives
Foundation



Bryan-David Blakely
Managing Partner
Public Alignment
Communication