

Turning the Key:



Scaling the Will to Build





Presenters:

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Agenda

1. DRCOG Regional Housing Needs Assessment.
2. Communications framing around housing.
3. DRCOG's resources.
4. Colorado Gives Foundation.
5. City and County of Broomfield.
6. Closing remarks.





How does the topic of housing come up in your professional experience?

How have you been involved in housing conversations in your own communities?



Communications Framing around Housing

- DRCOG:
 - Regional Housing Needs Assessment.
 - Political will and collective action.
- Colorado Gives Foundation:
 - Importance of affordable housing for the community.
 - Three-pronged approach that includes policy and advocacy, community will building, and investment.
- City and County of Broomfield:
 - Shift in housing terminology.
 - Connection between housing and health.



Metro Vision

- Metro Vision sets the region's shared values.
- Housing is foundational to achieving Metro Vision goals.
- The Regional Housing Strategy is the action arm for housing within Metro Vision – turning vision into a coordinated and implementable plan.

Metro Vision

Our place, our plan



2024 Regional Housing Needs Assessment

- Comprehensive understanding of housing need – what are we working together to address?
- Identification of systemic barriers to producing more housing:
 - Land use and zoning.
 - Infrastructure.
 - Development costs and market factors.
 - Funding and finance.
 - **Political will and collective action.**



DRCOG Why Housing Matters Messaging Playbook

- Tips for talking about housing and crafting an engagement process.
- Key messages about the Regional Housing Strategy.
- Responding to common concerns.
- Links to additional resources.



DRCOG customizable presentation templates

- Why Housing Matters slide deck and handout:
 - Key messages for discussing the purpose and value of a regional housing strategy.
 - Suggested talking points, participation activities, discussion questions.
 - Opportunities to add locally focused content.
- A Place for Us All slide deck:
 - Suggested talking points about the strategy and potential community-specific actions.
 - Examples of housing strategies from around the region.



See the resources here!



Investing in Local Solutions





A Community Foundation Unlike Any Other

Dedicated to improving the lives of people in Jefferson County and building nonprofit and donor capacity statewide.

Connection of people, ideas and nonprofits so **together we can build resilient, connected and thriving communities, which is good for everyone.**

Statewide Capacity Builder for Nonprofits & Donors

Investing in:

- Free Digital Fundraising on ColoradoGives.org
- Colorado Gives Day
- Donor Services
- Giving Funds
- Endowments
- Group Giving

Jefferson County Grantmaker

Providing Over \$9 Million to support nonprofits in Jefferson County working to promote:

- Collective Wellbeing
- Economic Freedom
- Vibrant Communities

Our vision is that all of Jeffco is Thriving



Collective Wellbeing



Economic Freedom



Vibrant Communities

We believe a thriving Jeffco is a place where **collective wellbeing** is prioritized, ensuring everyone's basic needs are met. It's a place that provides **economic freedom** so that everyone prospers, and where **vibrant communities** foster connections, promote holistic wellbeing, and provide convenient access to the things that improve quality of life.

It's a place where we **all** belong.



Creating + Preserving Housing in Jeffco

- **Increase affordable workforce housing stock in Jeffco**
- **Target population:**
 - Households with incomes 60-120% AMI
- **Key Strategies:**
 - Policy & Advocacy
 - Community Will Building
 - Investment





A 3-Pronged Approach

Policy & Advocacy

Community Will Building

Investment



Jeffco Housing Steering Committee

- Policy Research
- Housing Webinars
- Housing Blueprint
- Policy Solutions



- Advocate for accessible housing.
- Champion policies and projects that preserve and increase the housing
- Educate on challenges and solutions
- Collaboration with elected officials and decision makers
- Public outreach & engagement

Bridging the Housing Gap

Every dollar helps preserve or increase the supply of middle-income housing in Jeffco. The Bring it Home Fund offers below-market rate loans to projects that create and maintain affordable housing for individuals and families earning \$52,000 - \$150,000. Together, we can bridge the housing gap and build a strong, more secure community.

Thank You

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Contact us or sign up for our newsletter!

<https://coloradogivesfoundation.org/contact-us/>



[ColoradoGivesFoundation.org](https://coloradogivesfoundation.org)

making
good
happen

Civic Academy



COLORADO PLANNING CONFERENCE 2026

The Whole-Stream Housing Strategy

A community-centered, strengths-based framework aligning policy, production, and long-term fiscal stability.

City & County of Broomfield • Housing Division



GUIDING PRINCIPLES

Foundational Housing Realities

Connecting local community identity, wage levels, and economic vitality.



Community First

Homes for existing neighbors.



Varied Typology

Diverse homes for varied incomes.



Wage Alignment

Costs matched to local payrolls.



Economic Vitality

Foundational workforce stability driver.

"Housing is where jobs go to sleep at night — essential infrastructure for a thriving community."



Cost Burden & Inventory Realities

32%

Residents Cost-Burdened

50%

Renters Paying >30% Income

25%

Inventory Supply Deficit

Income-Aligned

Homes scaled directly to local wages.

Vulnerable Gaps

Critical shortfalls at 0–50% AMI.

Cost Pressure

Surging insurance and utility rates.



Local Programs & Community Engagement



Targeted Support Programs

Home Repair & Paint-a-Thon: CDBG funding preserving home safety for seniors.

Tenant-Based Rental Assistance: HOME vouchers for families facing displacement.

BOAA Relief: Dedicated rental and homeowner assistance for older adults and veterans.

Mobile Home Park Initiative: Legal services, rights education, and eviction protection.

Down Payment Assistance: households at 80-120% AMI

Senior Sunshine Home Share: Senior homeowners rent under market rate to adult who will help with chores and socializing. 40 + hour vetting and matching process.
Serving over 1,300 vulnerable households annually.



May: Income-Aligned Housing Month

Official Mayoral Proclamation dedicating May to community dialogue, housing education, and human-centered stewardship.

Educational Panels: Economics of aging in place and home health intersections.

Homeowner Prep: "Loan Ready" seminars and down-payment assistance access.

Community Tours: Showcasing completed income-aligned homes across Broomfield.

Reframing housing from charity to essential community infrastructure.

Income Aligned Housing Proclamation and Month



Community Update (Event Calendar)

May 1: Kick off event

May 2: MMIW Broomfield Native Art Market

May 4: The Intersection of Home and Health in Broomfield

May 7: The Economics of Aging in Place: A Panel Discussion

May 11: Safety in the Home

May 11: Getting 'Loan Ready' for Your First Home: First-Time Homeownership and Downpayment Assistance

May 12: Know Your Rights: Overview of Mobile Home Park Act

May 13: Cost of Poverty Experience (COPE)

May 16: Opening Doors: Income-Aligned Housing Tour

May 20: Know Your Rights: Protections Against Eviction

May 21: Movie Night: No Place to Grow Old

May 26: Know Your Rights: Enforceable Rules Under the Mobile Home Park Act

May 27: Housing in Broomfield: A Community Conversation



Ballot Measure 1A: Check-In for Housing

ANNUAL DEDICATED REVENUE

Up to \$3,300,000

Reliable local housing funding starting in 2027.

LODGING TAX RATE

1.6% → 6.0%

Aligned with Denver Metro lodging averages.

Paid by Visitors

"Visitors Stay & Pay" — funded through hotel stays, with no property tax increases on residents.

Solves Fund Depletion

Directly offsets dwindling cash-in-lieu fees, protecting the Housing Development Fund past 2027.

Dedicated Mission

Proceeds are legally committed to income-aligned housing production, resident support, and BHA programs.

Measure 1A establishes a self-sustaining funding foundation that ensures long-term community affordability.

NOVEMBER 2026 BALLOT

Thank you!

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