

# Housing Housing Housing

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## **Outline**

**Introductions: Us and You**

**Storytelling with the call for help**

**Your storytelling:**

**What are you seeing?**

**What role is your Chamber playing?**

**Challenges you've faced with activation?**

**What has worked?**

**What has failed?**

**Open Q & A**

# Northern Colorado

- **Population:** 702,334
- **Per Capita Income:** \$55,497
- **Median Age:** 36.2
- **Education:** 38.3% have at least 4 years of college
- **Median Home Price:**
  - \$595,000 (FC)
  - \$540,000 (Loveland)
  - \$450,000 (Greeley)
- **Key Employment:**
  - Government (City, County, State, Fed)
  - Education (PSD, CSU, UNC, FRCC, Aims)
  - Technology (Woodward, HPE, AE, Intel)
  - Agriculture
  - Oil and Gas
- **Regional Gross Product:** \$42B; 368,897 Employees
- **Fort Collins Chamber:**  
1,200 Members; \$2M Budget; 9.5 FTE; 5 Contracts



# Boulder County



- **Population:** 327,468
  - **Per Capita Income:** \$96,079
  - **Median Age:** 37.2
  - **Education:** 63.2% bachelors degree or higher
  - **Median Home Price:**
    - **Boulder:** \$1.329 million
    - **Longmont:** \$626,000
  - **Key Employment:** Aerospace, Biotech, IT/Software, Natural Products, Outdoor Recreation, Cleantech, Tourism
  - **Regional Gross Product:** \$36.1B; 186,499 Employees
- Boulder Chamber**
- 1,200 members (hopefully more than Ft. Collins ( : )
  - \$2.7 million budget
  - 22.6 FTE / 7 contract

# Who Are You?

- **Chamber Size by Members**
- **Chamber Size by Budget**
- **Chamber Size by Staff**
- **Chamber by Book of Business: Membership; Advocacy; Contracts**
- **Chamber by Will of your Leaders**

# Groundhog Day

- Employers push for change
- We take the hill
  - Employers/Board/Policy Team fully engaged
  - One Voice for Housing (affordable housing advocates and Chamber) fully engaged
  - Yes In My Back Yard (YIMBY) fully engaged
  - 5 of 7 Council fully engaged
- Land Use Code as the foundation
  - Two years of community conversations and Chamber @ the table designing with staff
  - Passed in October, 2022 with Chamber Leading
  - No Growth Advocates collect signatures to repeal or send to a ballot
  - Repeal January, 2023 with Chamber Leading
  - 10 months of community conversations with Chamber @ the table
  - Passed a lighter version in October, 2023 with Chamber Leading
    - Polling insight to advocate
  - No Growth Advocates collect signatures to repeal or send to a ballot
  - Repeal November, 2023 with Chamber Leading
  - Restart of community conversation with possible state-wide solutions
- What next?



# Rock Moving Up Hill

- **Motivation: Housing access a barrier to workforce hiring**
- **Strategy #1: Coalition Building**
  - **Issue: Politics controlled by NIMBY faction**
  - **Environmental, Social Equity, Affordable Housing, Sustainable Mobility, Development Community, Real Estate, Business**
  - **Formed Better Boulder as central collaborative convening force**
  - **Election engagement – Better Boulder, Broader Coalition, Boulder Chamber**
  - **Political twists and turns**
  - **Today: Clear City Council majority for housing (local and state initiatives)**
- **Strategy #2: Land Use Review and Permitting Processes**
  - **Issue: History of opposition to redevelopment/growth**
    - **Gordian Knot of regulation and process steps**
    - **Planning Department turmoil**
  - **CPD-Forum with Planning Department**
  - **Advocacy for contract support**
  - **List of proposed reforms**
  - **Support for Planning Director**
  - **Today: Reduced permit review periods and development review steps**
- **Strategy #3: Demonstration Planning Project**
  - **Issue: Single-use commercial area zoning**
  - **ULI Technical Advisory Panel: Boulder's East Edge**
  - **East Boulder Subcommunity Planning**
  - **Today: Zoning for up to 5,000 new housing units**



# Your Stories

- **What are you seeing?**
- **What role is your Chamber playing?**
- **Challenges you've faced with activation?**
- **What has worked?**
- **What has failed?**

# Questions?

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