

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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