



A BOLD OPPORTUNITY TO MAKE COLORADO AFFORDABLE FOR GENERATIONS OF COLORADANS

Our Challenge: The housing crisis is devastating Colorado.

- **Half of Coloradoans can no longer afford to live here.**
 - 83% of renters making less than \$50,000 are housing burdened
 - 50.9% of all renters are housing burdened
 - Hardworking Coloradoans like firefighters, teachers, nurses, small business owners and seniors are being priced out of their communities, and that's having a devastating impact on the fabric of our neighborhoods
- **The cost of housing is the number one concern among Colorado voters.**
 - 86% of Coloradoans across all ethnicities and income levels say the rising cost of housing is an extremely serious concern ([Pulse, Colorado Health Foundation](#))
 - In the same poll, a third of Coloradoans say we are worried about losing our home because we can't afford the rent or mortgage
 - A third of Coloradoans have worked more than they'd prefer and cut back on basic needs like food and healthcare to afford housing
- **How we got here:**
 - Over the last 50 years, wages in our state have stagnated while home sales and rental costs have more than doubled ([Bell Policy Center](#))
 - In the last two years, Colorado housing prices have increased by more than 133%, resulting in the median home price of more than \$500,000, which is out of reach for the average working Coloradoan (Thrive Economics calculations based on Census and Colorado Association of Realtors data)
 - Supply is dangerously low, as we built 40% fewer home and rental units from 2010 to 2020 than from 2000 to 2010
- **What happens if we don't address our housing crisis now?**
 - 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. (Thrive Economics calculations based on Census Bureau and Colorado Association of Realtors data)
 - If rents continue to rise as they have over the last five years, by 2032 the median rent in Colorado will be nearly \$2,700 per month. A renter would need an annual income of more than \$106,000 to afford this. (Thrive Economics calculations based on Census Bureau and Colorado Association of Realtors data)

For more information, including a full list of supporters, visit [MakeColoradoAffordable.com](https://www.makecoloradoaffordable.com)



Our Opportunity: What the proposed ballot measure does:

Half of Coloradans can no longer afford to live here, and we're losing the Colorado we love. Make Colorado Affordable will put up to 0.1% of the state's existing taxable income towards solving our housing crisis. That means, without raising taxes, we can eliminate the red tape that's caused our housing shortage, we can build up to 10,000 homes a year, and we can give local communities the control they need to address everything from homelessness to the skyrocketing home prices that are devastating Coloradans.

- **With this permanent source of funding, we can:**
 - Expand home ownership opportunities for our vital workforce
 - Help renters build wealth to become homeowners
 - Require prioritized local review of building approvals
 - Help local governments increase the number of homes that Coloradans can afford by 3% every year
- **Early polling shows Coloradans agree.**
 - 2 out of 3 Coloradans say they want our communities to be more affordable
 - When presented with the proposed approach, 58% of likely voters say they would definitely or probably vote yes on the proposed ballot in November.

Our Supporters: Make Colorado Affordable is supported by a growing list of 100+ endorsers, including bipartisan business, nonprofit and government leaders like:

- Children's Hospital Colorado
- Colorado Bankers Association
- Colorado Municipal League
- Colorado Realtors Association
- Rocky Mountain Mechanical Contractors & Unions
- Colorado Coalition for the Homeless
- Habitat for Humanity of Colorado, Metro Denver, Pikes Peak, and St. Vrain Valley
- League of Women Voters of Colorado
- The Women's Foundation of Colorado
- Healthier Colorado
- Adams 12 School District
- Mercy Housing
- Housing Colorado
- NAACP of Denver and Colorado
- Civitas Resources
- Progressive 15
- Young Invincibles
- Rose Community Foundation
- Community First Foundation
- Urban Land Conservancy
- Gary Ventures
- Rachel Romer Carlson, Co-founder and CEO of Guild Education.
- Dick Wadhams, former chair of Colorado's Republican Party
- State Sens Jane Buckner, Julie Gonzales, Jeff Bridges and Rhonda Fields
- State Reps Andrew Boesenecker, Cathy Kipp, Iman Jodeh, Judy Amabile, Karen McCormick, Lindsey Daugherty, Marc Snyder, Meg Froelich, Naquette Ricks and Steven Woodrow
- County Commissioners Nancy Jackson, Carlos Garcia, Jody Sadduck-McNally, Ed Schriffens, Steve O'Dorsio, Lesley Dahlkemper, Jeanne McQueeney, Matt Scherr, Kathy Cahdler-Henry
- Mayors Kim Langmaid, JD Mangat, Jackie Millet, Hollie Rogin and Kyle Schlachter

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