

HOUSING CHAMPIONS TOOLKIT



A Guide for Housing
Advocates in the
Pikes Peak Region



Pikes Peak
Housing Network

Homes for All

Table of Contents

Introduction & Vision.....	1
Understanding the Issues	2
How to be an Effective Advocate.....	5
Taking Action.....	7
Resources & Tools	9
Frequently Asked Questions.....	12
Conclusion: You Can Make a Difference	14
Appendix.....	15



INTRODUCTION & VISION

WHAT IS A HOUSING CHAMPION?

A Housing Champion is someone who actively advocates for housing policies and projects that increase the housing supply and ensure everyone in the Pikes Peak Region has access to safe, stable, and affordable housing. Housing Champions come from all walks of life — they are homeowners, renters, business leaders, elected officials, and concerned citizens who understand that housing is foundational to a thriving community.

You don't need to be an expert to be a Housing Champion. What you need is a willingness to learn, the courage to speak up, and a commitment to making our region stronger through more housing options.

WHY HOUSING CHAMPIONS MATTER

The Pikes Peak region faces a significant housing crisis. Rising costs and limited supply have made it increasingly difficult for working families, young professionals, military members, service workers, and seniors to find homes they can afford. This challenge affects every aspect of our community, from workforce recruitment to school enrollment, from downtown vitality to traffic patterns.

While developers, policymakers, and nonprofit organizations play crucial roles in addressing the housing shortage, public support is essential. Local housing projects often face opposition from small but vocal groups. Housing Champions provide a counterbalance by showing up to meetings, writing letters, and having conversations with neighbors to build broader support for housing solutions.

When Housing Champions speak up, decision-makers hear a more complete picture of community sentiment. Your voice matters, and your advocacy can make the difference between a needed housing development moving forward or being delayed or denied.

HOMES FOR ALL

We envision a Pikes Peak region where:

- Teachers, nurses, first responders, and other essential professionals can afford to live in the communities they serve
- Young people starting their careers can find affordable places to rent and pathways to homeownership
- Seniors can age in place with housing options that meet their changing needs
- Families aren't forced to choose between housing costs and other basic needs like food, healthcare, and childcare
- Neighborhoods thrive with a mix of housing types, incomes, and generations
- Economic growth is supported by housing availability that allows businesses to attract and retain workers

This vision is achievable, but it requires sustained advocacy and public support. As a Housing Champion, you are part of making this vision a reality.



UNDERSTANDING THE ISSUES

THE HOUSING CHALLENGE IN THE PIKES PEAK REGION

The Pikes Peak region is experiencing a severe housing shortage driven by several factors:

- Over the past decade, wages in El Paso County have increased 48% while homeownership costs have risen 110%, and rents have increased a whopping 140%. These disparities make it difficult for many of our community members to afford even the most modest housing.
- **Rapid Population Growth:** The region has grown significantly in recent years, with people drawn by quality of life, employment opportunities, and proximity to outdoor recreation. This growth has outpaced housing construction.
- **Limited Housing Supply:** For decades, housing production has not kept pace with demand. Restrictive zoning, lengthy approval processes, and community opposition have limited the construction of new homes, particularly affordable and middle-income options.
- **Rising Construction Costs:** Material costs, labor shortages, and land prices have all increased, making it more expensive to build housing of all types.
- **Affordability Gap:** Wages have not kept pace with housing costs. Many working families now spend more than 30% of their income on housing, the threshold for being considered cost-burdened.
- **Missing Middle Housing:** There is a shortage of housing types that fit between single-family homes and large apartment complexes, such as duplexes, townhomes, and small apartment buildings. This “missing middle” could provide more affordable options but is often prohibited by zoning codes.

COMMON MYTHS VS. FACTS ABOUT HOUSING

Housing discussions often involve misconceptions. Here are some common myths and the facts behind them:

Myth: Affordable housing will lower my property values.

Fact: Research consistently shows that well-designed affordable housing does not negatively impact surrounding property values. In many cases, new housing development of any kind increases property values by improving neighborhood vitality and reducing the shortage that drives up all prices.

Myth: New housing will increase traffic and strain infrastructure.

Fact: While new housing does bring more residents, the alternative of forcing people to live farther from jobs and services creates even more traffic and sprawl. Allowing housing near employment centers, transit, and amenities actually reduces traffic. Additionally, new development typically contributes impact fees that fund infrastructure improvements.

Myth: Affordable housing means low-quality housing.

Fact: Affordable housing is newer and built to the same building codes and quality standards as market-rate housing. The term “affordable housing” refers to the cost to residents, not the quality of construction. Affordable housing developments are indistinguishable from market-rate properties.



Myth: We should just build more single-family homes.

Fact: While single-family homes are important, they are the most expensive type of housing to build and maintain. Communities need a variety of housing types, including apartments, townhomes, duplexes, and single-family homes, to meet the needs of different household sizes, incomes, and life stages.

Additionally, denser housing developments add more taxpayers who then help to fund and maintain our public infrastructure, like roads and utilities. Single-family home developments do not add enough taxpayers to maintain the infrastructure they use and need. 70% of the land in El Paso County is currently zoned for single-family homes, and this zoning is not financially sustainable for our region.

Myth: The market will solve the housing shortage on its own.

Fact: Market-rate housing is important, but without policy changes to increase supply and reduce barriers, the private market alone cannot build enough housing affordable to lower- and middle-income households. Strategic public policies, zoning reforms, and community support are essential to addressing the shortage.



TYPES OF HOUSING SOLUTIONS

Addressing the housing shortage requires multiple approaches:

Workforce Housing

Housing targeted to working families — teachers, healthcare workers, first responders, service workers — who earn too much to qualify for affordable housing programs but not enough to afford market-rate housing.

Missing Middle Housing

Housing types between single-family homes and large apartment complexes, such as duplexes, triplexes, fourplexes, townhomes, and small apartment buildings. These provide more density and affordability while maintaining neighborhood character.

Affordable Housing

Housing specifically designed for low- to moderate-income households, often built with public subsidies, nonprofit developers, or financing programs. These homes are restricted to households earning below certain income levels.

Accessory Dwelling Units (ADUs)

Small secondary dwelling units on single-family lots, such as garage apartments, basement units, or backyard cottages. ADUs provide affordable rental options and can help homeowners generate income.

Mixed-Use Development

Buildings that combine residential units with retail, office, or other commercial spaces. These developments create walkable neighborhoods and reduce car dependency.

Transit-Oriented Development

Higher-density housing located near public transportation, which reduces reliance on cars and provides better access to jobs and services.

Zoning Reform

Updating local zoning codes to allow more housing types, reduce minimum lot sizes, eliminate parking requirements, and streamline approval processes. Zoning reform is often the most impactful way to increase housing supply.

KEY HOUSING TERMINOLOGY

Understanding these terms will help you participate more effectively in housing discussions:

Area Median Income (AMI): The midpoint of a region's income distribution. Affordable housing programs often target households earning 30%, 50%, or 80% of AMI.

Cost-Burdened: Spending more than 30% of household income on housing costs. Severely cost-burdened means spending more than 50%.

Density: The number of housing units per acre. Higher density means more homes in a given area, which can improve affordability and support walkability.

Setback: The required distance between a building and the property line. Large setback requirements limit how much housing can be built on a lot.

Lot Coverage: The percentage of a lot that can be covered by buildings. Lower lot coverage requirements limit housing supply.

Parking Minimums: Zoning requirements that mandate a minimum number of parking spaces per housing unit. These increase costs and limit density.

Inclusionary Zoning: A policy requiring or incentivizing developers to include a percentage of affordable units in new market-rate housing developments.

NIMBY (Not In My Backyard): Opposition to new development in one's neighborhood, often due to concerns about change, traffic, or property values.

YIMBY (Yes In My Backyard): Support for new housing development and policies that increase housing supply.

Variance: An exception to zoning rules granted by a local board when strict application would cause hardship. Many housing projects require variances due to outdated zoning codes.

A more detailed Glossary of Terms is provided in the Appendix.



HOW TO BE AN EFFECTIVE ADVOCATE

FINDING YOUR ADVOCACY STYLE

Not everyone advocates the same way. The most effective Housing Champions play to their strengths and choose advocacy activities that fit their skills and comfort level. Here are different ways to make an impact:



Public Speaking

If you're comfortable speaking in public, testifying at city council or planning commission meetings can be highly impactful. Decision-makers need to hear directly from supporters.

Writing

Written letters to editors, op-eds, and emails to elected officials are powerful tools. If public speaking isn't your strength, writing allows you to craft your message carefully and still have significant influence.

One-on-One Conversations

Sometimes the most important advocacy happens in personal conversations with neighbors, friends, and family. Helping people understand housing issues and changing minds one conversation at a time is valuable work.

Social Media

Sharing articles, posting about housing issues, and engaging in respectful online discussions can raise awareness and influence public opinion.

Behind-the-Scenes Support

Not everyone needs to be on the front lines. Supporting others by sharing meeting notices, coordinating testimony, researching issues, or providing childcare for advocates are all valuable contributions.

TELLING COMPELLING STORIES

Personal stories are among the most powerful advocacy tools. While data and policy arguments matter, stories make the housing crisis real and help decision-makers understand the human impact of their choices.

Effective story elements:

- **Be specific:** Use concrete details, names (with permission), and real examples rather than generalizations.
- **Make it personal:** Share your own experience or that of someone you know (with their permission).
- **Show the impact:** Explain how housing affordability affects daily life – commute times, family stress, career choices, and ability to start a family.
- **Connect to community values:** Tie your story to shared values like economic opportunity, family stability, education, or community character.
- **Be authentic:** Speak from the heart. Genuine emotion and sincerity are more persuasive than polished rhetoric.

Example story structure:

"My daughter is a teacher at [local school]. She loves her job and her students, but she can't afford to live in the district where she teaches. She spends 90 minutes commuting each day, which means less time with her own kids and more stress. When I see proposals for workforce housing near schools, I think about her and hundreds of other teachers, nurses, and first responders who deserve to live in the communities they serve. That's why I support [specific project or policy]."



LISTENING AND RESPONDING TO CONCERNS

Effective advocacy isn't just about making your case — it's also about listening to others' concerns and responding thoughtfully. Many people oppose housing projects because of legitimate worries or misunderstandings that can be addressed.

Tips for productive conversations:

- **Listen first:** Before responding, make sure you understand the other person's specific concerns. Ask clarifying questions.
- **Acknowledge concerns:** Show that you hear and respect their perspective, even if you disagree. "I understand you're worried about traffic. That's a reasonable concern."
- **Provide context:** Share information that addresses the concern. For traffic worries, explain how the project fits into broader transportation planning or how preventing housing here means more sprawl and longer commutes elsewhere.
- **Find common ground:** Look for shared values. Most people want safe neighborhoods, good schools, and economic opportunity. Frame housing solutions in terms of these shared goals.
- **Stay respectful:** Avoid dismissing concerns or being condescending. People are more likely to consider your perspective if you treat theirs with respect.
- **Know when to disengage:** Not everyone will be persuaded, and that's okay. If a conversation becomes unproductive or hostile, it's fine to politely end it.

BUILDING COALITIONS

Housing advocacy is more effective when diverse groups work together. Coalitions demonstrate broad support and bring together different perspectives and resources.

Potential allies:

- **Faith communities:** Many religious organizations see affordable housing as a moral issue and can mobilize members.
- **Businesses:** Employers struggling to recruit and retain workers have a direct stake in housing affordability.
- **Educators:** Schools are affected when teachers and families can't afford to live near schools.
- **Environmental groups:** Increasing urban density reduces sprawl and protects open space.
- **Healthcare providers:** Housing instability directly impacts health outcomes.
- **Neighborhood associations:** Some neighborhood groups support housing and can be powerful voices for change.
- **Young professionals:** Younger residents often face the greatest affordability challenges and can speak powerfully about the need for housing options.

TAKING ACTION

ATTENDING AND SPEAKING AT PUBLIC MEETINGS

Public meetings are where key housing decisions are made. Your presence and testimony can influence outcomes.

Types of meetings:

- **City Council meetings:** Where final decisions on rezoning, development approvals, and policy changes are made.
- **Planning Commission meetings:** Where development proposals receive initial review and recommendations before going to City Council.
- **Zoning Board of Appeals:** Where variance requests are heard when projects don't meet current zoning requirements.
- **Public comment periods:** Opportunities to provide written or oral feedback on proposed policies and projects.
- **Neighborhood meetings:** Many HOAs or neighborhood associations will meet with the developer as part of a development planning process.

How to prepare:

- **Know the agenda:** Review meeting agendas in advance to identify relevant items. Most jurisdictions post agendas online several days before meetings.
- **Research the issue:** Read staff reports, background materials, and any available information about the project or policy.
- **Prepare your remarks:** Write down key points. You typically have 3-5 minutes to speak, so be concise.
- **Arrive early:** Get there 15-20 minutes early to sign up to speak (if required) and get settled.
- **Bring support:** Invite other Housing Champions to attend, even if they don't plan to speak. Numbers matter.

Speaking tips:

- **Introduce yourself:** Start with your name, where you live, and any relevant affiliations or expertise.
- **State your position clearly:** "I support this project" or "I urge you to approve this rezoning" right at the beginning.
- **Make 2-3 key points:** Focus on your strongest arguments rather than trying to cover everything.
- **Use your story:** Personal experiences are memorable and persuasive.
- **Be respectful:** Address decision-makers formally and avoid attacking opponents.
- **Watch your time:** Respect time limits. Practice your remarks beforehand.
- **Stay for the whole meeting:** If possible, stay until the vote. It shows decision-makers you're engaged and committed.

WRITING LETTERS AND EMAILS

Written communication is a powerful advocacy tool that allows you to present detailed arguments and reach decision-makers who may not attend public meetings.

Effective letter structure:

- **Opening:** State who you are and why you're writing. Include the specific project, policy, or agenda item.
- **Position statement:** Clearly state your support for the housing project or policy.



- **Supporting arguments:** Present 2-3 key reasons for your position, with specific details or examples.
- **Call to action:** Ask the recipient to take specific action (“vote yes on this project,” “support this zoning change”).
- **Closing:** Thank them for their service and consideration. Include your contact information.

Tips for impact:

- Keep it to one page if possible
- Use a professional but personal tone
- Be specific about what you’re asking for
- Personalize your letter to avoid copy-pasting form letters
- Send it in time to influence the decision
- Follow up with a thank-you note after a positive vote

Where to send letters:

- City Council members
- Mayor
- Planning Commission members
- County Commissioners
- Letters to the editor of local newspapers



ENGAGING ON SOCIAL MEDIA

Social media can amplify your advocacy by reaching broader audiences and shaping public opinion.

Effective social media advocacy:

- **Share local housing news:** Post articles about housing projects, policy changes, and community developments.
- **Highlight positive examples:** Share stories of successful affordable housing projects, both locally and from other communities.
- **Educate your network:** Post fact sheets, infographics, and data that help people understand housing issues.
- **Amplify others:** Reshare posts from housing organizations, elected officials supporting housing, and other advocates.
- **Mobilize support:** Share meeting notices and calls to action when key votes are coming up.
- **Engage respectfully:** Respond thoughtfully to comments and questions. Avoid getting drawn into unproductive arguments.
- **Tell your story:** Share personal experiences with housing affordability challenges.

SUPPORTING HOUSING-FRIENDLY CANDIDATES

Local elections matter enormously for housing policy. City Council members, county commissioners, and other local officials make zoning decisions, approve development projects, and set housing priorities.

How to identify housing champions:

- Look for candidates who support increasing housing supply, reforming zoning codes, reducing barriers to development, and protecting renters.
- Review candidates’ websites, attend candidate forums, and ask directly about their housing positions.

Ways to support housing-friendly candidates:

- Vote in local elections (turnout is often very low, so every vote counts)
- Volunteer for campaigns
- Donate if you're able
- Encourage friends and neighbors to support housing champions
- Write letters to the editor or op-eds endorsing pro-housing candidates



RESOURCES & TOOLS

This section provides templates, scripts, and resources to help you take action. Customize these tools to fit your voice and the specific situation.

SAMPLE SCRIPTS FOR PUBLIC TESTIMONY

Script 1: Supporting a Specific Housing Project

"Good evening. My name is [Your Name], and I live in [Neighborhood/City]. I'm here to express my strong support for the [Project Name] housing development.

Our community desperately needs more housing. I see this every day when [personal example: my coworkers struggle with long commutes, young families can't find affordable apartments, etc.].

This project will provide [number] new homes for working families, and it's located near transit and jobs, which reduces traffic and sprawl. The design is thoughtful and will enhance the neighborhood.

I urge you to approve this project. We need more housing champions willing to support projects like this. Thank you for your consideration."

Script 2: Supporting Zoning Reform

"Good evening, Council. My name is [Your Name], and I'm a [homeowner/renter/business owner] in [Neighborhood].

I'm here to support the proposed zoning changes that would allow duplexes and accessory dwelling units in residential neighborhoods. These modest increases in density will create more housing options without changing neighborhood character.

Our current zoning is exclusionary and makes housing more expensive for everyone. Allowing more housing types gives families choices and helps teachers, nurses, and other workers live near where they work.

These are sensible, incremental reforms that will make a real difference. I urge you to approve them. Thank you."

Script 3: Speaking as a Person Affected by Housing Costs

"My name is [Your Name]. I moved to the Pikes Peak region three years ago for a job as [profession]. I love it here, but I'm struggling to afford rent.

I spend over 40% of my income on housing, which means I can't save for a down payment, and I'm constantly worried about rent increases. I know I'm not alone—many of my coworkers face the same challenges.

We need more housing of all types. That’s why I support [project/policy]. It’s a step toward making this region affordable for working people. I hope you’ll approve this and keep pushing for more housing solutions. Thank you.”

EMAIL AND LETTER TEMPLATES

Template 1: Email to City Council Supporting a Project

Subject: Support for [Project Name] – Please Vote Yes

Dear [Council Member Name],

I am writing to urge you to approve the [Project Name] housing development at [location], which will be considered at the [date] City Council meeting.

As a resident of [neighborhood/city], I see firsthand the impact of our housing shortage. [Personal example or observation about housing affordability challenges in the community.]

This project will provide [number] new homes, including [details about affordable units, if applicable]. It is well-designed, compatible with the surrounding area, and located near [transit, jobs, services, etc.]. The community needs projects like this to address our housing crisis.

I respectfully ask for your support and a yes vote on this project. Thank you for your service to our community and your consideration of this important issue.

Sincerely,
[Your Name]

Template 2: Letter to the Editor

To the Editor:

I was encouraged to see [recent positive housing news, such as a project approval or policy change]. This is exactly the kind of progress our community needs to address the housing affordability crisis.

[Personal observation about housing challenges in the region, such as friends or family members struggling to find affordable housing, workforce recruitment challenges, or long commutes.]

We need more leaders willing to support housing solutions, even when they face opposition. Building more homes of all types – affordable housing, workforce housing, and market-rate housing – is essential for a healthy, growing community.

I encourage my neighbors to support housing projects and policies that increase supply. We all benefit when more people can afford to live in our region.

[Your Name], [City]



HOW TO CONTACT LOCAL DECISION-MAKERS

Knowing who to contact and how to reach them is essential for effective advocacy. Below are the key decision-makers for housing issues in the Pikes Peak region:

City of Colorado Springs

- **City Council:** Contact information for all council members can be found at coloradosprings.gov. You can email all council members at once or contact your specific district representative.
- **Mayor:** The Mayor's office can be reached through the city website or by calling City Hall.
- **Planning Commission:** You can submit comments to the Planning Department, which will forward them to commissioners.

El Paso County

- **County Commissioners:** Contact information is available at elpasoco.gov. For unincorporated areas, county commissioners make key land use and housing decisions.

Other Municipalities

If you live in Fountain, Manitou Springs, Monument, or another municipality in the region, check your local government website for contact information for council members and planning officials.

State Legislators

For state-level housing policy, contact your state representative and senator. Find your legislators at leg.colorado.gov.

TRACKING UPCOMING MEETINGS AND OPPORTUNITIES

Staying informed about upcoming meetings and opportunities to engage is crucial. Here's how to keep track:

- **City and County Websites:** Most jurisdictions post meeting agendas several days in advance. Sign up for email notifications if available.
- **Pikes Peak Housing Network:** We send regular updates about key meetings, projects, and opportunities to advocate. Join our email list at [\[website/email\]](#).
- **Local News:** Follow local news outlets that cover housing and development issues.
- **Social Media:** Follow local officials, planning departments, and housing organizations on social media for real-time updates.
- **Neighborhood Associations:** Some associations notify members about development proposals in their area.





Pikes Peak

Housing Network

Homes for All

FREQUENTLY ASKED QUESTIONS

ABOUT THE HOUSING CRISIS

Q: Is there really a housing shortage in the Pikes Peak region?

A: Yes. The Pikes Peak region currently has a shortage of 36,700 homes—the gap between available homes and the number of jobs. Without action, this shortage is projected to increase to more than 80,000 homes in the next ten years. This means thousands of workers who contribute to our economy cannot find affordable places to live in our community.

Q: Who is affected by the housing shortage?

A: The shortage affects essential workers like teachers, firefighters, police officers, nurses, and healthcare workers, as well as young professionals, military families, and anyone earning moderate incomes. Many are forced to commute long distances, spend more than half their income on housing, or leave our community entirely.

Q: How does this compare to other communities?

A: Housing shortages are affecting communities across Colorado and the nation, but the Pikes Peak region faces unique challenges as one of the country's largest military communities. We've seen what happens in Colorado's resort towns when workers can't afford to live where they work — we want to prevent that from happening here.

ABOUT SOLUTIONS

Q: What types of housing are needed?

A: We need a variety of housing types, particularly "missing middle housing" like duplexes, triplexes, townhomes, and condos. These provide homeownership opportunities for first-time buyers while fitting naturally into existing neighborhoods. We also need rental options that allow essential workers to live near where they serve our community.

Q: Where should new housing be built?

A: Strategic housing development should focus on appropriate areas, preserve open space, and provide good access to jobs, schools, and services. This includes compatible infill in existing neighborhoods and well-planned development that supports smart growth principles.

Q: Won't more housing hurt property values?

A: Research shows that well-planned, diverse housing actually supports property values by creating more vibrant, economically stable communities. When communities have housing shortages, prices become artificially inflated and volatile. A healthy housing market with various options creates more stability for all homeowners.

ABOUT COMMUNITY IMPACT

Q: Will new housing change the character of our neighborhoods?

A: Quality design standards ensure new housing complements existing neighborhood character. Missing middle housing, like duplexes and townhomes, often look similar to single-family homes and can enhance neighborhood walkability and vitality. Many of our older, most beloved neighborhoods already include this variety of housing types.

Q: Will more housing mean more traffic and crowding?

A: Strategic housing development near job centers and services can actually reduce traffic by allowing people to live closer to where they work. Long commutes from distant, cheaper housing create more regional traffic than moderate-density housing in appropriate locations.

Q: How does this benefit our military community?

A: As home to five major military installations, we're one of the nation's largest military communities. Our service members and their families — from young enlisted personnel to senior officers — need diverse, affordable housing options. Supporting our military families with quality, accessible housing is both good policy and our responsibility to those who serve.

Q: Will Colorado Springs have enough water if we build more homes?

A: According to Colorado Springs Utilities, which develops and administers a 50-year water plan to ensure water for our city's future:

- Our current system can reliably serve 95,000 acre-feet of water annually, a figure that accounts for risks to the system while maintaining levels of service criteria.
- Today's demands are approximately 70,000 acre-feet. Demands are expected to grow as our city grows.
- Within this margin is an amount of water for City Council to consider for use by new housing development and/or other uses.
- Colorado Springs Utilities issues water taps on a "first-come, first-serve basis" and does not reserve water for undeveloped parcels.
- Currently, there are no restrictions on issuing taps, or plans for implementing restrictions in the foreseeable future.

ABOUT PPHN

Q: What is the Pikes Peak Housing Network?

A: PPHN is a collaborative organization working to foster innovative and collaborative solutions that advance housing affordability, access, and production in the Pikes Peak region. We serve as a data-driven, consistent voice to educate our community and elected leadership about housing needs.

Q: Who supports PPHN's efforts?

A: Our work is supported by a broad coalition including businesses, nonprofits, faith communities, and residents. Recent surveys show that two-thirds of residents support reform measures to make housing more affordable, and 85% of business leaders support efforts to improve housing affordability and availability.

Q: Is PPHN trying to change zoning everywhere?

A: No. We advocate for strategic, thoughtful changes that allow for more housing options in appropriate locations. This includes reducing unnecessary regulatory barriers and enabling compatible housing types that serve our workforce while respecting neighborhood character.

ECONOMIC QUESTIONS

Q: How does the housing shortage affect local businesses?

A: When workers can't afford to live in our community, businesses face constant recruitment and retention challenges. This is especially difficult for public sector jobs and service industries that can't easily raise wages to compete with housing costs. A Colorado Chamber of Commerce survey found that 53% of business leaders name housing as one of their top barriers to attracting and retaining workforce.

Q: What's the economic benefit of solving the housing shortage?

A: Communities with diverse housing options attract businesses and talent, keeping our region economically competitive. When essential workers can afford to live here, they also spend their money in local businesses and contribute significant tax revenue to fund city and county services. Young professionals and families bring innovation and economic activity that benefits everyone.

Q: Won't building more housing be expensive for taxpayers?

A: The cost of not building housing is actually much higher. When teachers, firefighters, and other public employees can't afford to live here, we face higher turnover costs, recruitment challenges, and service delivery problems. Housing workers closer to jobs also reduces infrastructure costs associated with long commutes and sprawl.

GETTING INVOLVED

Q: How can I learn more or get involved?

A: Visit our website at www.pphousingnetwork.org to stay updated on our work, access research and data, and learn about opportunities to engage with local decision-makers on housing solutions.

Q: How can I support housing solutions in my community?

A: Join our army of advocates and attend local government meetings, contact your elected representatives, join community discussions about housing, and help educate others about why diverse housing options benefit everyone. Small actions like supporting compatible development projects and advocating for reduced regulatory barriers can make a real difference.

Q: What can local governments do to help?

A: Local governments can reduce unnecessary regulatory barriers, streamline approval processes, allow compatible housing types in appropriate areas, and work collaboratively across the region to address this shared challenge. Many solutions don't require taxpayer funding – just policy changes that remove obstacles to housing development.

CONCLUSION: YOU CAN MAKE A DIFFERENCE

The housing affordability crisis can feel overwhelming, but change is possible – and your voice matters. Every testimony, letter, conversation, and vote contributes to building a more affordable and inclusive community.

As a Housing Champion, you are part of a growing movement of people who believe that everyone deserves a safe, stable, and affordable place to live. Your advocacy helps create the political will necessary for real change.

Remember:

- You don't need to be an expert. Your personal perspective and lived experience are valuable.
- Small actions add up. Even one email or public comment can influence a decision.
- You're not alone. A growing network of Housing Champions across the Pikes Peak region is working toward the same goals.
- Progress takes time, but every housing project approved, every zoning reform passed, and every champion elected brings us closer to a region where everyone can afford a home.

THANK YOU FOR BECOMING A HOUSING CHAMPION.

Together, we can build a more affordable, inclusive, and thriving Pikes Peak region.

For more information and to get involved:



pphousingnetwork.org
info@pphousingnetwork.org

APPENDIX

- Glossary of Terms
- Additional Fact Sheets/Statistics