



“A Place for Us All” Slide Deck

Presentation Talking Points

Overview

The “A Place for Us All” slide deck is designed as a customizable slide template that can be used by partner groups across the Denver region to introduce the Regional Housing Strategy and the types of actions that might work in local communities. It can be used as-is or modified to add locally specific housing information.

Tips for Customizing the Template for Your Community

Highlighted text indicates text that should be customized, but other text can be modified as well.

- Add your jurisdiction or organization name and logo to the title slide along with info about the time/date of your presentation.
- Delete the first two slides and any other slides that are not pertinent to your audience or your jurisdiction.
- Modify specific terms, photos, and content to ensure it reflects your jurisdiction or organization’s context and audience’s interests. Replace the photos with images of places, people, and housing that will resonate with your audience.
- To change photos: right click on the image you want to change and select “Change picture.”
- To adjust image size: right click and choose “Crop.”
- Add slides that provide more information about local strategies and priorities to address the housing challenges specific to your community

Presentation Talking Points

Slides 1-2: Slides 1 and 2 explain the purpose of using this presentation and instructions for customizing the template. Make sure to delete these slides from your final presentation!

A Place for Us All PRESENTATION TEMPLATE
DRCOG Regional Housing Strategy / Tools for Talking About Housing

NOTE TO USER: DELETE THIS SLIDE FROM YOUR FINAL PRESENTATION

Purpose and Use

- Use the following slides to talk about the Regional Housing Strategy and the types of actions that might work in your community.
- The slides are intended for a general audience but can be customized for your specific group. You can cut, paste and delete to use only those slides that meet your needs.
- Integrate with engagement activities to understand community perspectives and priorities. Refer to the "Let's Talk Housing" Messaging Playbook for ideas.
- Suggested talking points for each slide are provided in the notes for each slide and in the "A Place for Us All" Messaging Playbook.
- Customize the slides to reflect local community context, strategies, and/or priorities.

Slide 3: Use this slide to welcome participants, explain the purpose of the presentation, and set expectations for what will be covered. Keep it high-level and conversational.



A Place for Us All
Housing for Our Growing Region
Meeting Name / Date / Time

Update with local seal/logo or remove

Slide 4: This slide ties our region's need for housing to growth in the region. Replace the image with a photo of local housing or leave it as is. Consider adding or referencing more localized projections of growth and how that relates to regional growth.



Our Region Is Growing

- We are growing **jobs**, growing our **communities**, and growing our **families**
- To meet current needs and projected growth, **we will need more than 200,000 new homes in the next ten years**, and more than 500,000 new homes by 2050.



Slide 5: This slide emphasizes that our housing development must respond to demographic and environmental changes in the region. Use this slide to highlight any changes specific to your community.



Our Needs Are Changing

- We are growing older
- Our climate is changing
- There is more traffic
- And our homes cost more than many people can afford

As we grow, we don't just need more homes, **we need to create different types of homes, in the right locations, at prices people can afford.**



Slide 6: This slide highlights some of the factors that make housing development so challenging. Keep the tone positive – we can overcome these challenges together and create homes at prices and rents people can afford.



We Need More Homes

- But land costs, building materials, and labor costs make it expensive to build new homes. Finding places to build them is hard, too.
- **Working together we can make it easier to create more homes—including more types of homes in the right places—at prices and rents people can afford.**

People like young families, seniors, recent graduates, people with disabilities... all of us!



Slide 7: Use this slide to share what the Regional Housing Strategy is and what its goals are. Ultimately, the strategy is about creating a better region with more housing options for everyone.



We Are Partnering in New Ways

- In the Denver region, local governments and other partners are working together to find ways to make it easier and less expensive to build new homes.
- **We collaborated to create a Regional Housing Strategy.**
- Led by the Denver Regional Council of Governments (DRCOG) with input from across the Front Range, it maps out ways to make sure our region has the homes we need now and into the future.

2026
Regional Housing Strategy

Adrcog
ECO
July 2026



Slide 8: This slide highlights that each community must choose the solutions that work best for its needs. There's a role for all of us in creating a stronger region with better housing choices for all. Use this slide to showcase a particular need in your community and a potential or in-progress solution. Edit the slide to include a local photo or leave it as is.



Regional Strategies, Local Solutions

- The Regional Housing Strategy points to ways in which communities across our region can create more housing choices.
- What makes sense in one place doesn't make sense everywhere. Each community must decide the solutions that work best for their needs.
- **When all of us do our part, we can create stronger communities—and a stronger region—with better housing choices for us all.**



Slide 9: This section highlights five ways in which communities can contribute to meeting the region's housing needs, reflecting the five pathways of the Regional Housing Strategy (but using language that is more accessible to a general audience). Use this section to show that our housing crisis requires a comprehensive, multi-pronged approach.



Slide 10: This slide outlines ways communities can make it easier and less expensive to build homes. Use this slide to explain ways in which your own community is reducing development costs and timelines to promote housing creation. Highlight any recent or planned initiatives to update zoning, streamline permitting, and reduce construction costs in your community.

**Make it easier and less expensive to build homes.**

- Identify places where new homes of different types makes sense
- Provide clear and consistent rules for home building
- Make it faster to get new homes approved, especially affordable homes
- Look for ways to lower construction costs



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Slide 11: This slide highlights BoulderMOD, a regional example of lowering costs and growing workforce skills through modular housing. Use this slide to emphasize that communities around the region are thinking about ways to lower costs in innovative ways. Consider adding a local example or additional example you know of from other communities (in the region or elsewhere).

Learn more about [BoulderMOD here](#).

**Learning from our region**



Lowering costs and growing workforce skills

- **BoulderMOD** is a modular factory dedicated specifically to delivering affordable homeownership units in Boulder County
- The modular construction creates high-quality units at lower cost
- Created through a partnership between the City of Boulder, Boulder Valley School District, and Flatirons Habitat for Humanity

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Slide 12: This slide highlights the ways in which communities can create new funding sources and maximize impact with existing resources. Use this slide to share recent or planned investments in funding for housing, for example, a local Affordable Housing Trust Fund or work you are doing with other jurisdictions or partners to fund new homes.

**Increase funding for housing.**

- Work together to create new funding sources
- Improve coordination on housing investments
- Pool existing resources to maximize impact
- Provide access to shared technical expertise



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Slide 13: This slide provides examples of jurisdictions in the Denver region that have created local funding sources for housing, showing different approaches to investment.



Learning from our region



Investing in housing

At least 7 DRCOG Member Governments currently have a **local funding source dedicated to housing**. Sources include:

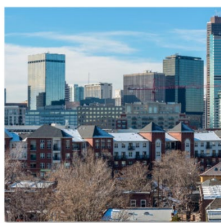
- Sales tax dedicated to housing (Denver and Longmont)
- Property tax dedicated to housing (Boulder, Denver, and Longmont)
- Lodging tax dedicated to housing (Clear Creek County)

Slide 14: This slide highlights the ways in which housing choices can shape affordability, for example, by coordinating transportation and housing investments, thus reducing transit costs.



Create more choices and affordability.

- Coordinate transportation and housing investments to create vibrant neighborhoods with diverse housing options where people can walk, bike or ride to work, shopping, and school.
- Encourage new homes in places that have infrastructure in place.
- Make new and existing homes more efficient so that they need less energy and are less expensive to live in.



Slide 15: This slide highlights West Denver Single Family+, a program that helps homeowners add second units to their properties, creating an income stream for the homeowner and adding new housing options in existing neighborhoods.

See more information on [West Denver Single Family Plus here](#).



Learning from our region



West Denver Single Family+

- Helps homeowners add a second unit to their property, creating new homes in existing neighborhoods
- Provides pre-designed plans, financial assistance, and other support, helping residents generate rental income
- Created by the West Denver Renaissance Collaborative, a project of the Denver Housing Authority Planning & Data Department in partnership with mission-aligned funders

Slide 16: Use this slide to highlight that preserving existing housing and protecting tenants are just as important as producing new housing. Communities can put in place funding sources to support the rehabilitation of older housing. And when tenants are displaced by new development, communities can ensure they have an affordable place to live close by.



Help people stay in their communities.

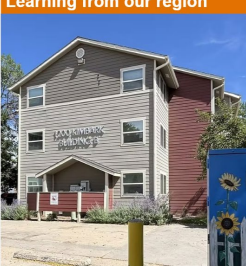
- Rehabilitate older housing so that it lasts longer and stays affordable.
- Help tenants who are displaced by new development find new homes close by.
- Make sure that there is enough housing of all types and price points so that people can find what they need and can afford.



Slide 17: This slide highlights community land trusts, which community members may have varying levels of familiarity with. CLTs are one vehicle through which communities can rehabilitate older housing and preserve affordability. Highlight that they are non-profit groups that purchase properties to create or preserve affordable housing for rental or ownership housing. Share more details on any local community land trusts.



Learning from our region



Community Land Trusts

- Land trusts are nonprofit groups that purchase properties to create and preserve affordable housing.
- They can support rental or for-sale homes, preservation or new construction, and single family or multi-family homes.
- Our region has land trusts that operate in specific neighborhoods, communities, and statewide.

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Slide 18: Use this to highlight the role community members can play in supporting housing as a local priority. By getting more people involved in talking about why housing matters and identifying opportunities for new homes—of different types and at all levels of income—we can work locally and regionally to ensure everyone has access to affordable and quality housing that meets their needs.



Support housing as a priority.

- Talk with friends and neighbors about why housing matters.
- Understand what will happen if we do not have enough homes of different types at prices people can afford.
- Make sure we are thinking about and planning for future generations.
- Get involved!



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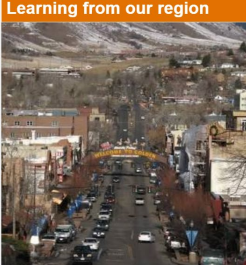
Slide 19: This slide shares the example of Jefferson County, which is actively partnering to create more housing. The Advocacy Network, a coalition of residents, is one example of a way that community members can engage more actively in housing issues. Change this slide or add another one that highlights local partnerships and ways in which you are working to build more support for housing.

See the [JeffCo Housing Blueprint here](#).

Learn more about [the Jeffco Advocacy Network here](#).



Learning from our region



Jefferson County Partnerships

- Partners in JeffCo are working together to create more housing.
- Partnership efforts include the **Regional Housing Strategy**, **Jeffco Housing Blueprint**, **Jeffco Housing Steering Committee**, and cross-jurisdictional funding and coordination for housing navigation.
- The **Jeffco Advocacy Network** is a coalition of residents who champion innovative, practical, and impactful solutions to community needs—including affordable housing.

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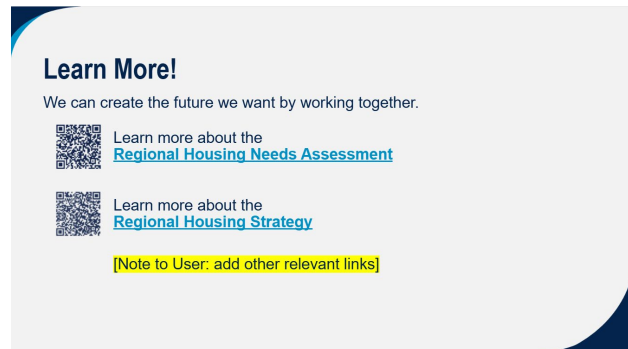
Slide 20: Use this slide to engage participants in a discussion about how your local community can make it easier and less expensive to build housing, increase funding for housing, and advance other local housing priorities.

For more resources on talking about housing with your community, look at the [Let's Talk Housing Messaging Playbook](#) and [Why Housing Matters Slide Deck](#).

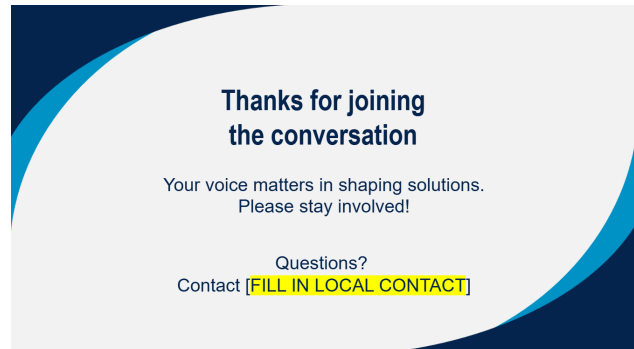


Slide 21: If desired, you can use this slide to direct people to where they can learn more about the Regional Housing Needs Assessment, the Regional Housing Strategy, and other relevant efforts. Customize the slide with your contact information and additional links.

Visit the [Regional Housing Strategy](#) online.
Visit the [Needs Assessment](#) online.



Slide 22: Thank participants for sharing their time and insights, and encourage them to stay involved in housing efforts. Customize this slide with your contact information.



Additional Resources

Learn more about the Regional Housing Strategy

Visit the [Regional Housing Strategy](#) online.

Learn more about the Regional Housing Needs Assessment

Visit the [Needs Assessment](#) online.

Find additional resources to talk about housing with your community

Access the [Let's Talk Housing Messaging Playbook](#) and [Why Housing Matters Slide Deck](#).

Supplemental Links:

- [BoulderMOD](#)
- [West Denver Single Family Plus](#)
- [JeffCo Housing Blueprint](#)
- [Jeffco Advocacy Network](#)

