



## press release

Laura Williams-Parrish  
Pikes Peak Habitat for Humanity  
laura@pikespeakhabitat.org

719.475.7800 ext. 106

### **Pikes Peak Habitat for Humanity aims to improve home affordability in El Paso County, Colorado through new national advocacy campaign**

*Habitat organizations across the country are mobilizing to influence policy and system changes at the federal, state and local levels*

[COLORADO SPRINGS, COLORADO] (June 12, 2019) — Nearly 19 million households across the United States are spending at least half of their income on a place to live, often forgoing basic necessities such as food and health care to make ends meet. In El Paso County, over 75,000 people live below the poverty line. The median price of a home in El Paso County is \$310,000 and median rent is \$1,335/mo. Affordable rental units are scarce with vacancies at a mere 3% for units with monthly rents at \$750 or less. The stability that housing should bring continues to remain out of reach for many people.

On Wednesday, Pikes Peak Habitat for Humanity (PPHFH) joined Habitat organizations across the country to launch a new national advocacy campaign aimed at improving home affordability for 10 million people in the U.S. over the next five years.

Marking significant growth in Habitat's commitment to ensuring that everyone has a safe and decent place to call home, the Cost of Home campaign seeks to identify and improve policies and systems through coordinated advocacy efforts at the local, state and federal levels.

Cost of Home focuses on improving housing affordability across the housing continuum in four specific policy areas: increasing supply and preservation of affordable homes, equitably increasing access to credit, optimizing land use for affordable homes, and ensuring access to and development of communities of opportunity.

Pikes Peak Habitat for Humanity already has taken several steps toward these goals, and is participating in Colorado's Statewide Legislative Build Day on Thursday, June 27, 2019. PPFH is inviting local government officials and community leaders to come together to impact El Paso County families by building strength, stability, and self-reliance.

Executive Director and CEO Kris Medina says, "To build a strong sustainable community, we need to be aware of the needs of those around us and how those needs directly and indirectly impacts the quality of our lives as well as our community. Affordable housing impacts each and every one of us, and Habitat's

Cost of Home is helping inform all of us that meeting the need for affordable housing has many solutions and positive outcomes, and we can all be a part of that solution if we understand the issue.”

More details about Habitat’s Cost of Home policy platform and campaign activation are available at **[habitat.org/costofhome](http://habitat.org/costofhome)**. For more information or to speak to Pikes Peak Habitat for Humanity about the campaign, please contact Laura Williams-Parrish at [laura@pikespeakhabitat.org](mailto:laura@pikespeakhabitat.org) or 719.475.7800 ext. 106.



INTERNATIONAL HEADQUARTERS:  
322 W. Lamar St., Americus, GA 31709-3543 USA  
(229) 924-6935 (800) HABITAT fax (229) 928-8811  
[publicinfo@habitat.org](mailto:publicinfo@habitat.org) [habitat.org](http://habitat.org)

GOVERNMENT RELATIONS AND ADVOCACY OFFICE:  
1310 L St. NW, Suite 350, Washington, DC 20005 USA  
(202) 239-4441 (800) HABITAT fax (202) 239-4472  
[advocacy@habitat.org](mailto:advocacy@habitat.org) [habitat.org/advocacy](http://habitat.org/advocacy)