



**Focus Team:** Housing & Non-Residential Demand + Project Economics (Combined) -

**Date and Location:** Monday, March 28, 2022 – Community Center West Room

**Estimated Attendance:** 30

**Guiding Questions:** N/A

**Key Technical Information Shared:**

Sheila Henderson, Brown Ranch Community Outreach Coordinator, presented an update on the work of the Brown Ranch Health Equity Team. Part of the scope of this team’s work is to augment the traditional demand study with additional data from hard-to-reach populations and social service organizations. See attached slides.

Key findings:

- New data show many residents in Routt County lacks access to healthy food and cost of food in Routt County is higher relative to other CO mountain communities. That points to a need for a grocery store or market at Brown Ranch.
- 30-35% of households in NW Colorado are “doubled-up”. We believe this is an underestimate and are working with area non-profits to get more accurate numbers. We don’t know what percentages is doubled, quadrupled up (density).
- Key piece of data: over 50% of spin-off households (5,999) have income below 30% AMI

**Public Input:**

**Questions:**

Q: What is health equity?

A: Health equity means that everyone has a fair and equal opportunity to be as healthy as possible. That means addressing social determinants of health including food insecurity and access to good, healthy, affordable food (and choices), quality building materials, access to parks and open space, transportation, and availability/affordability of health care services.

Q: We know bringing a grocery store to Brown Ranch will improve access to food, but how will we make sure it’s affordable? Is there any reason to think that prices won’t be so high?

A: Hopefully competition will help. Also, YVHA is exploring other models, including Denver Housing Authority’s food market in their Sun Valley Development.

Q: Have you thought about working with a grocery store and donating land?

A: Putting grocery store on-site is the only way we have control over whether it’s located at Brown Ranch. The existence of a grocery store won’t reduce the cost of a banana itself, but we have other tools within local service programs, provided there’s good access to food. The one thing we can control is how



far you must travel to get access to food. Demand study shows: by 2030, there will be support for an unsubsidized mid-sized grocer (~30K SF). By 2040, a fully community commercial core is possible.

Q: Do you have a sense of how many people who will live at Brown Ranch would qualify for food stamps? Would you consider subsidizing groceries locally, rather than using federal food stamps program?

A: This is a good question we need to future explore!

Q: What happens long-term with mobile home parks?

A: When mobile home parks are well maintained, stable, and have affordable lot rent, they are a great source of affordable housing and are important to protect. There is proposed state legislation to improve protection of mobile home tenants' rights. Fish Creek Mobile Home Park is owned by YVHA. It is yet to be determined whether there will be traditional mobile home parks at Brown Ranch, because they may not meet the steering committee's sustainability goals.

Q: Will the 3 design scenarios YVHA is presenting to the community this summer include detailed housing types? I.e. further than just "Single family attached", will there be information about # of bedrooms and square footage?

A: We will be making some assumptions about bedroom counts and unit sizes to understand general land utilization, with the understanding that might change as we move on to vertical construction.

#### Comments:

- A food cooperative for Brown Ranch might be an option?
- I'd love to see a value brand that is known for lower prices, like Trader Joes, Food4Less, or Aldi
- Grocery stores take up a lot of land and use a lot of utilities. –
- I worry about a grocery value brand with the notoriety of Trader Joe's or Aldi is the volume of traffic from other parts of Steamboat Springs heading to those spots due to novelty. I loved having access to those stores when working in California, but they were on "Grocery Row" with a number of other grocery chains, thus not having issues of entrance to the stores. The issue we have is travel to a store because of the highway, plus those Trader Joe's parking lots are disasters in design. You would basically need to create a comparable store near the mountain or closer to downtown to deter car traffic to Brown Ranch.
- Of course, thus encouraging folks to not use a car as a single occupant to get to the proposed Brown Ranch grocery store unless absolutely necessary (folks living more than a few miles away or who can't drive themselves are of course car reliant with a driver or reliant on public transit). Coordinating bus lines and flow of traffic with school and after school ending, end of various work day times for folks trying to plan their grocery shopping is something we know is an issue with City Market and Safeway, and this won't be any easier.
- Don't build commercial services until there are already houses built and people moved in.
- Locate commercial development on Highway 40
- Would love a link to access those slides or have them sent via email to look at later! Data nerd here.



**Recommendations to the Steering Committee:** N/A

**Next Steps and Action Items:**

- RCLCO to analyze CO Futures Center data. How does it align with their demand study?

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**YVHA FOLLOW-UP FOR WEEKLY REPORT**

**Resources needed from technical consultants for next meeting**

**Necessary Cross-Collaboration w/other Focus Teams:**

N/A

# Brown Ranch: Labor Related

Preliminary findings on working age population

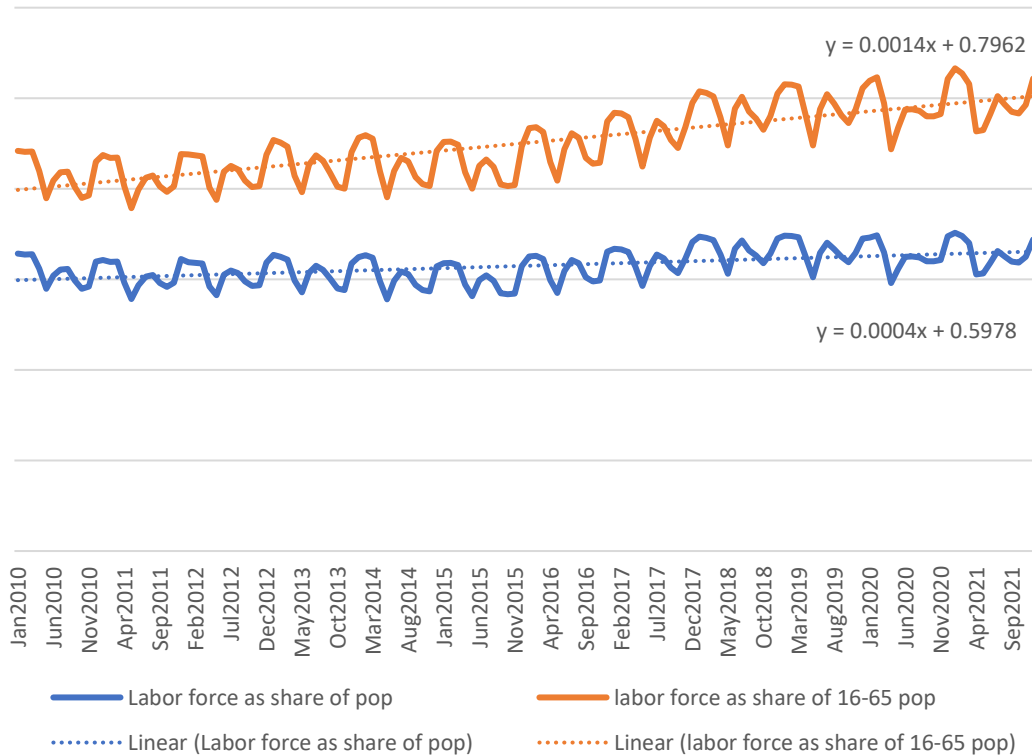
# Defining the data sources

- Quarterly Census of Employment and Wages (QCEW)
  - Administrative record of the unemployment insurance fund
  - Universe is covered employment – those covered by the insurance fund
  - Available at establishment level, subject to suppression requirements
  - Not a survey product – all covered employment included
  - Data released quarterly with approximately 2 quarter lag
- Local Area Unemployment Statistics (LAUS)
  - Monthly household survey to determine unemployment rate
    - Sample sizes can be very small
  - Data by place of residence at the county level
  - Data released monthly with approximately 1 month lag

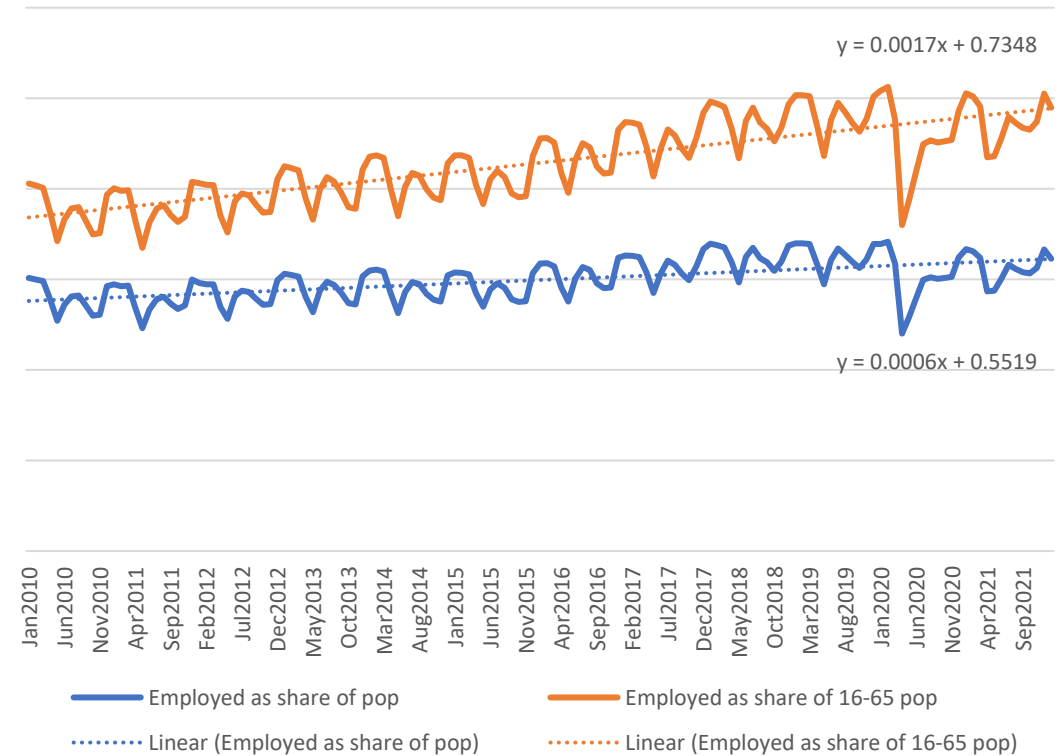
# Demographics of the Labor Market

# Employment and labor force participation trending upward in Routt County

**Labor force** share of total population and working age (16-65) population: Routt County residents

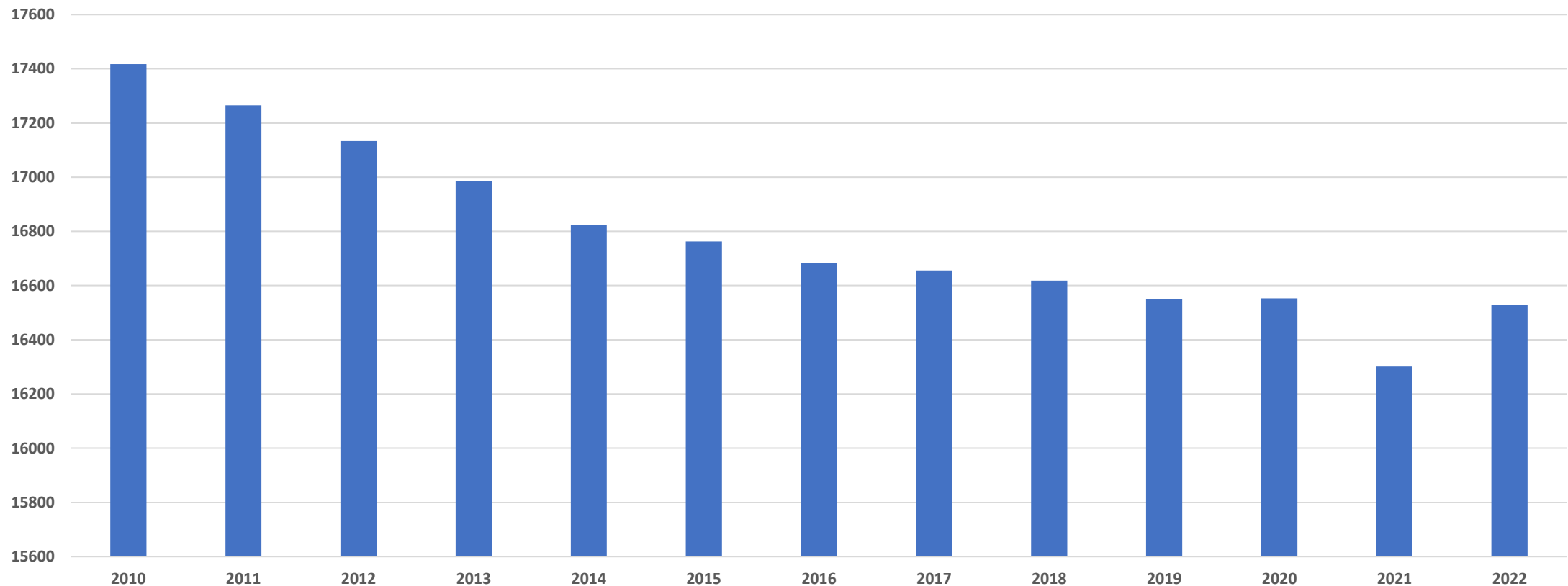


**Employed share** of total population and working age population (16-65): Routt County residents



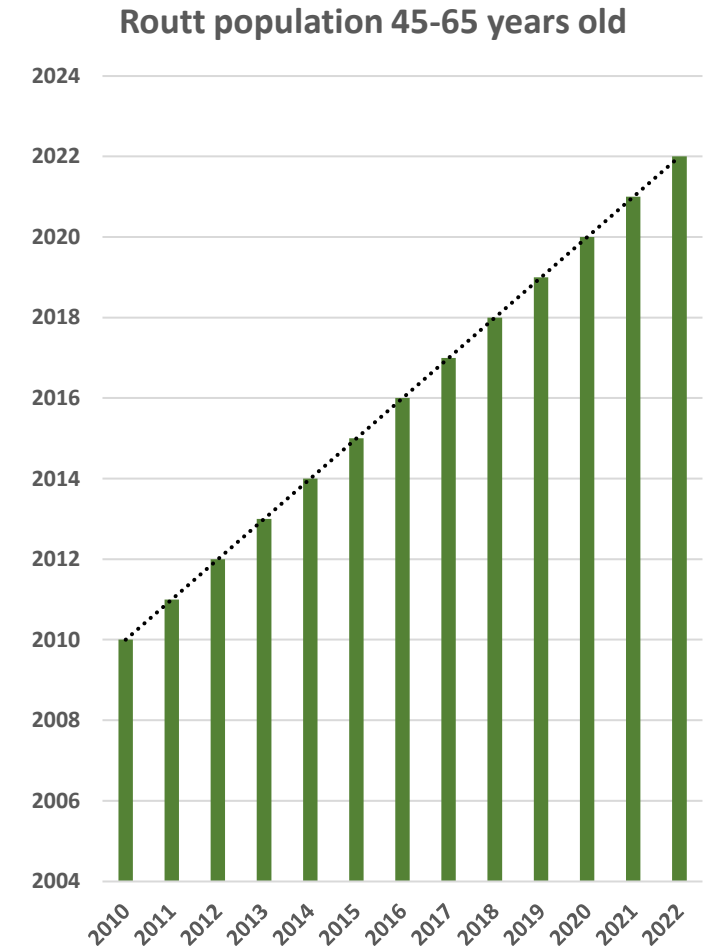
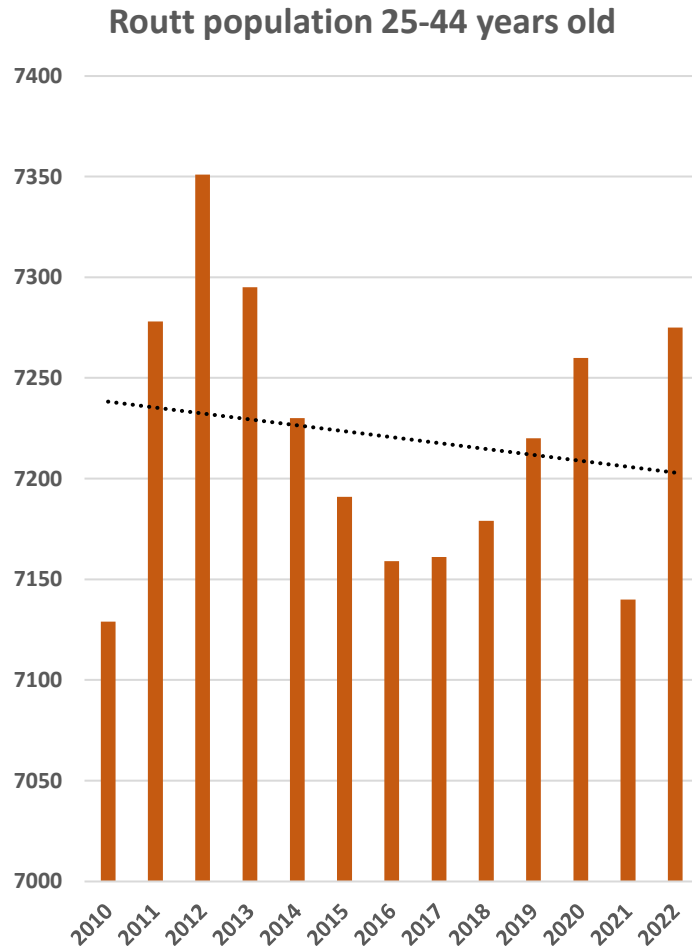
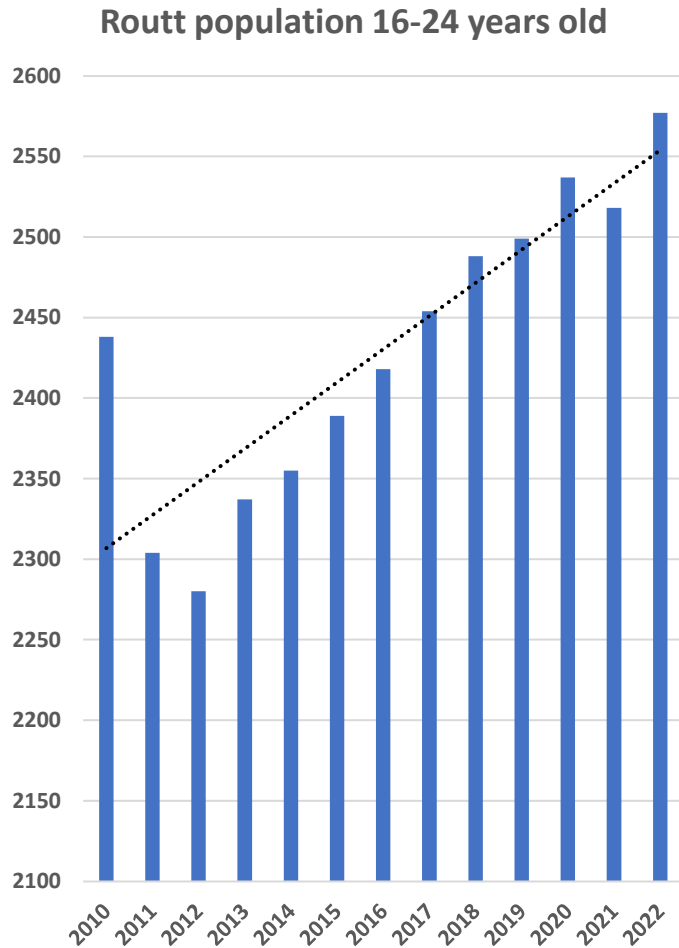
# However, Routt County working age population (16-65) trending downward long-term

Working age population (16-65): Routt County



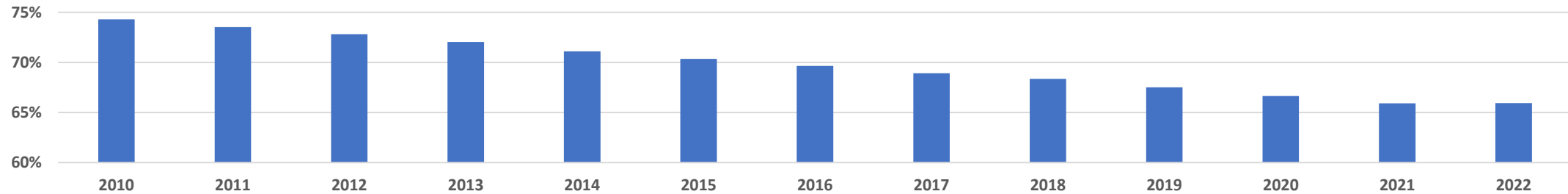


# Decline in Routt Co working age population concentrated in 25-44 year old cohort (Dotted line is the 12-year trend)

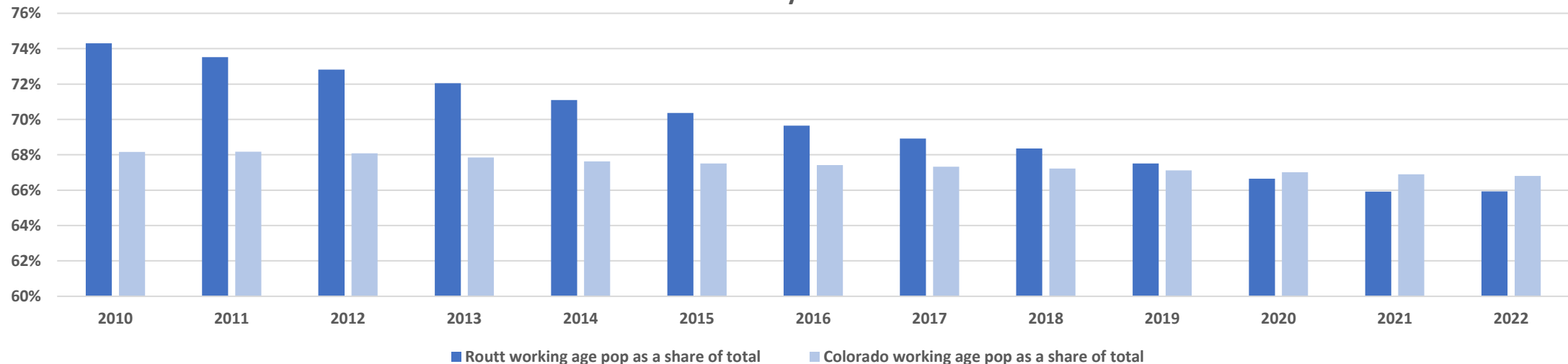


# As a share of total population, working age population in Routt County significantly different than statewide

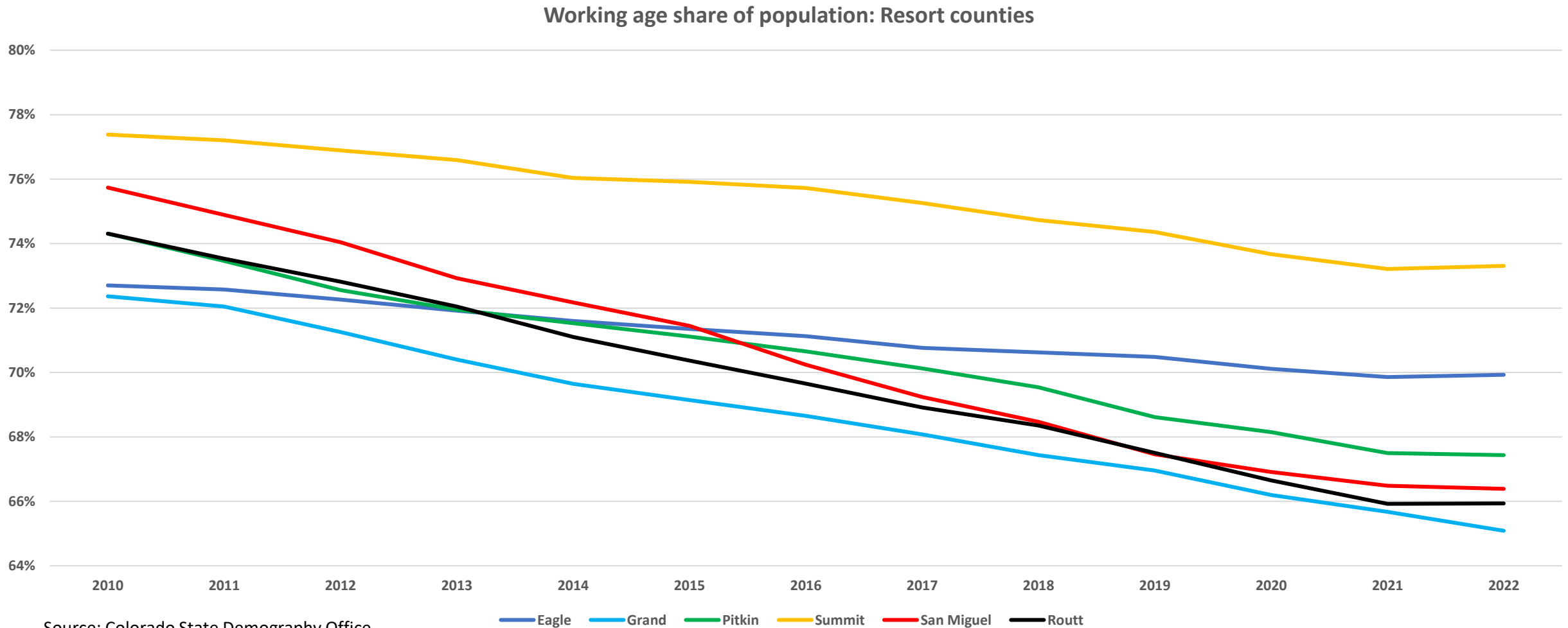
Routt County working age population as a share of total population



Working age population as a share of total:  
Routt County v Colorado



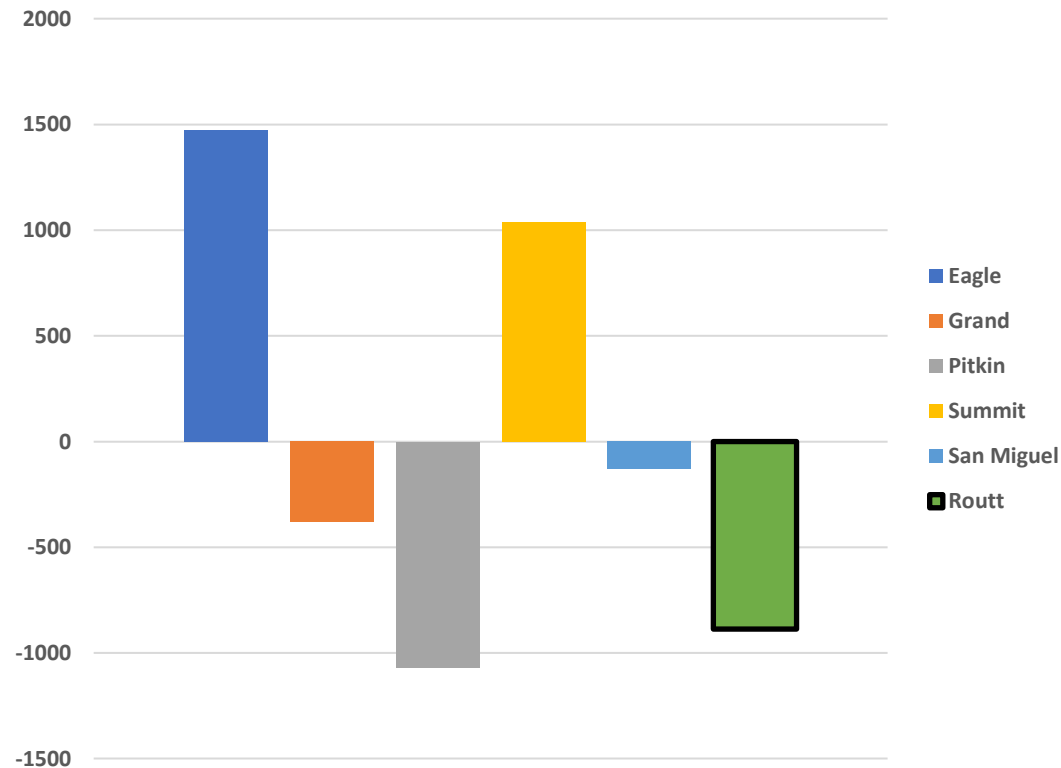
# Of the resort counties, only San Miguel County had a steeper decline in the share of working age population



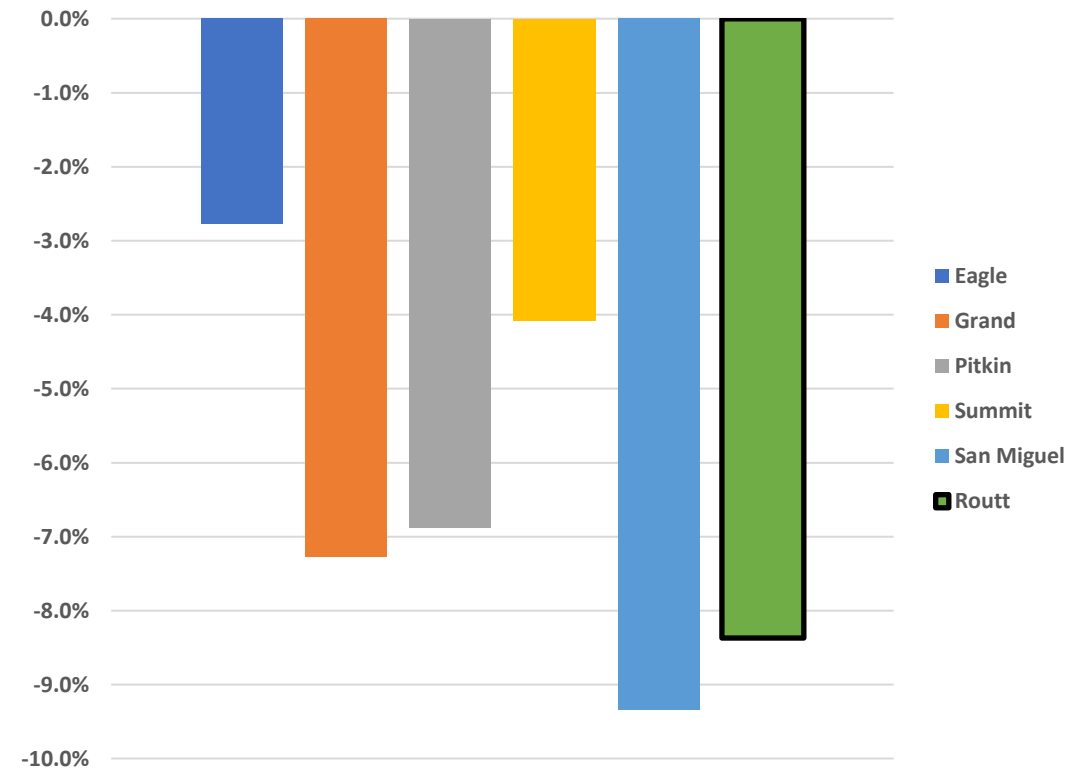
Source: Colorado State Demography Office

# In resort counties, Routt County had second steepest and second largest decline in working age population

Change in working age population, 2010-2022: Resort counties



Percentage point change in the share of working age population, 2010-2022: Resort counties



# Total Routt County employed residents heading back to decade's high even as population ages and working age population declines

Employed share of maximum employed (Feb 2020) for the period 2010 - present:  
Routt County residents

