

**LIFT TO RISE  
ACTION PLANNING 2024-2026  
DATA WALK SLIDES**



OUR  
NORTH  
STAR

All Coachella Valley families have safe, stable, and affordable housing with more money left over to spend on things other than rent.



HOUSING  
CAN  
RESULT

CAN partners are committed to targeted results: We seek to **reduce the percentage of Coachella Valley households who are rent burdened by 30% over the next 10 years**—improving the quality of life of nearly 40,000 households. To do this, we need to **radically increase the supply of affordable housing by 10,000 units by 2028.**

## The Coachella Valley at a glance:

- Total population: **426,494**
  - **+8%** growth 2010 - 2022 vs. **+15%** in Riverside County, **+7%** in California, and **+9%** in US
- Race / Ethnicity:
  - **52%** Latino
  - **39%** Non-Hispanic White
  - **3%** Black
  - **3%** Asian
  - **<1%** Other Race/Multiple Races
  - **<1%** Native American
- Renter households: **54,800**
  - Rent-burdened households: **30,928 (56%)**
  - Severely rent-burdened households: **15,285 (28%)**
- Median Household Income:
  - Coachella Valley: **\$69,749.30**
  - Riverside County: **\$84,505.00**
  - California: **\$91,905.00**
- Poverty Rate:
  - Coachella Valley: **14%**
  - Riverside County: **11%**
  - California: **12%**

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**Key Takeaway:** The Coachella Valley has a higher share of rent-burdened and severely rent-burdened households than Riverside County, California, and the United States.

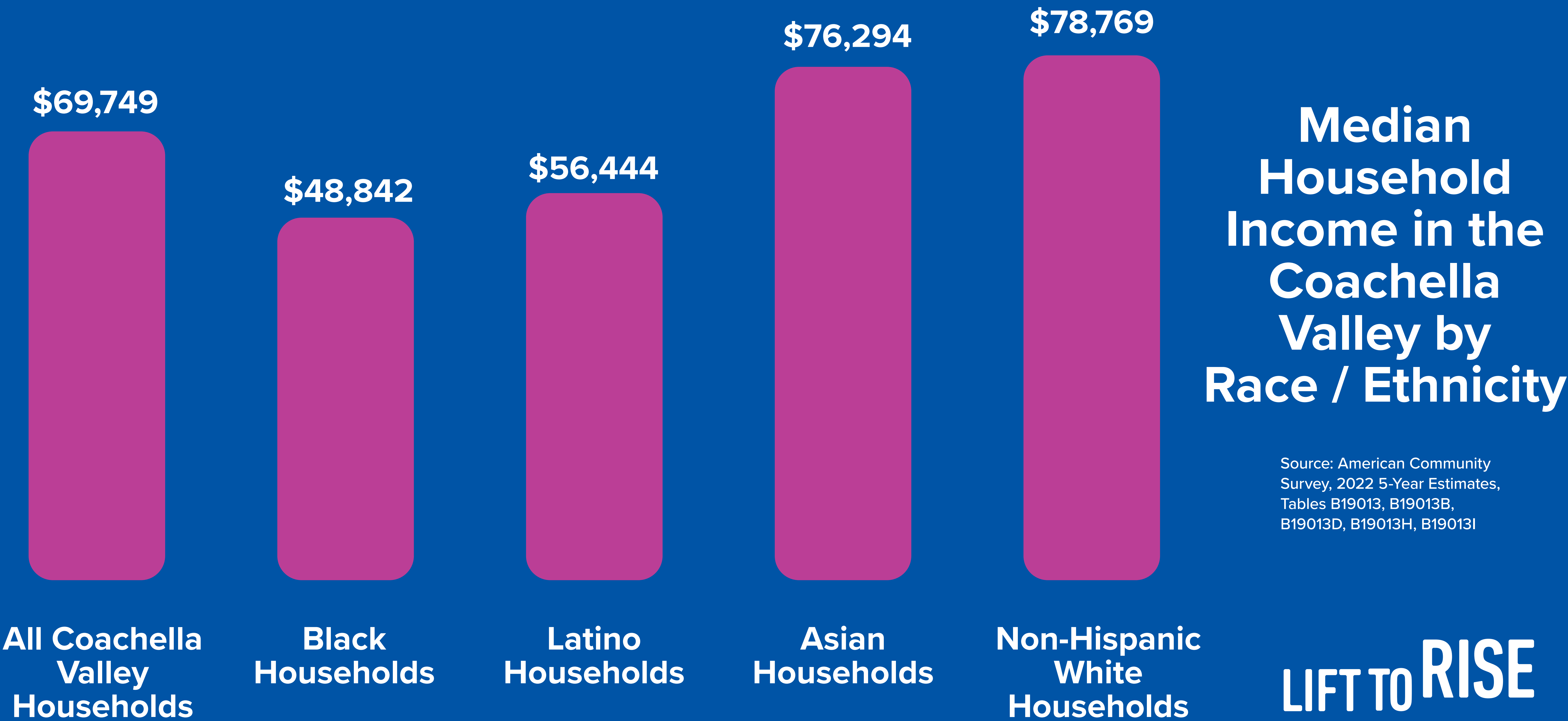
Geographic Area	Share of Rent-Burdened Households	Share of Severely Rent-Burdened Households
Coachella Valley	56%	28%
Riverside County	55%	27%
California	52%	27%
United States	46%	23%

Source: American Community Survey, 2022 5-Year Estimates, Table B25070



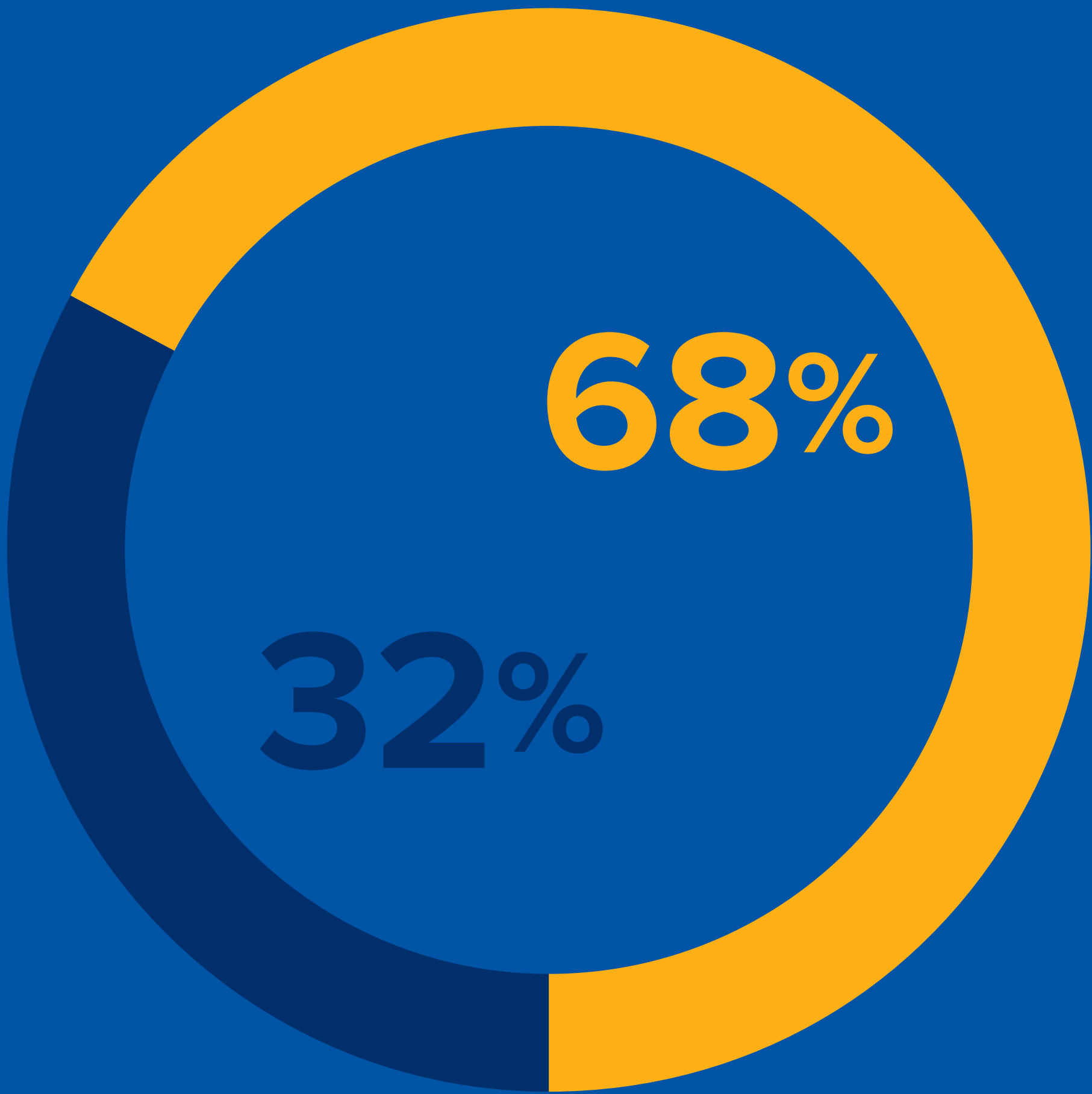
ACTION PLANNING 2024-2026

**Key Takeaway:** On average, Black and Latino households earn less than White and Asian households.



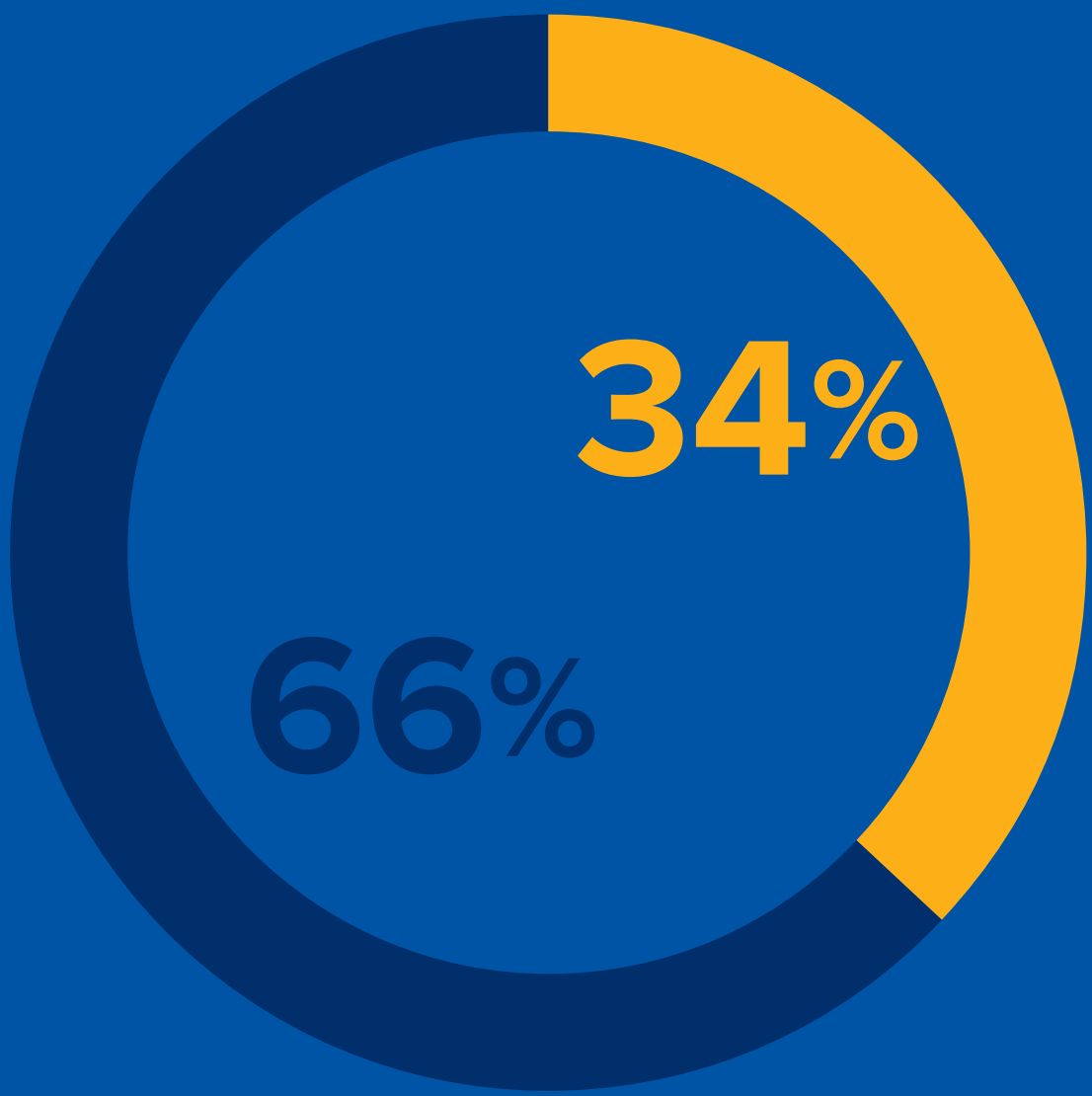
ACTION PLANNING 2024-2026

**Key Takeaway:** Black and Latino households are more likely to be renters than White and Asian households.

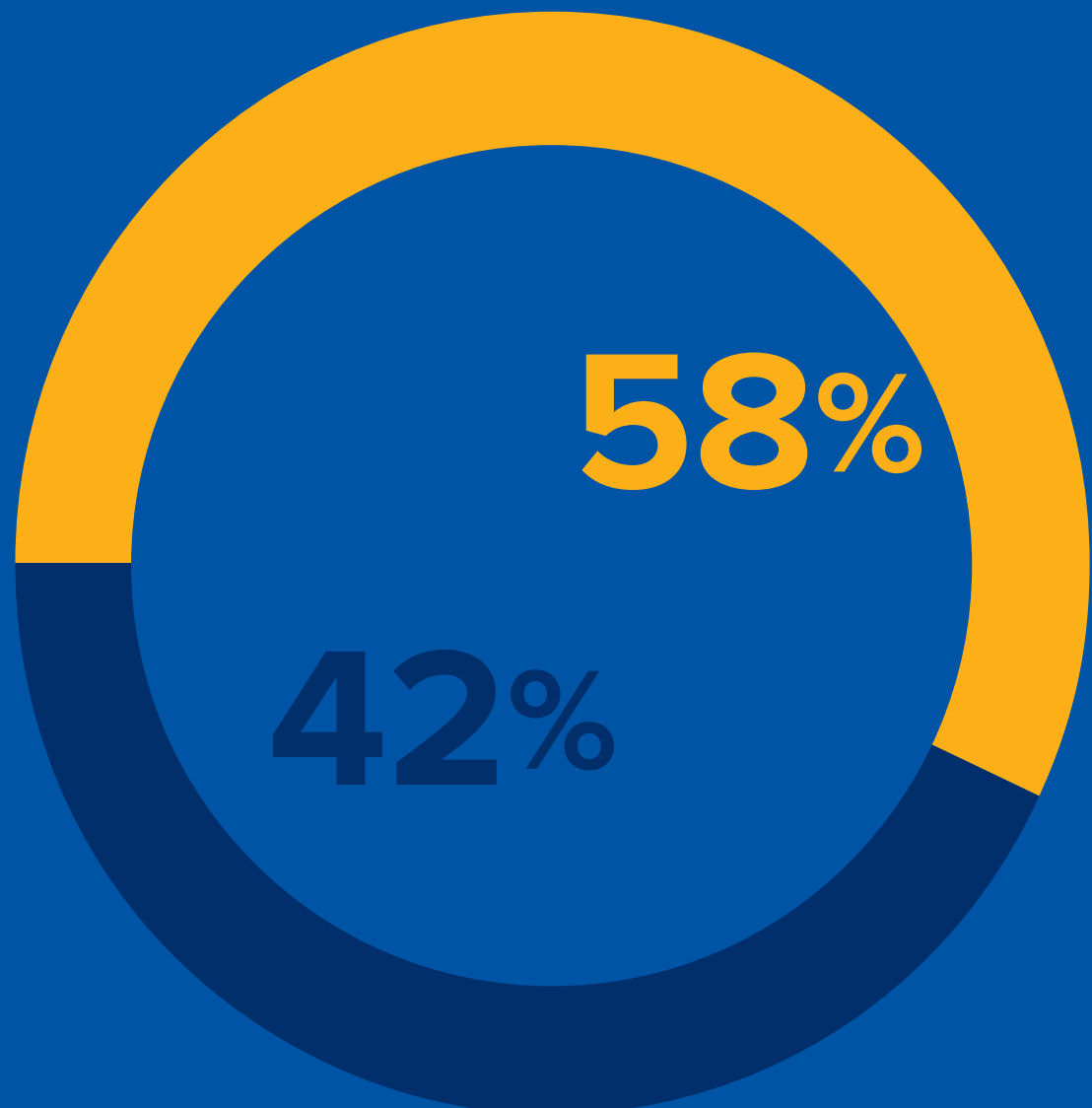


All Households in the Coachella Valley

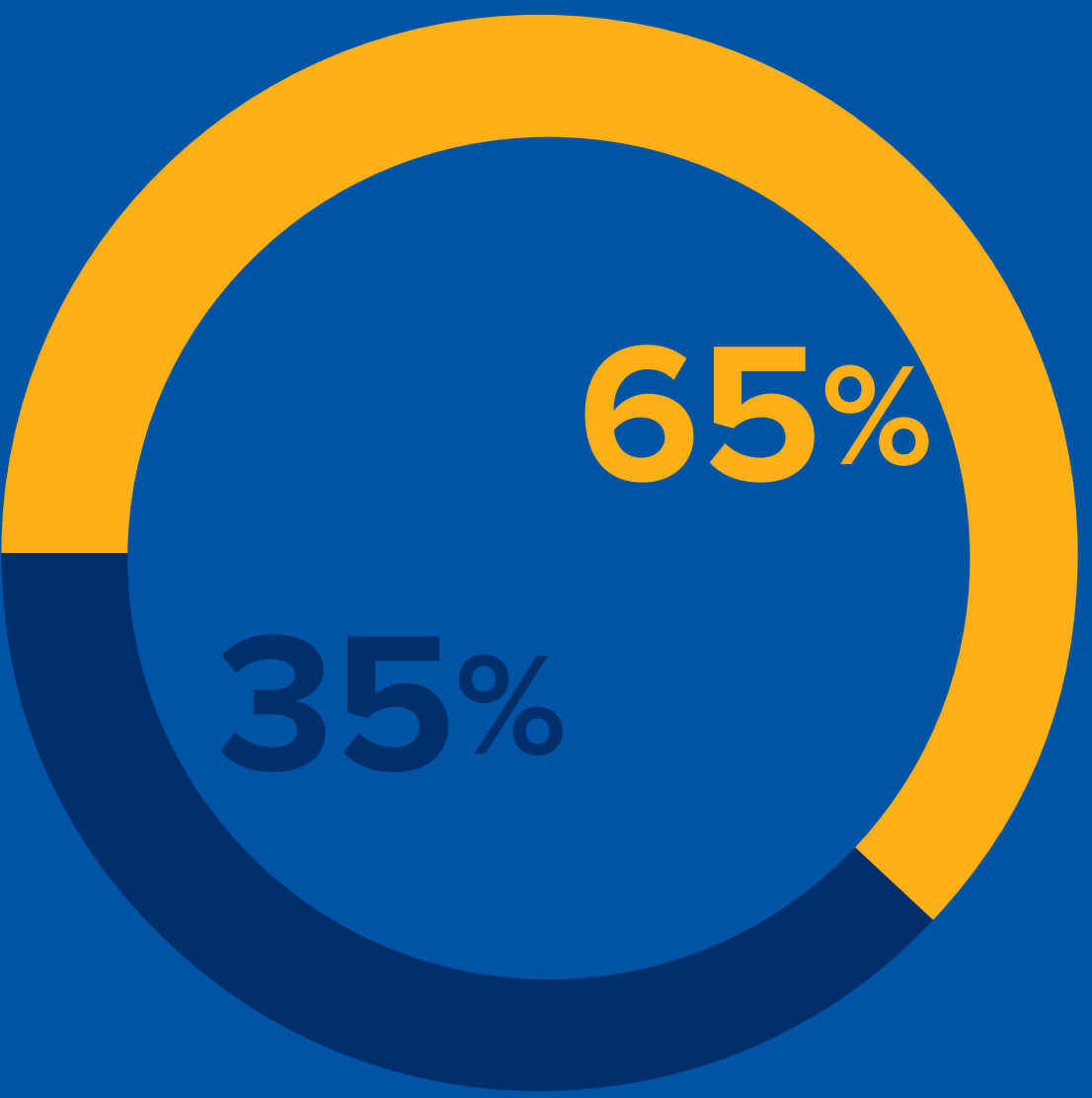
RENTERS   HOMEOWNERS



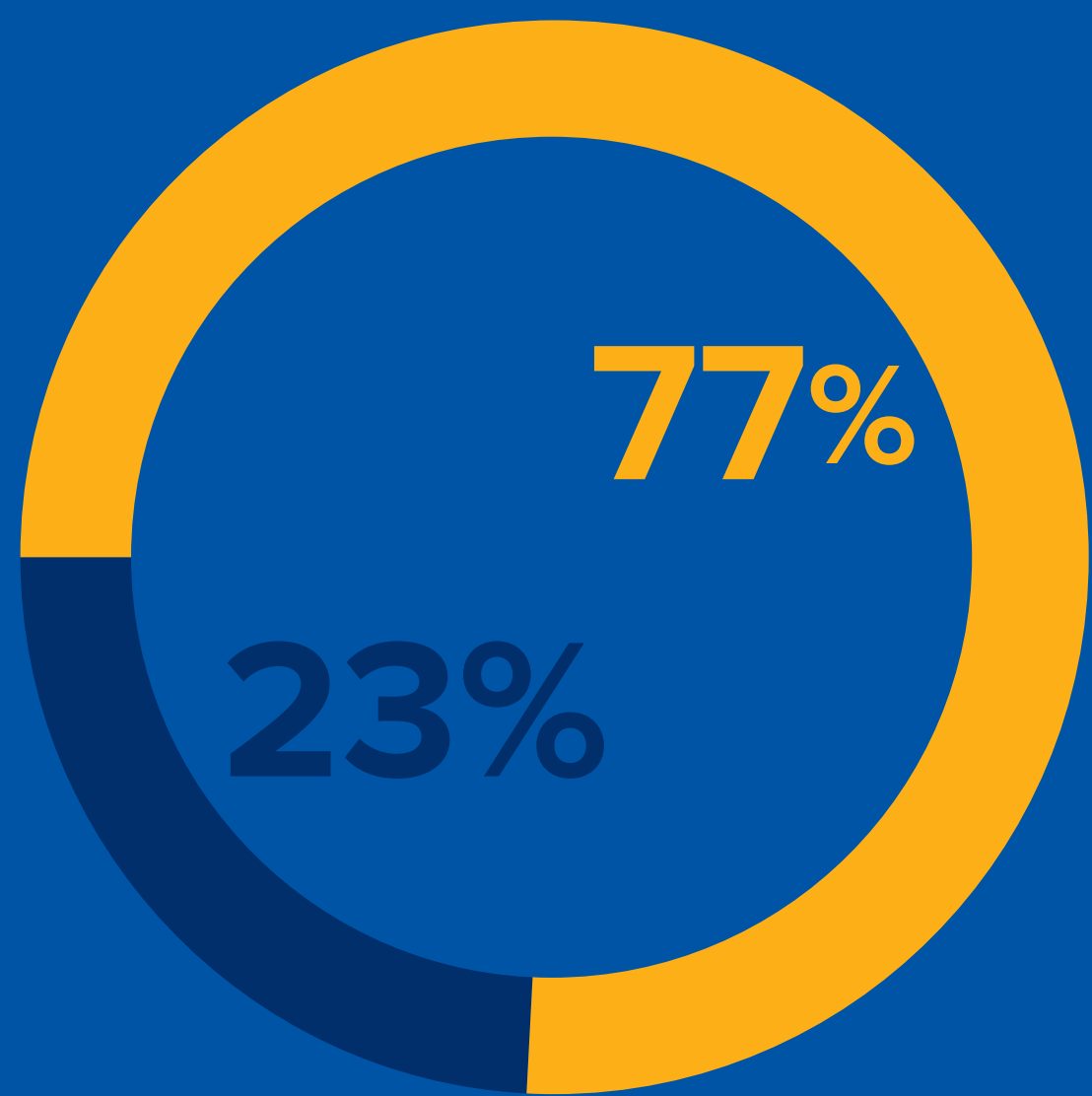
Black Households



Latino Households



Asian Households

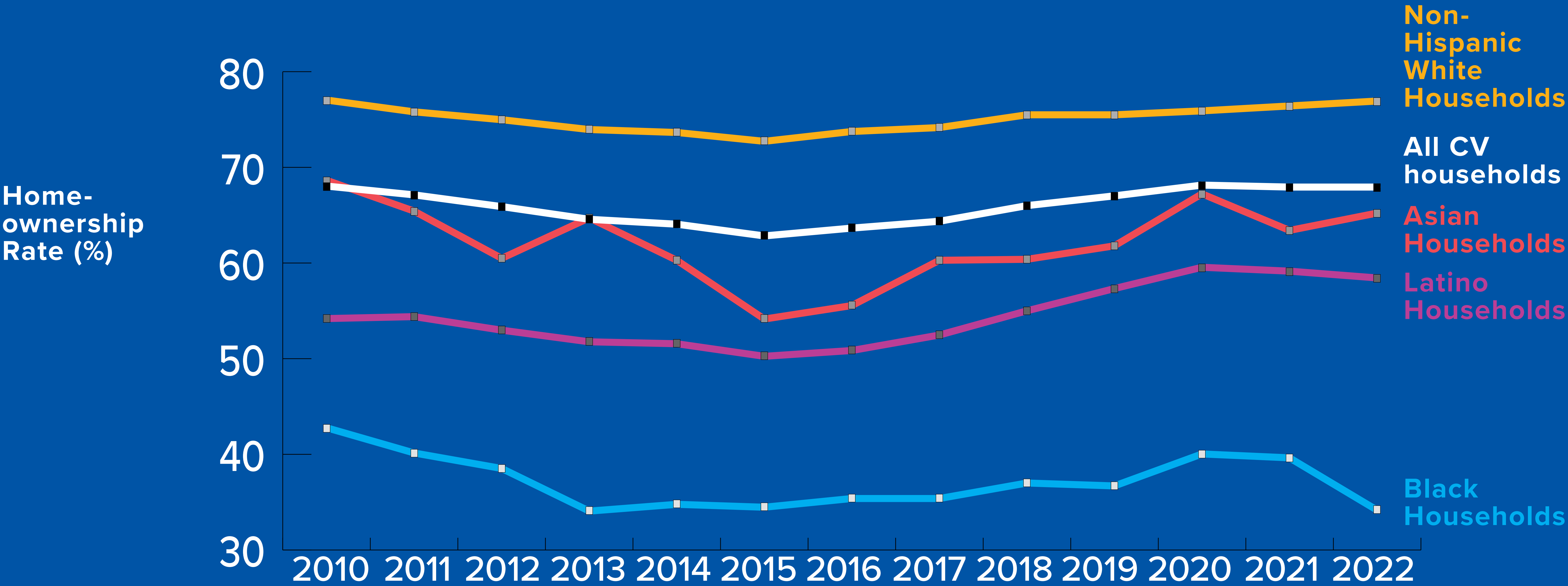


White Households

Source: American Community Survey, 2022 5-Year Estimates, Tables B25003, B25003B, B25003D, B25003H, B25003I

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**Key Takeaway:** Since 2010, homeownership rates have grown for Latino households but fallen for Black and Asian households.



Source: American Community Survey, 2022 5-Year Estimates, Tables B25003, B25003B, B25003D, B25003H, B25003I

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**Key Takeaway:** Riverside County has one of the nation’s most severe shortages of rental housing for extremely low-income households, and the *third most severe in California*.

US Metro Areas With The <i>Most Severe Shortages of Affordable Rental Housing</i>	Affordable and Available Rental Units Per 100 Extremely Low-Income Households
Las Vegas-Henderson-Paradise, NV	14
Orlando-Kissimmee-Sanford, FL	15
Dallas-Fort Worth-Arlington, TX	16
Austin-Round Rock-Georgetown, TX	16
Houston-The Woodlands-Sugar Land, TX	19
San Diego-Chula Vista-Carlsbad, CA	19
Phoenix-Mesa-Chandler, AZ	19
Los Angeles-Long Beach-Anaheim, CA	20
<b>Riverside-San Bernardino-Ontario, CA</b>	<b>20</b>
Jacksonville, FL	21

**Riverside County:**  
**20** affordable rental units per 100 extremely low-income households.

**California:**  
**24** affordable rental units per 100 extremely low-income households.

**United States:**  
**33** affordable rental units per 100 extremely low-income households.

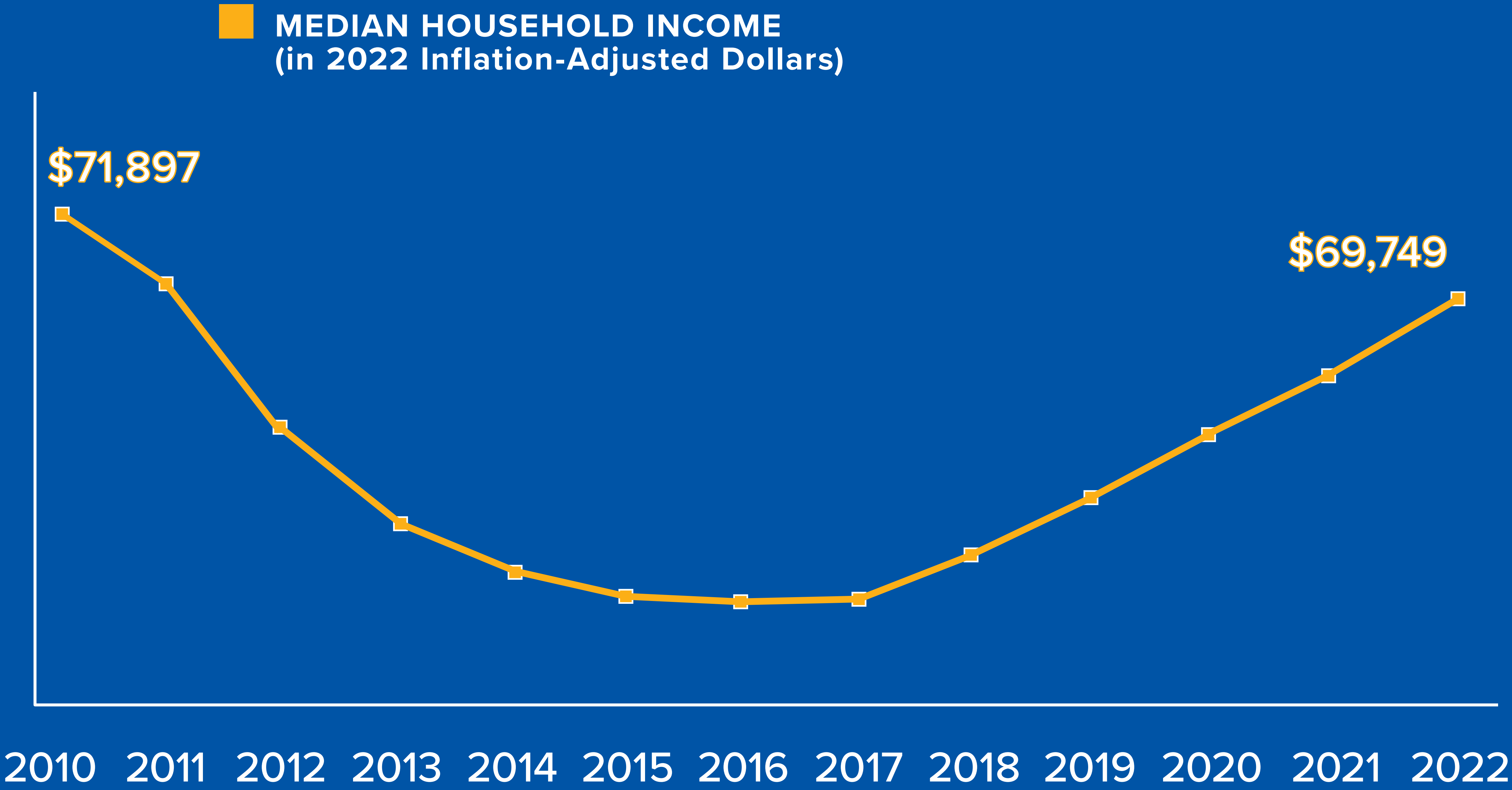
Source: National Low-Income Housing Coaliton (2023), *The Gap: A Shortage of Affordable Homes*





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**Key Takeaway:**  
In the Coachella Valley, the median household income is lower today than what it was in 2010.



Source: American Community Survey, 2010 - 2022 5-Year Estimates, Tables B25064, B19013

# ACTION PLANNING 2024-2026

**Key Takeaway:**  
Market rent prices in several Coachella Valley cities have increased dramatically even in the last 18 months.

City (with available Zillow data)	Typical Rent in April 2022	Typical Rent in December 2023	Percent Increase
Indio	\$2,623.55	\$2,702.17	+3.0%
Palm Desert	\$2,493.75	\$2,702.80	+8.4%
Cathedral City	\$2,697.21	\$2,929.42	+8.6%
Desert Hot Springs	\$1,573.48	\$1,893.75	+20.4%
Palm Springs	\$2,225.43	\$2,397.49	+7.7%
La Quinta	\$3,006.68	\$3,409.42	+13.4%
Rancho Mirage	\$4,359.63	\$5,508.17	+26.3%

Source: Zillow, 2023

## ACTION PLANNING 2024-2026

### **Key Takeaway:**

The average Riverside County renter needs to work almost two full-time jobs to make their housing affordable.

Rental housing is considered “affordable” if the tenant pays **30% or less of their monthly income on rent.**

In Riverside County, a household needs to earn at least **\$33.67/hour** to afford a 2-bedroom market rate apartment.

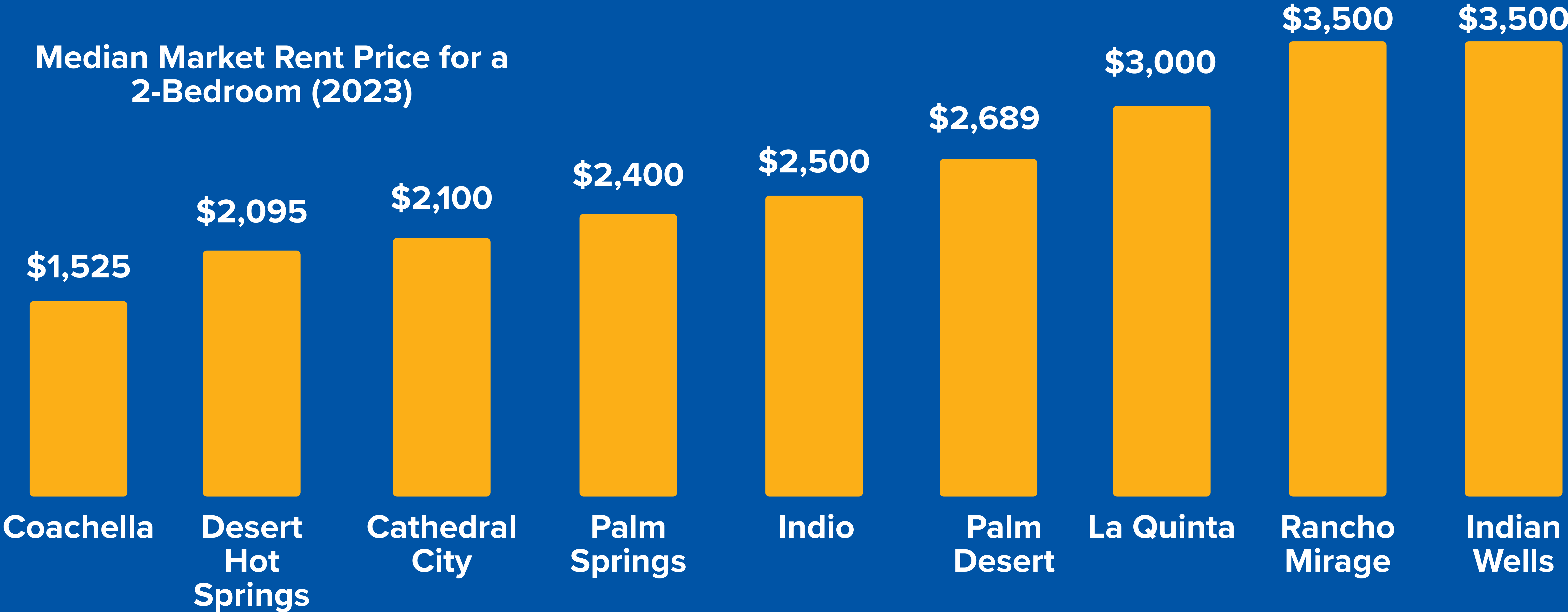
But the average wage among renters in Riverside County is only **\$19.21/hour.**

Source: National Low Income Housing Coalition (2023), *Out of Reach* Report

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# ACTION PLANNING 2024-2026

**Key Takeaway:** Market rents are highest in Indian Wells and Rancho Mirage and lowest in Coachella and Desert Hot Springs.



Source: Zillow, 2023



## ACTION PLANNING 2024-2026

### **Key Takeaway:**

The jobs in the Coachella Valley's most important industries are on average the lowest paid jobs in the area.

**More than 40%** of workers in the Coachella Valley work in three employment sectors: 1) leisure/hospitality, 2) retail, and 3) agriculture.

The leisure/hospitality and agriculture sectors are the two **biggest contributors** to the local Coachella Valley economy.

Average yearly and monthly wages in 2022:

Leisure/hospitality - \$37,504/year or **\$3,125/month**

Retail - \$43,749/year or **\$3,646/month**

Farmworker - \$37,000/year or **\$3,083/month**

## ACTION PLANNING 2024-2026

**Key Takeaway:**  
Homeownership  
is out of reach  
for the typical  
Coachella Valley  
household.

As of September, 2023, the average price  
for a detached home in the Coachella  
valley was around **\$660,000**.

A household income of at least **\$220,000/  
year** would be needed to “afford” that  
price, including mortgage payments,  
taxes, insurance, etc.

In the Coachella Valley, the median  
household income is **\$69,749.30/ year**.

## ACTION PLANNING 2024-2026

### Community Listening Sessions

with **60 community residents** across the Coachella Valley, who gave us feedback on housing and economic mobility data and spoke about what kind of housing and government services they'd like to see. We spoke with residents of:

- Desert Hot Springs
- Palm Desert
- Palm Springs
- Coachella
- Mecca/North Shore
- Indio

We used a **systematic methodology** to meet with **diverse groups of residents that spanned races and ethnicities, income levels, industries, and geographical locations**. Individuals who we met with include:

- low-income renters
- mobile home park residents
- food service and hospitality workers
- undocumented immigrants
- farm workers
- college students
- single parents
- pre-school teachers
- formerly incarcerated residents

We worked with **several partner organizations** to help gather participants and facilitate community listening. Everyone who participated received a \$50 gift card as compensation.

- Cal State Univeristy San Bernardino
- FIELD: Farmworker Institute for Education and Leadership
- Palm Springs Unified School District Family Engagement Center
- Renu Hope Foundation

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## ACTION PLANNING 2024-2026

### **Residents repeatedly identified the following as barriers faced:**

- Economic instability (living paycheck to paycheck, no savings, not earning enough money)
- Lack of proximity to work, hospitals, basic amenities (grocery stores, schools, childcare)
- Lack of education (legal aid/resident rights, educational opportunity, language barriers)
- Not enough affordable housing availability, available housing too expensive
- Inaccessible applications for affordable housing and other public benefits (expensive application fees, application only in English, technology barrier for applications)
- Long wait times for affordable housing
- Concerns about safety



## ACTION PLANNING 2024-2026

### **Residents repeatedly identified the following as wanted resources/strategies:**

- More homeownership opportunities
- More affordable rental housing
- Better wages and benefits at work
- Housing options that can accommodate large, multigenerational families
- Better public transportation access
- Subsidized childcare
- Rental assistance
- Rent control/rent caps
- Translation services
- Legal aid
- Better lighting on streets in neighborhoods
- Education around the process of buying and owning a home
- Financial preparation resources

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## Resident Quotes

“ ”

For us as a couple and parents, it's hard to raise our kids during these times. ***We don't have enough space where we live.***

“ ”

***We pay rent but don't have enough food.*** We were living off cups of noodles for a month straight.

“ ”

Ya subieron todo. ***Cuando sube la renta, sube la comida, sube la gasolina, sube todo.***

“ ”

I cried because my children told me, “Mommy, we don't see you all day.” ***I'm not going to lie to you, I worked from dawn to dusk.*** My ten-year-old daughter had to teach herself how how to change the baby's diaper because I was at work.

“ ”

I believe we need more low-income affordable housing. ***Because they're making more houses in my city but they're all so expensive... Who's going to be able to buy that?***

“ ”

Y aparte me subieron la renta y yo le digo pues yo nomas tengo tres niños y yo digo como vas a subir la renta? ***Y yo sola tratando de mantener toda la cosa sola?***

“ ”

Yes they may give us a \$1-\$2 raise ***but they raise everything even more so it doesn't make up for it.***

“ ”

***A lo mejor sí se puede hacer una legislación,*** ustedes que pueden este para las personas que trabajan en el campo que no les sube la renta.

## Pipeline Overview

**Affordable Units Currently in the Pipeline**

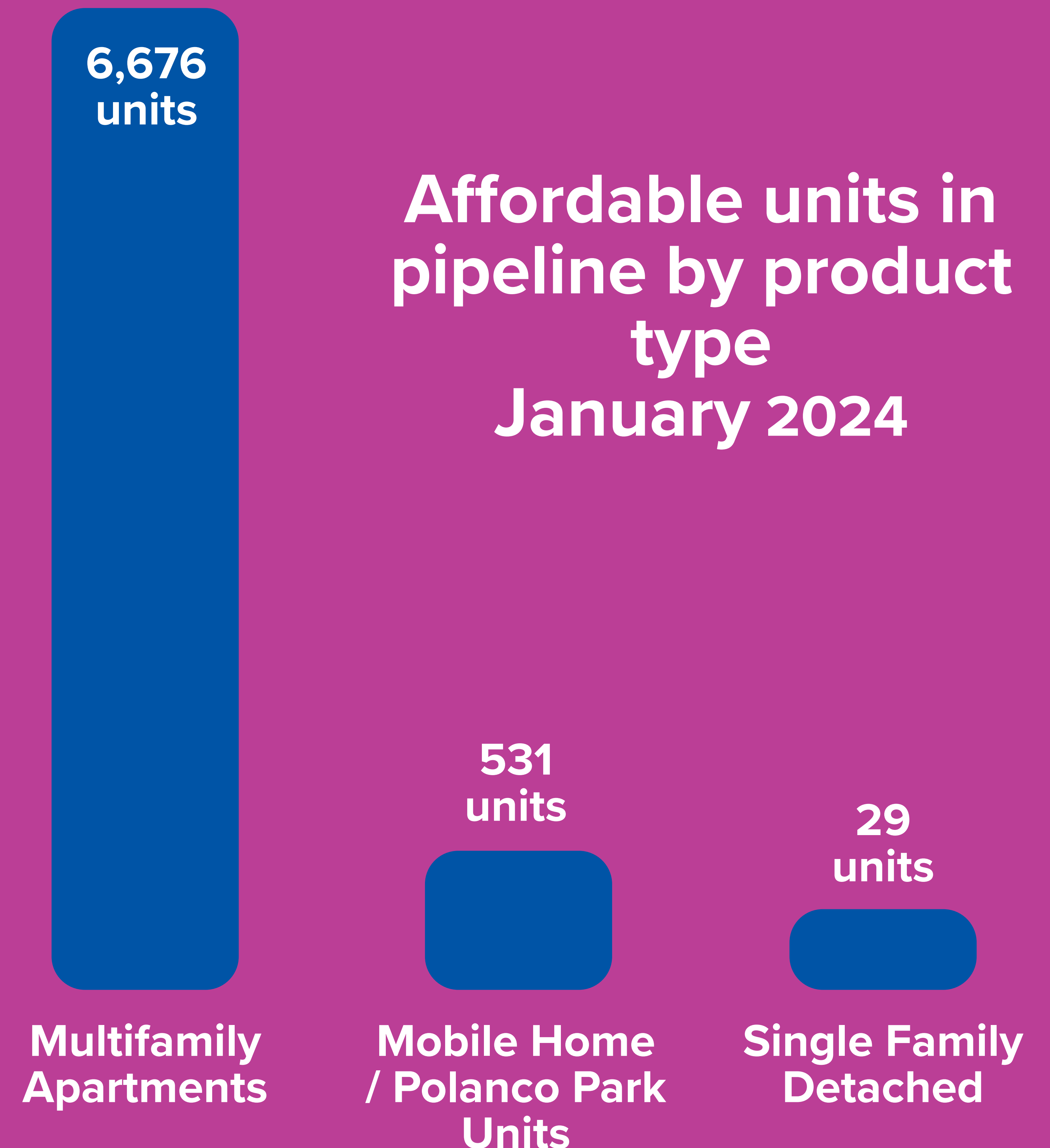
**7,236 over 94 projects**

**Total Development Costs**

**\$3.5 billion +**

**Average Construction Timeline for Multi-Family Projects**

**18-36 months**

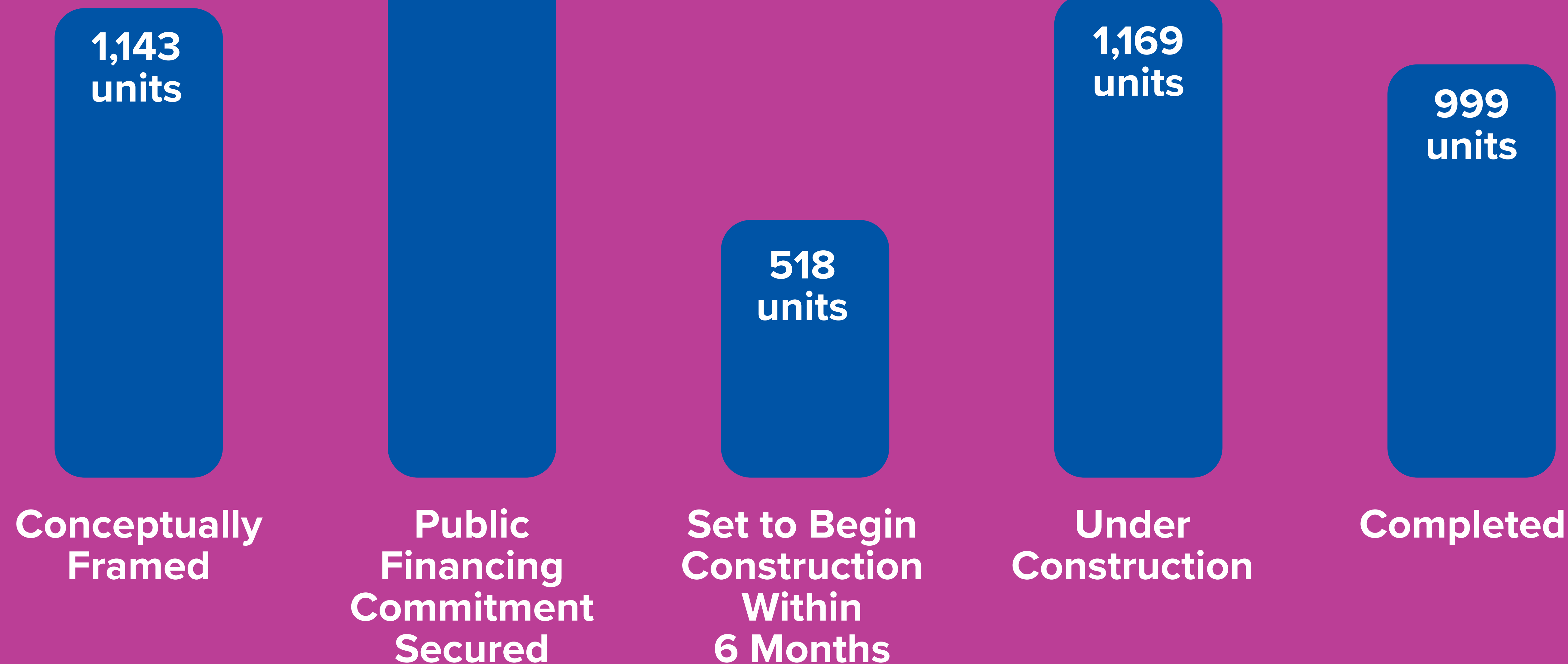




## ACTION PLANNING 2024-2026

**Affordable  
units in  
pipeline by  
development  
stage  
January 2024**

**Key Takeaway:** There are more than 1,600 affordable units either currently under construction or scheduled to be under construction within 6 months.



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## ACTION PLANNING 2024-2026

**Key Takeaway:** The Housing CAN's regional coordination continues to result in a major uptick in production of affordable housing in the Coachella Valley.

**Affordable Units Built  
per Year in the Coachella  
Valley Before 2018:**

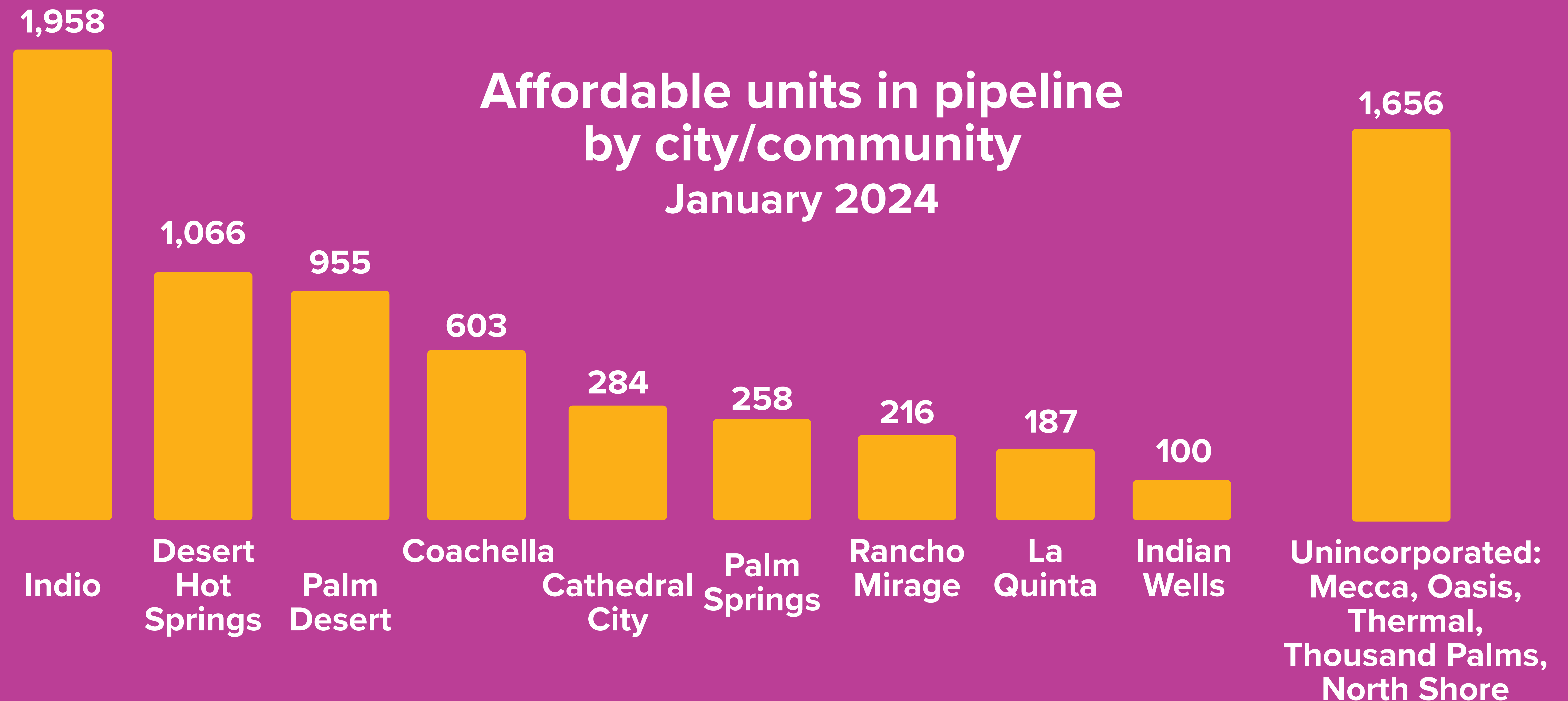
**Less than 50**

**Affordable Units Currently Under  
Construction or Set to Begin  
Constuction Within 6 Months:**

**1,600+**

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**Key Takeaway:** A high concentration of the affordable units in the pipeline are located in the eastern Coachella Valley.



# ACTION PLANNING 2024-2026

**Key Takeaway:** The We Lift Catalyst Fund has deployed loans to catalyze nearly 600 units of affordable housing.

## We Lift Catalyst Fund Loans to Date

Project Name	Developer	Affordable Units	Location	Loan Type(s)	Total Loan Amount
Oasis Villas	CVHC	80	Oasis	Predevelopment	\$750,000
Las Casas Apartments	CVHC	128	Coachella	Predevelopment	\$750,000
Vista Sunrise	CVHC	61	Palm Springs	Predevelopment	\$750,000
Palm Villas	Palm Communities	240	Palm Desert	Predevelopment	\$750,000
Aloe Palm Canyon	CVHC	71	Palm Springs	Predevelopment Acquisition Construction	\$11,650,000

## We Lift Catalyst Fund Case Study: Aloe Palm Canyon



- CVHC developing a 71-unit rehab project in Palm Springs
- The project received \$6.4 Million in No Place Like Home funds and \$20.9 Million Housing Accelerator funds from HCD
- The City of Palm Springs contributed \$7 Million and waived 100% of development impact fees
- Riverside County contributed \$3 Million in PLHA funds and 25 No Place Like Home vouchers
- The We Lift Catalyst Fund provided three loans - Predevelopment, Acquisition, and Construction Loan - totaling \$11,650,000

**Key Takeaway:** Strong coordination between city, county, and state funding sources and the We Lift Catalyst Fund pushed this project over the finish line without tax credits.



## We Lift Catalyst Fund Case Study: Vista Sunrise II



**Key Takeaway:** Multiple funding sources and partners aligned successfully around a healthy affordable housing development.

- CVHC developing 61-unit new construction project in Palm Springs.
- \$750,000 in predevelopment loan from We Lift: Catalyst Fund
- \$900,000 from the FHL Bank of San Francisco Affordable Housing Program (AHP)
- \$10,809,380 Million in federal tax credits
- \$8,107,033 Million from CDLAC
- \$6,769,577 in No Place Like Home Funds (NPLH) from Riverside County and Riverside University Health System-Behavioral Health (RUHS-BH)
- \$3,600,000 and 100% Development impact fees waived from the City of Palm Springs
- Land donation and health services provided by DAP Health

# Tracking Our Progress Since Our Last Action Plan

**Strategy Bucket 1 - Pipeline:** Identify 3,000 units a year that meet criteria for the affordable housing pipeline with an emphasis on those that include connections to health and Early Childcare and Education (ECE) and move at least 50% of pipeline projects to development.

## Underway / completed:

- Review each city's housing element and creatively activate or re-purpose vacant land in partnership with county and municipal governments, school districts, utilities and others;
- Create a centralized pipeline portal tool through agreements with county and municipal governments, developers, and stakeholders, and make the pipeline sortable by population target (percent of Area Median Income), potential for health and childcare connections, and other criteria;

- Identify 3-4 infrastructure plays that could accelerate development.

## Needs work:

- Identify 3,000 new units for the pipeline by December 31, 2023 and another 3,000 by December 31, 2024;
- Develop criteria for health and Early Childcare and Education (ECE), and conduct a landscape analysis of opportunities and impediments to increase ECE opportunities connected to housing;



# Tracking Our Progress Since Our Last Action Plan

**Strategy Bucket 2 - Funding:** Grow We Lift: Coachella Valley's Housing Catalyst Fund's lending pool to more than \$60 million that will be invested in moving projects to by-right development, and create a "help desk" to support municipalities and developers to access permanent financing.

## Underway / completed:

- Deploy We Lift loans to at least four projects per year;
- Help developers and municipalities access Federal and State of California Housing and Community Development (HCD) programs that provide permanent financing.

## Needs work:

- Raise \$30 million in grants for We Lift's loan loss pool, which will be matched by \$30 million in CDFI and other funds to support predevelopment costs, helping developers secure land and permanent financing to move to construction;
- Raise \$10 million in grant dollars to support housing connected to health and ECE outcomes;

# Tracking Our Progress Since Our Last Action Plan

**Strategy Bucket 3 - Policy Advocacy:** Advocate for changes in federal and state regulations for affordable housing programs that remove barriers for our region and align our County and all nine municipalities in establishing pro-housing policies that support development.

## Underway / completed:

- Federal focus: Seek opportunities for the region to access CDFI Capital Magnet Fund, HUD program guidelines, and USDA program guidelines;
- State focus: Re-orient climate and density goals to fit inland California regions in the guidelines and regulations of CDLAC, TCAC, and HCD;
- County focus: Increase investment in our region as a model for the county; streamline and align entitlement processes with municipalities and earn HCD Pro-Housing Designation;
- County focus: Develop County-wide affordable

housing strategy by 2024;

- County focus: Work with health and early child care and education (ECE) agencies to support affordable housing tied to health and ECE, and unlock new funding for development;
- Initiate and support research to identify pathways to permanent financing in our region.

## Needs work:

- Local focus: Support all 9 Coachella Valley cities to earn the HCD Pro-Housing Designations with emphasis on by right Development and streamlined entitlement.



# Tracking Our Progress Since Our Last Action Plan

**Strategy Bucket 4 - Resident Engagement:** Educate and activate resident leaders, partners, and public officials to advocate for affordable housing in the region.

## Underway / completed:

- Build compelling case for affordable housing and supporting media and materials through work with The Case Made and Swell Creative Group;
- Identify other housing advocates in the region and build partnerships around shared agenda interests;
- Activate the Resident Leadership Table to educate residents and increase resident civic engagement through attendance at public meetings, letters of support, and other activities in support of affordable housing;

- Mobilize CAN members and their networks to support affordable housing proposals;

## Needs work:

- Design and deliver curricula to educate public officials and for community members who wish to advocate;
- Develop materials and work with partners to equip elected and appointed public officials with data and arguments in support of affordable housing.

# Tracking Our Progress Since Our Last Action Plan

**Strategy Bucket 5 - Keeping Residents Housed:** Create a Housing and Rental Resource Center as a one-stop shop that connects residents and landlords to a sufficient network of services to prevent eviction and foreclosure.

## Underway / completed:

- Build a network among prevention services (legal aid, mediation, and rental assistance), and work with partners to develop new or expanded services to meet need;

and partner with courts to gather data and divert evictions;

- Engage landlords and landlord groups to support them in diverting evictions;

- Launch a portal and triage process to work with tenants and landlords to prevent evictions.

## Needs work:

- Create a central database with real-time information on evictions, code violations, and foreclosures in the region;
- Develop a right to counsel in Riverside County,