

FACE THE HOUSING CRISIS™

Join us in an initiative to address Central Florida's housing crisis and forge a path toward prosperity

A home is more than just shelter. Home is the foundation of financial security and quality of life. Collectively, housing is the cornerstone of community health and well-being.

The data points to the dire impact of an expanding housing crisis. Escalating housing prices and limited affordable options increasingly disrupt workforce availability, erode quality of life, and strain community well-being.

Consistent with our mission to provide safe, decent, and affordable housing for all, Habitat for Humanity Greater Orlando & Osceola County introduces the Cornerstone Housing™ Framework. This pioneering approach acknowledges the complexity of the housing crisis and its role in a myriad of community priorities.

From our individual vantage points, the challenges may seem too complex. Yet together, we can tackle the root causes of the housing crisis by forming transformative multi-stakeholder partnerships equal to the task.

August will mark the beginning of the Cornerstone Housing™ initiative with the convening of a dynamic

coalition—united and prepared to make valuable contributions to the work of collective leadership.

Our objectives are straightforward:

- To serve as a convenor, catalyst, and guide in the integration of a wicked solution framework that provides the structure and process necessary to initiate and sustain a perpetual action system capable of building regional prosperity, through affordable housing
- To increase awareness of the housing imperative, foster consensus, and gain the commitment of key stakeholders
- To establish and propel a multi-stakeholder partnership for transformational change by building consensus around the housing crisis as a root cause undermining the realization of our shared goals of health and well-being



Catherine Steck McManus
President & CEO
Habitat for Humanity
Greater Orlando & Osceola County

I invite you to be part of this extraordinary movement. Your support will enable us to unleash the untapped potential of our region, engage in thought-provoking conversations, and pioneer a comprehensive strategy to confront the complexity of the housing crisis. Together, we can shape the future, create lasting change, and ensure everyone in Central Florida can access safe, affordable housing.

At this critical point in time, we can sit on our hands or put them to work collectively. We invite you to raise your hand and pioneer the change needed to FACE THE HOUSING CRISIS™.

Learn more at [FaceTheHousingCrisis.org](https://www.FaceTheHousingCrisis.org)

“Together, we can tackle the root causes of the housing crisis by forming transformative multi-stakeholder partnerships equal to the task.”

HOUSING MARKET SHAPES AN ECONOMIC IMPERATIVE

The median sales price for an “entry-level” house in the Orlando metro area more than doubled, from



in the 10 years between 2012 and 2022.



of all workers in Orlando's MSA are employed in industries whose median hourly wage is above the wage needed to afford a **two-bedroom apartment without being cost burdened.**



sold during the last three months of 2022 in the Orlando metro area were considered “**affordable**” based on median household income.

Sources: American Enterprise Institute's National and Metro Housing Market Indicators; staff computation

THANK YOU

Habitat Orlando & Osceola is grateful to be part of a broader community of dedicated individuals, including elected officials and community leaders, who are tirelessly working to address the urgent challenge of affordable housing.



CENTRAL FLORIDA'S GORDIAN KNOT

The effects of fragmentation and the complexities of housing as a wicked problem resemble a modern-day Gordian Knot. We embrace the legend of Alexander the Great's solving the challenge of the Gordian Knot by slicing through it with his sword as a call for boldness, unconventional thinking, and decisive action.

While the Gordian Knot serves as a powerful lesson from history, we can also learn from contemporary research in public administration, organizational behavior, and political science. With the injection of the wisdom realized in our own experiences, together we can navigate a path to collective solutions.

CORNERSTONE HOUSING™ FRAMEWORK

To untangle these knotted strands of socio-economic complexity, we introduce here the **Cornerstone Housing™ Framework**.

The significant work required to address housing as a collective priority begins with this initial introduction of a comprehensive platform to unravel the Gordian Knot that chokes regional improvements in health and undermines our quality of life.

We begin with three specific goals emerging from a holistic view of housing as the cornerstone of a thriving regional economy:



Housing Supply Ladder: Restoring balance in the housing market with adequate supply across the tiers of housing, facilitating progression from entry-level to aging in place.

Capable Demand: Enabling sustainable demand from buyers, each with the financial capacity and self-sustaining capability to secure and maintain decent housing that fits their needs.

Reflexive Safety Net: Evolving the region's social service model perpetually to provide a rapid and coordinated response that breaks the cycle of dependency and builds capable demand.

Each of the goals identified in the Cornerstone Housing™ Framework will be pursued through an innovative process and structure designed to redefine collaboration as a mechanism for collective action.



The Cornerstone Housing™ Framework also calls for more sophisticated performance measurement and program evaluation approaches. Shifts in focus are needed to emphasize results and value the learning process created by disciplined and iterative feedback loops over longer periods of time than those associated with traditional grant awards or government budget cycles.

IT'S TIME TO FACE THE HOUSING CRISIS - TOGETHER



READ MORE: Download our in-depth position paper: “Face the Housing Crisis: A Community Charter for Collective Leadership.”



JOIN US: Sign up to receive details about our **Aug. 16** event, where we will unveil this groundbreaking initiative, and other ways to get involved.

LEARN MORE: Visit [FaceTheHousingCrisis.org](https://www.FaceTheHousingCrisis.org) or scan

