

# Housing Affordability

## The Widening Gap

Housing affordability is one of Ventura County's defining regional challenges.

It affects who can live here, who can work here, who can build here, and whether future generations can remain connected to the communities they call home.



**HEART OF HOME**   
25 Years of Connection, Community, & Change

*\*This digital deck is an evolving record of Ventura County's housing history. It highlights selected projects, policies, partnerships, and milestones and may not include every contribution. Content can be corrected, expanded, and updated as new information becomes available.*

# Affordability Shapes More Than Household Budgets

Housing affordability affects residents, employers, public agencies, developers, builders, architects, planners, nonprofits, and regional housing partners.

It influences workforce stability, economic health, public planning, infrastructure needs, development feasibility, health outcomes, and the long-term resilience of Ventura County communities.



**Residents**

Stability +  
choice



**Employers**

Hiring +  
retention



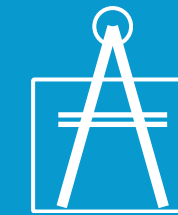
**Public  
Agencies**

Planning +  
services



**Developers  
+  
Builders**

Feasibility +  
delivery



**Architects  
+  
Planners**

Design +  
livability

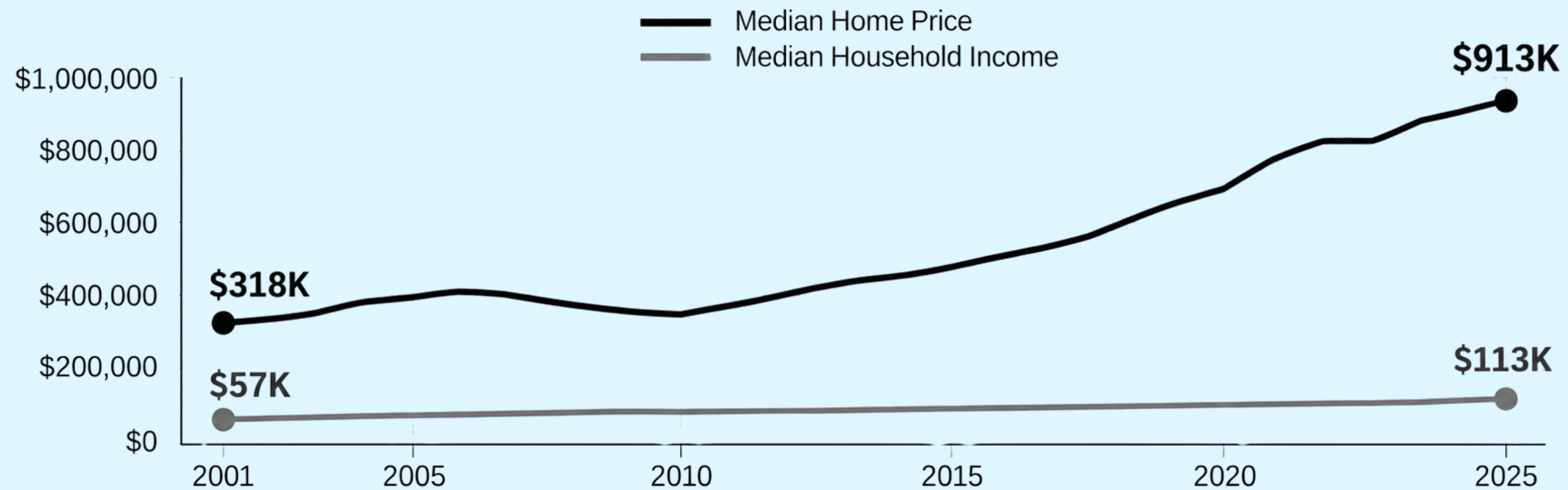


**Nonprofits  
+  
Housing  
Partners**

Mission +  
long-term  
impact

# Home Prices Grew Faster Than Income

From 2001 to 2025, Ventura County's median home price rose from about \$318,000 to \$913,000. Over roughly the same period, median household income rose from about \$57,000 to \$113,000.



Source: C.A.R. median sale price; U.S. Census SAIPE (nominal), 2024 income latest published.

# The Affordability Pressure, At A Glance

Nearly

**3X**

Median home price

**\$318K → \$913K**

(2001 - 2025)



**2X**

Median household  
income

**\$57K → \$113K**



**~\$52/hr**

Needed to afford a  
two-bedroom rental

About three full-time  
minimum-wage jobs



**~41%**

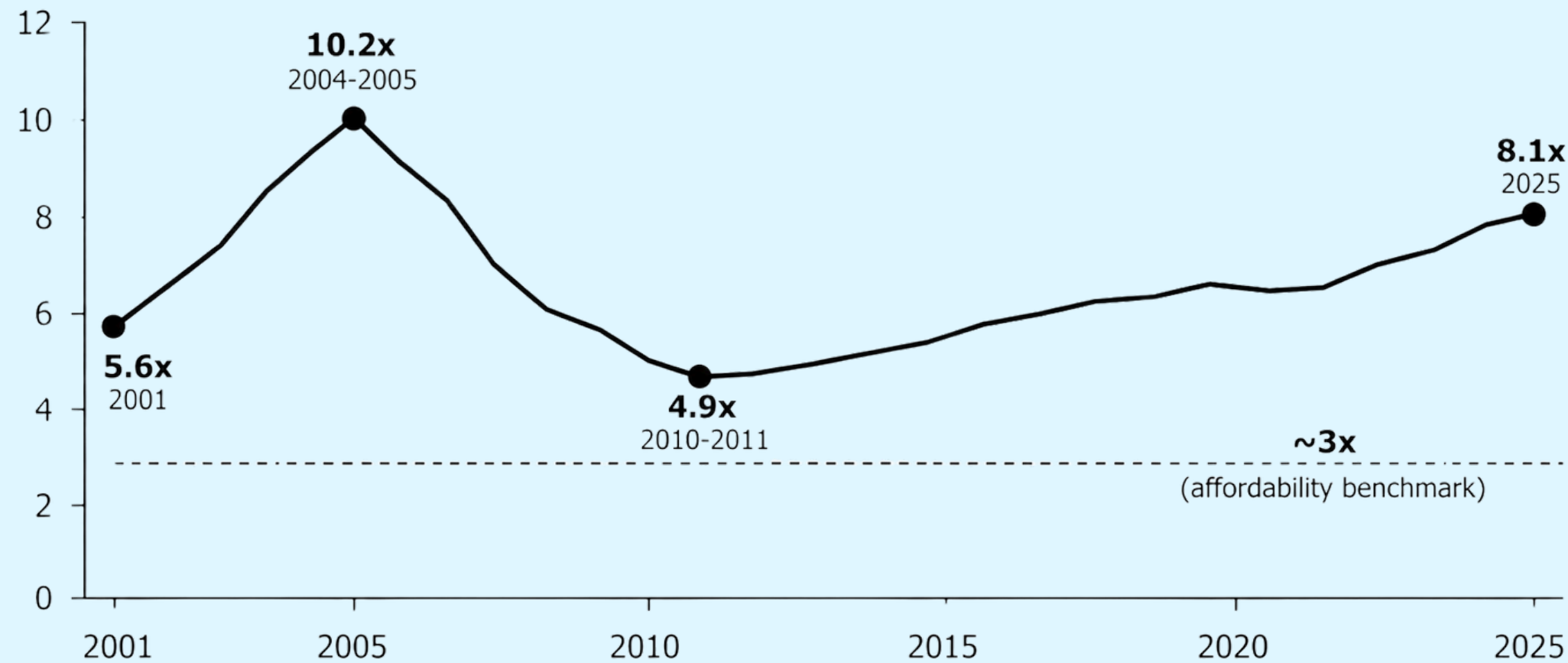
Of Ventura County  
households are cost-burdened

Spending 30% or more of  
income on housing



# Homes Now Cost Roughly 8× What A Household Earns

## Price-to-Income Ratio - Ventura County



The higher the ratio, the harder it is for local income to support local home prices.

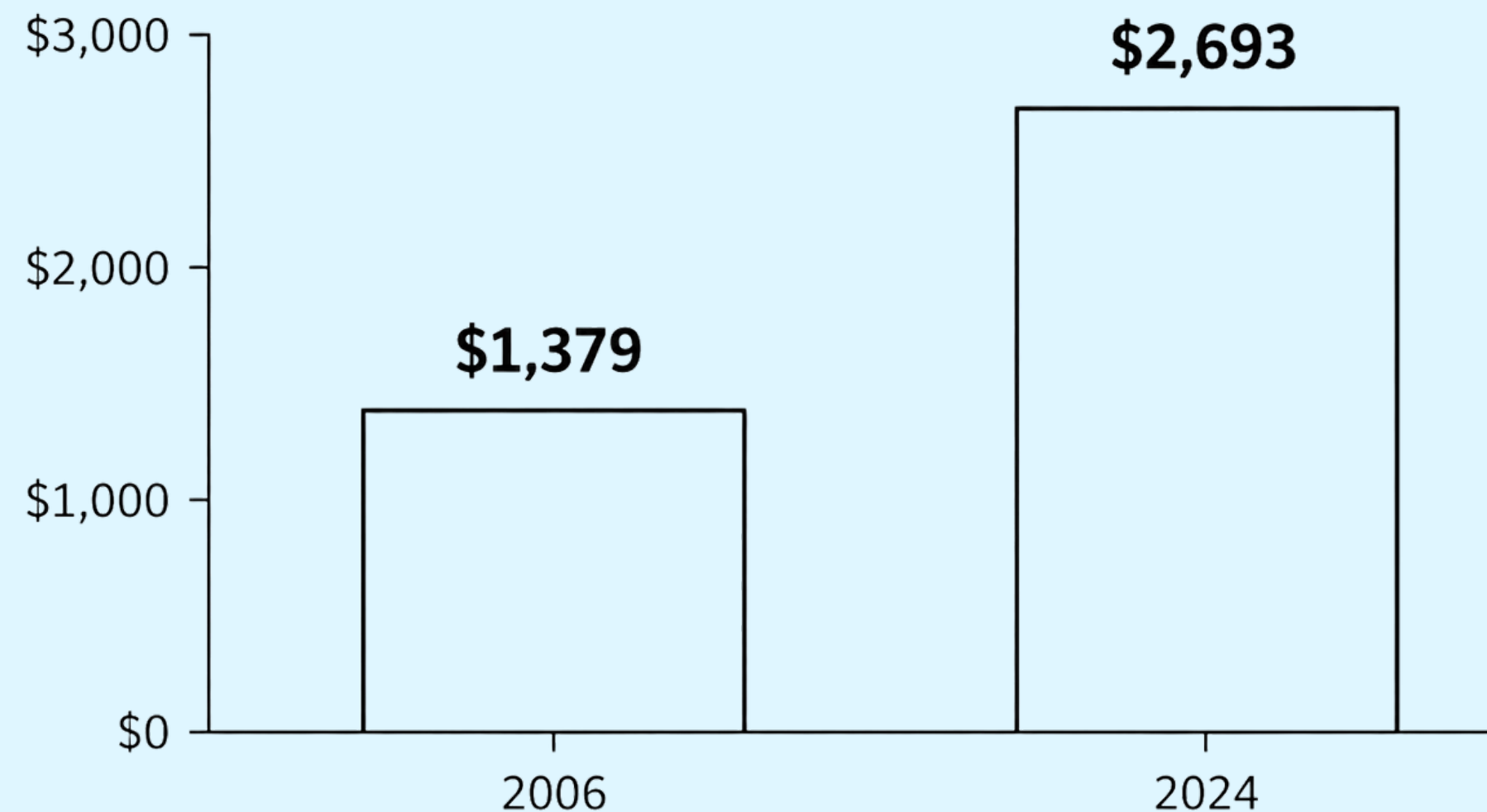
In 2001, the median home cost about 5.6× median household income. During the 2004–2005 housing bubble, the ratio rose above 10×. After the housing crash, it dropped near 4.9×, then climbed back near 8× today. That remains far above the ~3× benchmark often used as a rough affordability marker.

# What It Takes To Afford The Rent

A two-bedroom Fair Market Rent has roughly doubled since 2006, from \$1,379 to \$2,693.

To afford that rent at the 30% standard, a household now needs about \$108,000 per year, or roughly \$52/hour. That is about three full-time minimum-wage jobs to afford one two-bedroom apartment.

**Two-bedroom Fair Market Rent - Ventura County**



**\$52/hr**

**\$108,000 per year**

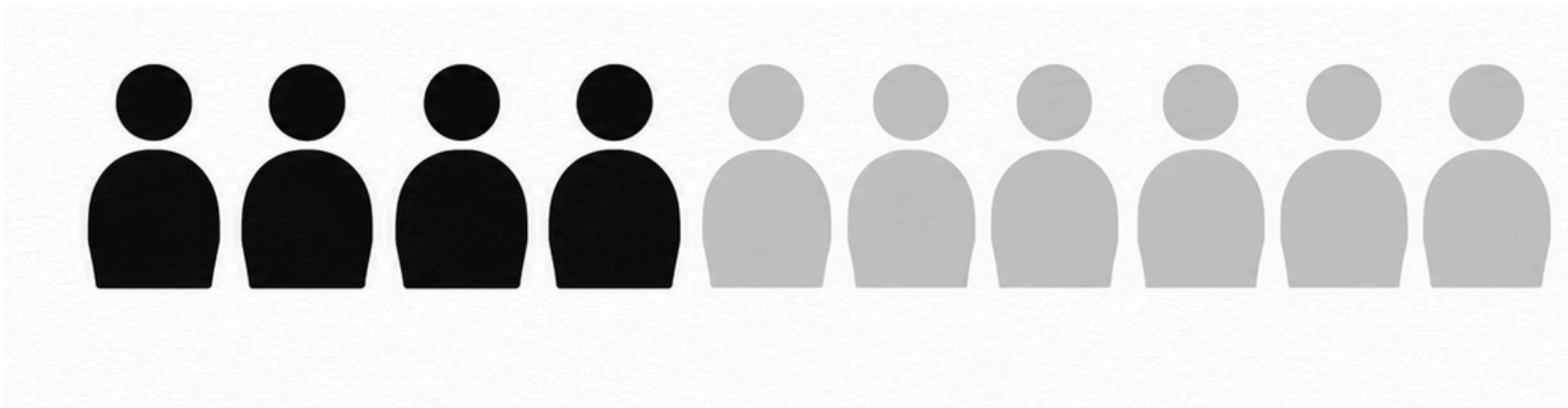
to afford one two-bedroom  
at the 30% standard.



About three full-time  
minimum-wage jobs.

# 4 In 10 Households Are Cost-Burdened

About 41% of Ventura County households spend 30% or more of their income on housing. The share is higher among renters.



When housing costs consume too much of a household's income, there is less left for transportation, food, healthcare, childcare, savings, and local spending.

**41%**  
of Ventura County  
households are  
cost-burdened



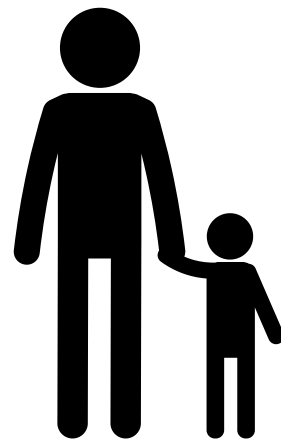
Transportation



Food



Healthcare



Childcare



Savings

# The Gap Affects The Whole County

When housing costs outpace income, the impact reaches far beyond individual households. Affordability is not one isolated issue. It shapes the entire housing system.

## For Residents

It can mean less stability and fewer choices.

## For Developers, Architects, & Builders

It affects feasibility, delivery, and who new housing can realistically serve.

## For Public Agencies

It increases pressure on planning, infrastructure, and services.

## For Employers

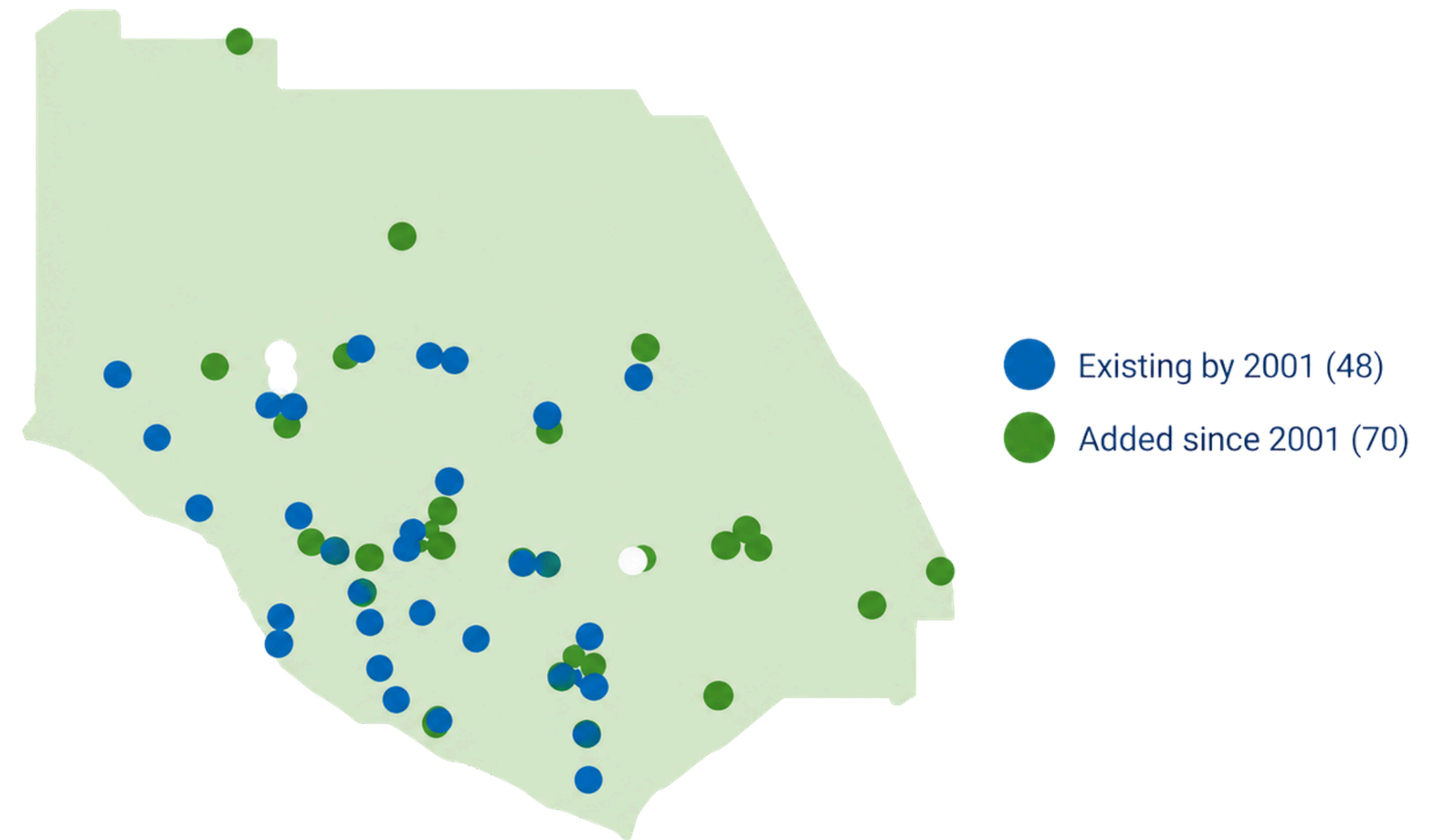
It can affect hiring and retention.

# A Regional Response To A Nationwide Challenge

Ventura County has also expanded its affordable and income-restricted housing network.

In 2001, the county had about 48 affordable developments, mostly older public housing.

Today, the county's map includes 118 completed, under-construction, and planned communities, with about 70 added over the timeline period.



# The Affordable-Housing Map More Than Doubled

The growth in Ventura County's affordable-housing map reflects more than added units. It reflects a broader shift toward mission-driven nonprofit, tax-credit, farmworker, senior, supportive, and Homekey housing.

This work has been carried forward by nonprofit developers, housing authorities, public agencies, lenders, builders, architects, advocates, and community partners working across the region.



**Nonprofit +  
Tax-Credit Housing**



**Farmworker +  
Senior Housing**



**Supportive Housing**

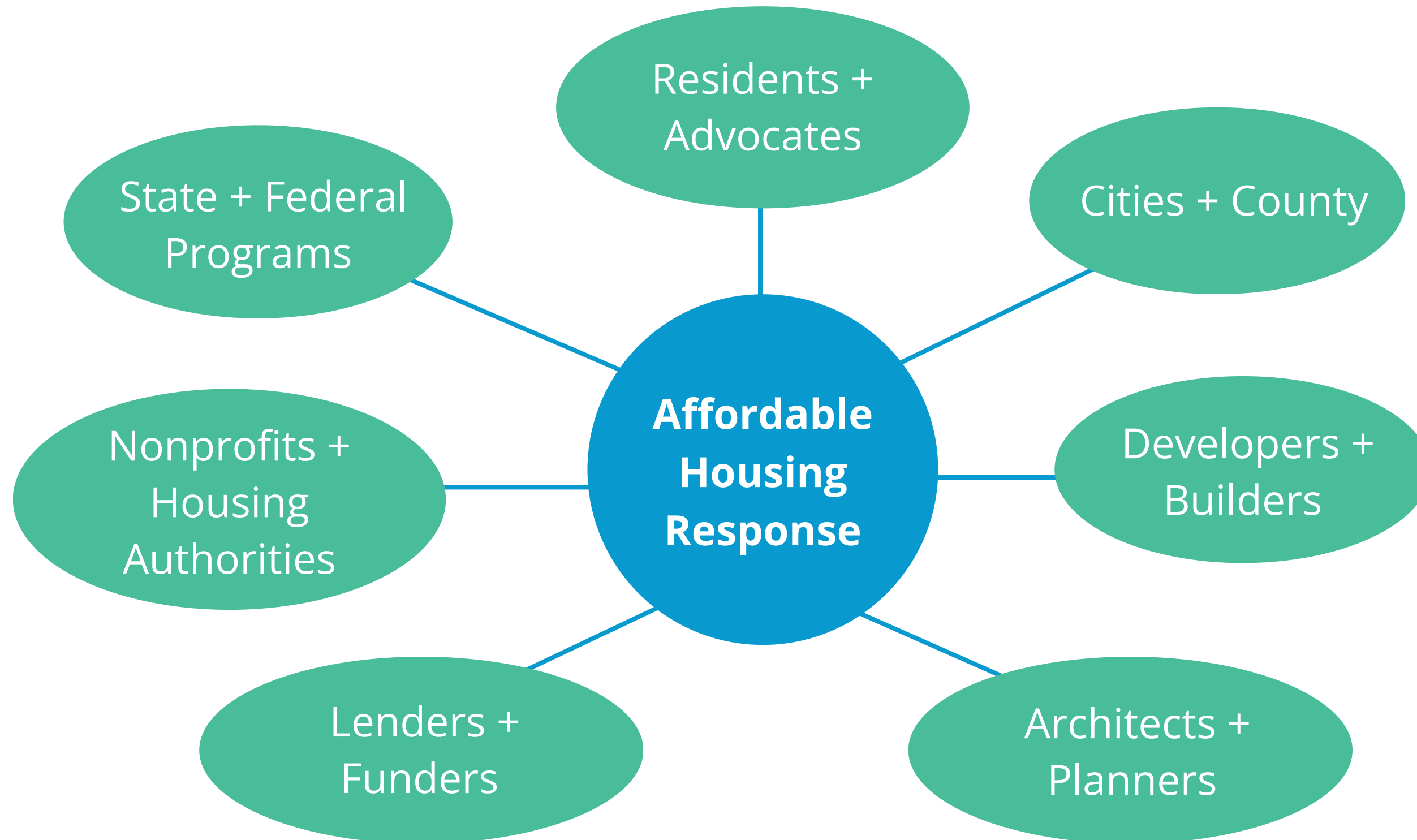


**Homekey + Other  
Programs**



# No Single Sector Can Solve Affordability Alone

Affordability requires many roles working together.





# Behind Every Number Is A Household

Affordability data tells one part of the story. Behind each number are individuals and families working toward stability, opportunity, and a place to thrive.

**“Creating opportunities, removing barriers, and helping build stronger communities for all.”**

— Victoria Brady, CEO, Cabrillo Economic Development Corporation

# Affordability Is The Throughline

Affordability connects to every other part of Ventura County's housing story.

*It affects business and workforce stability.*

*It affects health and homelessness response.*

*It affects planning, zoning, infrastructure, and public policy.*

*It affects construction, labor, financing, and feasibility.*

*It affects who can become a homeowner and who can remain in the county over time.*

**The next 25 years will require more than housing production alone. Ventura County will need housing that is financially reachable, thoughtfully designed, locally supported, and connected to the needs of communities across the region.**



**HEART OF HOME**    
25 Years of Connection, Community, & Change

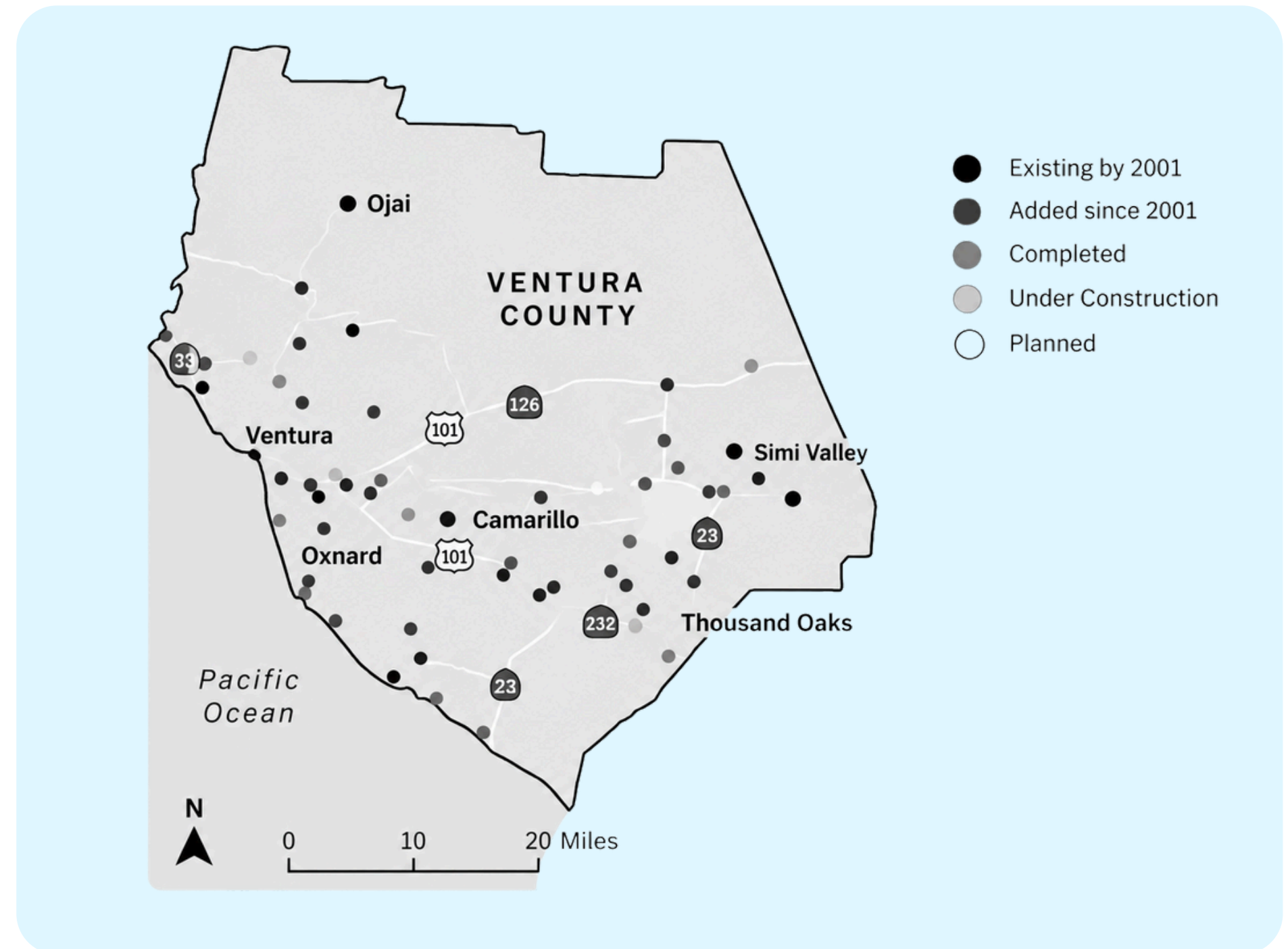
# Appendix: Affordable Housing Map Notes

The affordability map tracks affordable and income-restricted developments across Ventura County.

The then-vs-now summary identifies approximately 48 developments in 2001 and 118 completed, under-construction, and planned communities today, with about 70 added over the timeline period.

The map is color-coded by status and includes a “By 2001 / Added since” view to show regional growth over time.

Counts are curated from verifiable addresses. Opening years come from CTCAC placed-in-service data, developer sites, and public-housing records. A small number of older public-housing sites without a published opening year are counted in the 2001 baseline.



# Sources + Methodology

Affordability figures are summarized for display from the following sources and working files:

- C.A.R. median sale price data
- U.S. Census SAIPE median household income data
- HUD Fair Market Rent data
- U.S. Census ACS cost-burden data
- FRED housing cost-burden data
- CTCAC records
- HCD records
- Ventura County 2025 Affordable Housing Inventory
- Developer and housing-authority records
- HOME affordability data workbook
- HOME affordable housing then-vs-now map files

Home price and income are shown in nominal dollars for direct comparison.

*Figures and examples are summarized for public education and historical context. Project details, source data, and conditions may change over time. Not intended as legal, financial, market, or project-specific analysis.*

*Help Us Continue The Story*

*Is an important project, policy, partnership, or milestone missing? Please submit additions, corrections, supporting information, sources, and dated photos to Karen Fraser at [info@vchome.org](mailto:info@vchome.org) for consideration in future updates.*

