

## COMMITMENT TO OUR NEIGHBORS

The McKenna Foundation is committed to addressing social disparities in New Braunfels and Comal County. Through strategic grant making, we empower nonprofits to meet critical needs focused on housing, mental and behavioral health services, and early childhood development. Our efforts, driven by the forces of inspiration, influence, and impact, reduce inequities and enhance the well-being of vulnerable populations. Through these community investments, the McKenna Foundation and trusted partners can address immediate challenges and build sustainable support systems for generations to come.

## CURRENT STATE

Rapid growth in New Braunfels and Comal County has outpaced affordable housing, driving up homelessness. **Rising housing costs and a 90% shortage in subsidized housing exacerbate the crisis.**

- The 2024 Point in Time count revealed a 64% increase in homelessness and a tripling of unsheltered individuals compared to 2023.
- The 2023 United Way ALICE report indicates that 32% of the population is either asset-limited, income constrained and employed, or is experiencing poverty in Comal County.
- 49% of renters in New Braunfels are housing cost-burdened, paying over 30% of their income to housing costs, and over 29% are severely cost-burdened (paying at least 50% of their income to housing costs).
- Workers earning minimum wage would require a 200% increase in pay to afford basic housing in New Braunfels.

## DESIRED FUTURE STATE

Everyone in New Braunfels and Comal County has access to safe, stable, and affordable housing that fosters economic and emotional stability

## VISION

To be a leader in development of a vibrant and thriving community for all our neighbors

### OBJECTIVE 1

Ensure people experiencing homelessness have access to safe shelters that meet their physical, social, and emotional needs

### OBJECTIVE 2

Renters and homeowners are empowered to make housing decisions that meet the needs of their household

### OBJECTIVE 3

No family is housing cost-burdened in New Braunfels and Comal County

### PRIORITIES

- Support emergency housing & homeless shelters
- Support transitional housing resources
- Support wraparound services

### PRIORITIES

- Prevent eviction and resident displacement
- Support home repair, rehabilitation, and preservation programs
- Permanent supportive housing programs

### PRIORITIES

- Advocate for the development of affordable housing options
- Promote opportunities for upward mobility
- Advocate for the development of transit services

**OBJECTIVE 1:** Ensure that people experiencing homelessness have access to safe shelters that meet their physical, social, and emotional needs

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| Priority | Support emergency housing and homeless shelters for adults, children and families – maintain and expand capacity to provide for the immediate housing needs of those experiencing homelessness   |
| Priority | Support transitional housing resources to assist individuals and families as they progress away from emergency housing – expand capacity so people can build independence and gain financial stability   |
| Priority | Support wraparound services – maintain and expand capacity of case management, counseling, behavioral health programs, life skills training, and other supportive services that help keep people housed  |
| Metrics  | Reduced percentage of people experiencing homelessness on a given day, increased number of shelter beds available, number of unsheltered individuals provided shelter or housing, participants using wrap-around services, increased number of people who secured permanent housing, increased street outreach |

**OBJECTIVE 2:** Renters and homeowners are empowered to make housing decisions that meet the needs of their household

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| Priority | Prevent eviction and resident displacement- expand homelessness prevention, including rental and utility support, and if needed, supportive rehousing efforts, food support and other wraparound services   |
| Priority | Support home repair, rehabilitation, and preservation programs-expand and maintain programs to keep existing homes affordable, safe, and healthy  |
| Priority | Permanent supportive housing programs- maintain and expand capacity of long-term low-barrier housing programs for all   |
| Metrics  | Number of people seeking assistance, number of households who receive rental or utility assistance, increased amount of rental or utility assistance funds provided, number of households provided with financial counseling, number of households connected to other resources (ie. food pantries, federal benefits), increased number of units dedicated to special populations |

**OBJECTIVE 3:** Reduce the number of housing cost-burdened households in New Braunfels and Comal County

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| Priority | Advocate for the development of affordable housing options- inspire development across the housing spectrum, from rental options to home ownership, that will increase access to affordable housing for all income levels   |
| Priority | Promote opportunities for upward mobility- expand programs addressing education and workforce development that invest in people and their ability to improve their economic status  |
| Priority | Advocate for the development of transit services- a robust and accessible transportation system expands housing options and allows residents greater access to work and community services  |
| Metrics  | Establishment of community housing funding sources, decreased percent of households that are housing cost-burdened, increased number of subsidized and affordable rental housing units, increased number of households provided with homebuyer assistance, increased job training and financial counseling opportunities, increased business partnerships |

The McKenna Foundation prioritizes programs that develop or expand services to under resourced, economically disadvantaged, emotionally vulnerable and geographically and historically underserved populations.