

AAR LEGISLATIVE AND POLITICAL AFFAIRS
2016 Business Plan

Committee: Legislative and Political Affairs
Chair: Holly Eslinger
Staff Liaison: Nicole LaSlavic
DATE: 2/22/2016

REALTOR®... the best prepared real estate professional with the highest standards.

The following are programs, products, services and activities (PPSA's) with Legislative and Political Affairs oversight.

CURRENT TOP PRIORITIES

- Continue to work towards achieving all RAPAC goals.
- Achieve the 2016 -2017 Legislative Policies at the Capitol
- Establish a plan for utilization of the new NAR Broker Involvement Grant

RECOMMENDATIONS

- Motion to amend RAPAC Bylaws

GROUPS FORMED

Federal Liaison Support

AAR proactively advocates and protects private property rights and real property ownership. AAR advocates and capitalizes on the REALTOR® Party. AAR leverages influential relationships.

Measurable Objective	Target Date	Status
AAR governmental staff maintains at least quarterly communication between NAR political staff and FPC's on federal issues and the positions taken by each Arizona Member of Congress to enhance our FPC efforts while at Washington, D.C. meetings and throughout the year	Quarterly	Ongoing. Communicating with NAR staff to secure the final amounts of in-district funds for FPC's to utilize (if FPC wishes). GFEE CFA has been promoted by AAR through direct emails, Facebook, Twitter and verbal. Recent CFA - GFEE, response rate for Arizona was 14.9%
All FPCs are registered with NAR's REALTOR® Action Center	1/16	Completed.
All FPCs to maintain quality contact with their representative or their staff within Arizona, and attend required meetings, training sessions and fundraisers	Ongoing	Ongoing.
Each FPC team will hold one meeting locally with their congressman/senator or their staff during the year	12/16	Ongoing.

Each FPC will attend at least one training session, if needed, on their roles and responsibilities	4/16	New FPC will complete the National Training next year (bi-annual). Training to occur as needed.
AAR governmental staff maintains strong liaison with Congressional staff within Arizona through ongoing contacts on issues important to Arizona REALTORS®	Ongoing	Ongoing. Correspondence on most recent round of RPAC support occurred in January 2016. RAPAC Trustees approved NAR RPAC fund requests.
Attendance at meetings with Members of Congress during the NAR Hill Visits is by invitation only	5/16	
FPCs meet any NAR requirements	Ongoing	Ongoing. FPC meetings (roundtable) are on the agenda for Mid-year. The FPC meetings will occur at the Capitol Liaison, the FPCs have been notified.

Fundraising/Grassroots Support

AAR strives to achieve NAR RPAC fundraiser goals and Calls for Action participation rates. AAR advocates and capitalizes on the REALTOR® Party. AAR cultivates strong grass roots in each local association for statewide impact.

Measurable Objective	Target Date	Status
The political activities fundraising plan is finalized by December 31st by the previous plan year	12/15	Completed. A plan has been established at the state level. Additionally, the state held a RAPAC training session in September 2015 in which each local association was provided their 2016 RAPAC fundraising plan. RAPAC Training Session and Caucus occurred on September 2 and 3, 2015 respectively. Each association was given their annual fundraising plan on September 2, 2015.
Identify members to participate in regional fundraising structure and hold orientation meetings with specific goals assigned	12/16	Ongoing. AAR Arizona REALTOR® Party Director (RPD) works directly with the local associations on the achievement of their fundraising goals. Meetings are set up in the beginning of the year, education and outreach continue. RPD has been attending local association RAPAC Committee meetings as well. The RPD conducted 10

		Major Investor (MI) events in 2015. This was the first time for several associations to host a MI event. In 2016 the RPD goal is to host 16 MI events.
100% level of RAPAC participation from state and NAR directors, AEs, Presidents, Presidents-elect, RVPs, RIMC, LPAC, Legislative Committee, RAPAC Trustees, EXCOM, BOD, and local RAPAC Chairs will be the goal	12/16	Ongoing Locals have been asked to have their leadership committees reach 100% participation as well. Current participation as of 2/22/16: NAR Directors - 53% AE's - 16% 2016 President's - 62% RVP's - 60% RIMC Committee - 50% LPAC - 67% Legislative Committee - 68% RAPAC Committee - 64 % EXCOM - 50% BOD's - 59%
A minimum of at least one (1) visit or tele/video conference with local associations by AAR representatives to promote fundraising activities will be accomplished by January and October annually	10/16	Ongoing. Each association has been contacted by the REALTOR® Party Director and meetings have been set up to meet their needs. Additionally, monthly statewide calls and training have been set up for all locals. When requested RPD, will attend RAPAC Committee meetings, MLS & Marketing Meetings, BOD meetings, and fundraising events.
160 Sterling "R" members, 20 Golden "R", 5 Crystal "R", 1 Platinum "R" member for 2016	12/16	Ongoing. Current MI counts as of 2/21/16: 26 MI Sterling R - 23 Crystal R - 2 Platinum R - 1 Current MI installment plans -24 Non MI installment plans - 5 We will reach our MI goal of 186 by November!
Fundraising tips for local associations to implement with the assistance of the local association RAPAC volunteers and AAR Government Affairs staff will be provided	1/16	This information was provided at the in-state fundraising training. 2 nd annual RAPAC Training occurred on Sept. 2, 2015. We continue to produce materials for distribution to the locals for use in their fundraising efforts. Locals are receiving collaboration

		through REALTOR® Party Director with what is working throughout the state and at the National level. Looking into location for the 2016 training.
Identify alternative ways to train local RAPAC chairs on fundraising strategies (i.e., attend NAR PAC training and Webinars).	Ongoing	In person training, online training, RAPAC retreats, conference calls and emails are continuing to occur on a monthly basis and one on one meetings.
Reach NAR RPAC goal by direct RAPAC contributions. Reach 50% of goal by March 31; Reach 75% of goal by May 31; Reach 100% of RPAC goal by September 30	9/16	Ongoing.
State-level candidates to receive funds are evaluated on AAR legislative policies and voting record	8/16	RAPAC Trustees approved second round of checks in 2015. The checks were issued the first week of January 2016.
Ensure state and federal election law requirements are conveyed so that RAPAC remains in compliance at the state and federal levels	Ongoing	Ongoing.
Promotional materials, including fundraising tools for local associations, are produced and distributed	1/16	Ongoing. Updated info-graphic introduced in early January, 2016.
A fundraising event is held at the Spring Conference/Convention	4/16	Planning of RAPAC silent auction, cornhole tournament and LIVE auction at WCR event are underway. The auction will be back during the Spring 2016 conference, 2016 will raise close to \$30,000, projecting.
A fundraising event is held at the Leadership Conference	10/16	RAPAC Fundraiser and team building activity TBD
Major RAPAC donors are recognized on aaronline.com	12/16	Ongoing. Expanded to recognize MI's with seat covers at Spring and Fall conferences. Recognized on the back of the Agenda for Capitol Day. AAR website continues to be updated to reflect all 2016 major investors and installment major investors. Pullover sweaters with Major Investor logo have been made in 2016 for all Major Investors. Website has been updated to show all major investors for 2015.

Governmental Communications

AAR strives to achieve NAR RPAC fundraising goals and Calls for Action participation rates. AAR proactively advocates and protects private property rights and real property ownership.

Measurable Objective	Target Date	Status
User-friendly legislative updates through REALTOR® Voice are provided during the legislative session	1/15–6/15	Ongoing. As needed distributed via REALTOR® Voice.
Issue briefing papers on AAR proposed legislation (including pros and cons)	1/16 – 6/16	REALTOR® Day at the Capitol Luncheon included two briefing papers.
Calls to Action responses will be provided, when necessary, for targeted and effective immediate member communication with Arizona legislators and Members of Congress on critical issues	As Required	Promoted NAR CFAs through Text Campaign, Basecamp, the App, Twitter, Facebook, word of mouth, committee meetings and direct emails. 2016 “secret texter.” Direct email was sent by VPGA to all members of the Senate opposing SB 1402.
Current information on each governmental program is maintained at aaronline.com	Ongoing	Ongoing.
Press releases and selected issue briefings are prepared on an as-needed basis	Ongoing	Ongoing.
Information on how Issues Mobilization and RAPAC reserves can enhance local association legislative objectives will be provided to locals at least once a year	12/16	Ongoing and occurred at the annual RAPAC 2015 training in September.
Ongoing updates about governmental activities through the Voice are provided outside the legislative session as needed	As Required	Ongoing. As needed distributed via REALTOR® Voice.
Emphasize the importance of AAR’s legislative/political successes to members	Ongoing	Ongoing. Included updated information on January 2016 infographic.
Implement a mechanism by which members can relay, on a year round basis, legislative comments and proposals	Ongoing	Ongoing. Working with Communications Department and BS&T department to establish a place on the Legislative Affairs portion of the website that provides members access to a mechanism to relay year round comments and proposals. The implementation will notify the member that their message was received then relay back to them the Legislative Caucus is where idea proposals must be brought forth for consideration in the Legislative Policies.
Utilize the broker involvement program/stipend to identify and train a local broker for grassroots education efforts on participation in NAR calls for action	12/16	Ongoing. Assessing the new NAR Grant in order to better promote the BIP program. Have worked with BS&T to identify

		brokers and currently looking into an outreach program.
Build tools and provide consistent messages, which enable members to explain how REALTORS® directly provide value to and protect private property rights	Ongoing	Ongoing.

Governmental Area Support

AAR is the most powerful and influential political force in Arizona.

Measurable Objective	Target Date	Status
Assigned tasks to all governmental area work groups within approved budget parameters are completed	Ongoing	Ongoing.

Legislative Advocacy

AAR advocates and capitalizes on the REALTOR® Party. AAR maintains the most knowledgeable advocates. AAR leverages influential relationships. AAR is the most powerful and influential political force in Arizona.

Measurable Objective	Target Date	Status
Broad-based AAR membership representation is involved in member lobbying activities through legislative Committee appointments and related committee activities	12/16	Ongoing.
Relationships are strengthened with Arizona statewide officeholders and agency department heads	Ongoing	Ongoing. AAR GAD will attend ALEC in December 2016. Participated in the Industry Partners event for real estate related stakeholders in January.
Relationships with housing industry partners are improved and maintained through ongoing communications on specific issues	Ongoing	Ongoing.
A combined minimum of an 85% success rate on actively supported and actively opposed legislation is attained	6/16	Currently in legislative session.
Necessary research on upcoming or current legislative or regulatory issues is performed on a timely basis	Ongoing	Ongoing. Area of Interests Specialty Groups and Legislative Committee will evaluate bills. GAD maintains all research.
Daily monitoring of legislative issues that need grassroots or other association response is maintained	Ongoing	Ongoing for 2016 session and governmental department monitoring continues.
Member involvement in political campaigns is monitored	Ongoing	Ongoing.
A list of government agencies important to the real estate industry is established and	Ongoing	Ongoing

monitored for vacancies in order to make recommendations for appointments		
A proposed 2016 legislative priority list is finalized by October 2015	10/15	Completed for 2016-2017.
A system of prioritization of legislative positions is maintained throughout the legislative session	1/16 – 3/16	Ongoing.
Coordinate with the necessary department(s) with changes to the ADRE licensing and business standards requirements	Ongoing	Ongoing.
Continue to follow the Legislative Policy Statements	Ongoing	Ongoing.
Proactively advance legislation that benefits REALTORS® and private property rights	6/16	Ongoing.

Legislative Policy Development

AAR cultivates strong grass roots in each local association for statewide impact. AAR maintains the most knowledgeable advocates. AAR leverages influential relationships.

Measurable Objective	Target Date	Status
Members are polled for their opinions through increased use of formal and informal methods and attendance by governmental staff and volunteers at state, regional and local association meetings	12/16	Ongoing.
Stakeholders are included on issues for discussion at the REALTOR® Caucus	9/16	Ongoing.
Proportional representation at the REALTOR® Caucus encouraged	9/16	
All legislative recommendations are forwarded to the Legislative and Political Affairs Committee for review and appropriate action.	9/15	Completed.
REALTOR® Day Event is held (2016)	1/16	REALTOR® Day Luncheon happened January 12, 2016. It was the most well attended REALTOR® Day to date, surpassing 2015.
Identify and hold a second legislator event is in 2016	5/16	TBD
Attendance of 65% of legislators at legislator events is achieved	6/16	Achieved at REALTOR® Day at the Capitol.
Attendees for legislator events are identified through political involvement and leadership activity	12/16	REALTOR® Day at the Capitol is open to all members. Major Investor members are given special invitations for their

		commitment/investment to RAPAC to additional legislative events.
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Local Lobbying Support

AAR cultivates strong grass roots in each local association for statewide impact.

Measurable Objective	Target Date	Status
Individual plans to assist local lobbying efforts, as issues arise, are developed and implemented as necessary	Ongoing	Ongoing. AAR provides guidance when needed.
Establishment of local advocacy program by local associations is encouraged and assistance is provided, as requested	As required	
Consider hiring a lobbying firm, as needed, to assist on local issues	Ongoing	

Political Research

AAR proactively advocates and protects private property rights and real property ownership.

Measurable Objective	Target Date	Status
Provide current information and polling data on an as needed basis	Ongoing	Ongoing.

Election Year Activities

AAR is the most powerful and influential political force in Arizona.

Measurable Objective	Target Date	Status
Members are encouraged to vote and to update their voting registration due to new residence or change of name or party and will be directed to resources to determine their voting district information. Look into a prominent "Get Out the Vote" campaign	Ongoing	Examining the possibility of utilizing NAR services to reach out to the membership to conduct a "GOTV" campaign.
Information on members' legislative districts is kept as current as possible	Ongoing	Can be located through AI360, automatically updates when member makes changes with their local association.
Members' primary home addresses are collected to determine legislative districts and registration information and create database on same	Ongoing	Can be located through AI360, automatically updates when member makes changes with their local association.
Primary and General Election Voter Guides on candidates for the Arizona Legislature and state officeholders are developed and distributed	11/16	
Meetings in local areas for candidate interviews and selections are financially included in government affairs budget	1/16	

Identify and educate supportive REALTORS® who want to run for political office	Ongoing	REALTOR® Champion training completed in September 2015 and assists in educating local associations on choosing champions.
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