AAR LEGISLATIVE AND POLITICAL AFFAIRS
2017 Business Plan

Committee: **Legislative and Political Affairs**
Chair: Gary Nelson
Staff Liaison: Nicole LaSlavic
DATE: **9/14/2017**

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

- Achievement of RAPAC Goals
- Passage of the 2018-2019 Legislative Policies
- Planning the REALTOR® Day at the Capitol Luncheon

RECOMMENDATIONS

- Motion to pass the 2018 – 2019 Legislative Policies.

GROUPS FORMED

Federal Liaison Support

AAR proactively advances legislation that benefits private property rights and REALTORS®. AAR provides consistent messages, which enable members to explain how REALTORS® directly provide value to and protect private property rights. AAR leverages influential relationships.

Strategic Focus Points: [Indicate one(s) the PPSA address(es)]
__X__ **1.** AAR is a professional REALTOR® association that functions within a fluid operational structure and responsive governance model to accomplish its purpose and vision
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Measurable Objective	Target Date	Status
Communicate quarterly with 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. Communication with NAR staff recommending individuals for FPC positions, November 18, 2016. All FPC recommendations approved by NAR. Mid-year planning underway. Invited Maggie**

		FitzGerald (new NAR Political Rep to AZ to attend Caucus). Annual Hill Visits completed with each MOC's office. Maggie provides update as action occurs on the Hill. Scott Reiter attended the Caucus and provided a Hill Update. Jim MacGreggor attended
Register all FPCs with NAR's REALTOR® Action Center	1/17	**Completed. FPC Recommendation letter submitted to NAR. FPC's approved and registered with NAR.**
Oversee the FPCs quality contact with their representative or their staff within D.C. or Arizona, ensuring attendance at required meetings, training sessions and fundraisers	Quarterly	**The FPC Training and Federal Policy Conference occurred Tuesday, February 7 – Thursday, February 9, 2017. Additional in-state training occurred on 2/17/2017. Additional training completed by FPC Gary Nelson at the NAR Advocacy Academy.**
Ensure FPCs attend required Mid-Year meetings	5/17	**Completed. Initial discussion of FPC requirements occurred on 2/17/2017. All FPC's attended or had a stand-in FPC for the Hill Visit Meetings.**
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/17	**The FPC Training and Federal Policy Conference will occur Tuesday, February 7 – Thursday, February 9, 2017. Discussion on requirements were further addressed on 2/17/2017. Additional training completed by FPC Gary Nelson at the NAR Advocacy Academy.**
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year	12/17	**FPC Joe Hull meeting scheduled for March 1, 2017 locally.**
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/17	**Weekly communication with Victoria Givens at NAR is ongoing.**
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/17	**Completed. Each MOC or their office was visited during the annual Hill Visits.**

Ensure compliance that FPCs meet any NAR requirements	12/17	**FPC's attended the bi-annual training Tuesday, February 7 – Thursday, February 9, 2017. Pledge forms have all been submitted. Quarterly reports continue to be submitted. New RPMIC's are additionally keeping the FPC's on track.**

Recommendations:
_X_ Continue basically as-is
___ Continue with the following modifications
___ Discontinue

Fundraising/Grassroots Support

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Measurable Objective	Target Date	Status
Finalize the political activities fundraising plan by December 31st by the previous plan year	12/17	**Hosted a statewide training in September 2016. Planning is underway for the 2017 training session that will take place on September 6, 2017.**
Identify members to participate in the annual REALTOR® Party training (previously known as the Annual RAPAC Training).	6/17	**Event was held September 6, 2017 with 55 attendees and 8 presenters. The phone bank component utilized the REALTOR® Party Plus data and raised $4,550. Location the Phoenix Marriott at Tempe Buttes.**

Provide fundraising tips, tools and promotional materials for local associations	9/17	**Ongoing. As materials are produced, they are placed on the AAR website and distributed to local associations and membership.**
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	**Concluded for 2016. 2017 graphs begin December 2016 and will carry forward and distributed monthly to the local associations.**
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/17	**Visits to SEVRAR, Scottsdale, Prescott, SVVAR, Green Valley, SAAR, WeMAR, White Mountain, Kingman-Golden Valley, Phoenix, Lake Havasu, Yuma and Tucson have occurred as to date. Bullhead City/Mohave Valley is planned for October.**
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/17	**REALTOR® Party Director reached out to local association to promote the use of grant dollars to create RAPAC promotional videos. Application for $15,000 has been submitted and approved by NAR for the state RAPAC grant.**
Utilize the Major Investor Program NAR stipend to host an AAR Major Investor Event	12/17	**Plans are underway to host AAR Major Investor event on Sep. 28 at the Wrigley Mansion in Phoenix.**
Achieve percent participation of local associations in Major Investor Events	12/17	**REALTOR® Party Director goal is to achieve 70 percent participation in local associations Major Investor Events.**
Achieve 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	12/17	**NAR Directors - 96.88% AE's – 77.78% 2017 President's – 94.74% RVP's – 100% RIMC Committee – 100% LPAC – 100% Legislative Committee – 100% RAPAC Committee – 93.75% EXCOM – 100% BOD's – 92.56%**
Achieve 100% or NAR Major Investor Goal for 2017. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30.	12/17	**2017 Goal – 249 As of 8/31/2017 – 224 MI's (Including pledges) or 90%**

Recognize Major Investors with gift	12/17	**MI jackets have been ordered and distributed to those that have become MI's or pledged to become MI's.**
Recognize President Circle members with gift	12/17	**President Circle Blankets have been ordered and distributed to those that have become PC's.**
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level	12/17	**Ongoing. Annual SOS report is currently being worked on and will be submitted in conjunction with the SOS timelines.**
Host a fundraising event at the Spring Conference/Convention	4/17	**Completed. Raised $74,480 with 4 events: Silent Auction, NEW RAPAC luncheon gameshow, Cornhole tournament, and WCR "Cocktails with Champions" planned for Spring Convention.**
Host a fundraising event at the Leadership Conference	10/17	**Live auction is planned for Leadership Conference on Oct. 12.**
Recognize RAPAC Major Investors are on aaronline.com	12/17	**Ongoing. Monthly – updated by the Director of Government Programs. Updated as of 5/31/17**
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/17	**Completed. 2016 Major Investors recognized back of Capitol Day program, pop up banner, seat cover, and Major Investor ribbons.**
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/17	**Completed. MI's had their names presented by video before and during the Caucus, they had special seating with chair covers identifying them as MI's, and their names were printed into the agenda booklet.**
Create Leadership Appreciation Program to connect AAR leaders with Major Investors for recognition of investment	12/17	**Utilize RAPAC stationary to have leadership write direct thank you letters to those that become Major Investors, thanking them for their support.**
Increase use of Placemaking and Smartgrowth grants by 50% over 2016 utilization by local associations	12/17	**REALTOR® Party Director has created a concise summary of all NAR grants, to include Placemaking and Smarthgrowth grants, and is**

		conducting conversations with all local associations to educate and encourage them to utilize available grants.

Recommendations:
___ Continue basically as-is
_X_ Continue with the following modifications
___ Discontinue

- **Addition of RAPAC and President Circle members with a gift for their participation in the programs.**
- **Creation of a Leadership Appreciation Program to connect AAR leaders with Major Investors for recognition of investments.**
- **Requirement to increase use of Placemaking and Smartgrowth grants by 50% over 2016 utilization by local associations.**

Governmental Communications

AAR emphasizes the importance of NAR's and/or AAR's legislative/political successes to members. AAR provides consistent messages, which enable members to explain how REALTORS® directly provide value to and protect private property rights. AAR maintains and promotes a mechanism by which members can relay, on a year round basis, legislative comments and proposals. AAR provides resources to members to help them understand, encourage and educate individuals on the value of RAPAC. AAR promotes our RAPAC achievements to current and new members, with a focus on the wind and money saved by RAPAC for homeowners and the REALTOR® business.

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Measurable Objective	Target Date	Status
Achieve compliance with master schedule for communication efforts on Legislative and Political Affairs communications. To include the REALTOR® Party updates.	12/17	**Ongoing. Aiming to provide two articles a month at a minimum focused on legislative and RAPAC.**
Provide legislative updates to the Communications and Technology Department for use in the REALTOR® Voice and the AAR blog.	12-17	**Ongoing. Aiming to provide two articles a month.**
Produce quarterly videos for membership outreach on Legislative and Political Affairs topics.	Quarterly	**Video produced in May for use at WCR meeting with generic opening to be swapped out for more general use.**
Provide Calls to Action responses, when necessary, for targeted and effective	As Required	**Continue to promote text REALTORS to 30644**

immediate member communication with Arizona legislators and Members of Congress on critical issues		
Establish a system to enroll and automatically respond on members behalf to state and national Calls to Action	12/17	**Continuing to work with software planner to set up automatic enrollment and response technology. Have invested in REALTOR® Party Plus as a means to raise the response rates for CFA's.**
Maintain current information on each governmental program at aaronline.com	12/17	**Materials updated in November 2016.**
Communicate with Big Yam for press releases when large successes occur or the consumer needs to be educated on the associations wins	12/17	**Big Yam set up two interviews with KTAR and Havasu News both covered the REALTOR® Day at the Capitol. Communicated with Big Yam on the Tax Plan.**
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/17	**Produced RIMC FAQ's which details how to utilize the fund. RAPAC materials continually produced.**
Communicate the importance of AAR's legislative/political successes to members	12/17	**Post-election infographic produced for REALTOR® day at the capitol.**
Continue to communicate the mechanism by which members can relay, on a year round basis, legislative comments and proposals	12/17	**Completed. First item on the Legislative Affairs page on aaronline.com.**
Utilize the broker involvement program/stipend to identify and train a local broker for grassroots education efforts on participation in NAR calls for action	12/17	**Hosted a Broker Involvement Program training/meeting in September in conjunction with the Caucus. REALTOR® Party Director is coordinating with NAR to encourage local association utilization of BIP grants to increase participation and grow fundraising efforts. Application submitted in early June to NAR for approval of event in September.**

Recommendations:
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- **Achieving compliance with a master schedule for communication efforts on Legislative and Political Affairs communications, which would include REALTOR® Party updates.**

- **Production of quarterly videos for membership outreach on Legislative and Political Affairs topics.**
- **Establishment of a system to enroll and automatically respond on members behalf to state and national Calls to Action.**

Governmental Area Support

AAR is the most powerful and influential political force in Arizona. Continue to follow the Legislative Policy Statements. Proactively advance legislation that benefits private property rights and REALTORS®. Create a mentor succession plan to train leaders to be engage in the REALTOR® Party. AAR Maintains the most knowledgeable advocates.

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Measurable Objective	Target Date	Status
Assign tasks to all governmental area work groups within approved budget parameters	12/17	**The Area of Interest Specialty Groups have been identified for the 2017 Legislative Committee and work is underway to take positions on legislation. Completion of the committee occurred on June 30, 2017 with their last meeting of the year.**
Implement a "Thank You" for each of the four government affairs committees.	12/17	**June 30, 2017 identified as thank you meeting for Legislative Committee.**

Recommendations:
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- **Implementation of a "Thank You" for each of the four government affairs committees.**

Legislative Advocacy

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Measurable Objective	Target Date	Status
Activate broad-based AAR membership representation in lobbying activities through legislative committee appointments and related committee activities	12/17	**Ongoing. All ADRE positions are currently filled. Members were reminded to reapply when positions were available. One REALTOR® applied and was reappointed.**
Encourage application to state boards and commissions	12/17	**Three vacancies open on 1-31-2017. Those interested in reapplying/applying have been contacted and encouraged to apply. Frank Dickens appointed to ADEQ Onsite Wastewater Committee.**
Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/17	**Ongoing. REALTOR® Day each member met with their elected official at lunch. The Industry Partners meeting took place in late January with many members of the Legislature in attendance. The Legislative Play Date occurred in early February with legislators and the line officers.**
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/17	**Working with various real estate industry partners to host an industry partners meet and greet. Event occurred in late January.**
Achieve an 85% success rate on AAR legislative policy priorities	6/17	**Achieved for the 2017 legislative session.**
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements	6/17	**Completed for the 2017 legislative session.**
Monitor member involvement in political campaigns	12/17	
Finalize 2018 legislative priority list is finalized by October 2017	10/17	**Draft policies to be presented to the LPAC on Sept 15, 2017.**
Evaluate state-level candidates on AAR legislative policies and voting record to receive funds	8/17	**Evaluation underway and will be presented to RAPAC Trustees at Sept 22, 2017.**

Recommendations:

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- **Encouragement of application to state boards and commissions.**

Legislative Policy Development

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Measurable Objective	**Target Date**	**Status**
Poll members for their opinions through use of formal and informal methods	12/17	**Major investors were polled on what items they would like to see in the Spring silent auction.**
Continue to involve stakeholders on real estate related issues	12/17	**Ongoing.**
Encourage proportional regional representation at the REALTOR® Caucus	9/17	**All AE's were reached out to, and proportional representation occurred.**
Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action	9/17	**Draft policies to be presented to the LPAC on Sept 15, 2017.**
Host 2017 REALTOR® Day	1/17	**Occurred January 10, 2017. Highest number of REALTOR® attendance since event began. Praised by the legislators and staff on the success of this event.**
Identify for participation in or host a second legislator event	12/17	**Second event will be the "Legislative Play Date" and the Real Estate Industry Partners Reception. - Completed**
Achieve attendance of 65% of legislators at legislative events	6/17	**Achieved at REALTOR® Day.**
Identify attendees for legislator events through political involvement and leadership activity	12/17	**FPC's and Line Officers were invited to participate in the**

		Update from the Hill with Senator Flake and McCain.

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Local Lobbying Support

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Measurable Objective	Target Date	Status
Assist local lobbying efforts as issues arise	12/17	**RIMC Reviewed TAR's application for NAR Issues Mobilization funds on 1/25/2017.**
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/17	

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Political Research

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Measurable Objective	Target Date	Status
Conduct research as needed	12/17	**Research underway on tax proposals presented at the legislature over the last decade.**

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Election Year Activities

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Measurable Objective	Target Date	Status
Encourage members to register to vote	12/17	
Establish protocol for a "Get Out the Vote" campaign for use in 2018 election cycle	12/17	

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- Establishment of a "Get Out the Vote" campaign for use in the 2018 election cycle.