

Arizona REALTORS®
LEGISLATIVE AND POLITICAL AFFAIRS
2019 Business Plan

Committee: Legislative and Political Affairs
Chair: Shelly Ostrowski
Staff Liaison: Nicole LaSlavic
DATE: 9/16/2019

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

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

CURRENT TOP PRIORITIES

- Formulation of 2020 – 2021 Legislative Policies
- Achieve the REALTOR® Party Goals (NAR Determined)

RECOMMENDATIONS

GROUPS FORMED

Federal Liaison Support

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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	FPC recommendations submitted to NAR prior to their November 23, 2018 deadline. Final FPC approved once Martha McSally was appointed by the governor. Jack Greacen, NAR Political Representative, sends timely updates to state GAD on pertinent federal issues. Ongoing discussions with Jack Greacen on a wide array of topics related to NAR/FPC and industry issues.
Register all FPCs with NAR's REALTOR® Action Center	1/19	All FPCs approved by NAR and entered into the HUB.
Oversee the FPCs quality contact with their representative or their staff within D.C. or Arizona, ensuring attendance at	Quarterly	New FPC training occurred, and state training took place on February 22. Ongoing quarterly

required meetings, training sessions and fundraisers		reports are being timely submitted to NAR. contact with their MOC.
Ensure FPCs attend required Mid-Year meetings	5/19	All FPCs are registered to attend Mid-Year meetings.
Ensure compliance that all FPCs attend required NAR training session on their roles and responsibilities	2/19	New FPC training occurred in D.C. February 6 – 8, 2019. A state training occurred on February 22, 2019.
Oversee that each FPC team will hold one meeting locally or attend a fundraiser with their congressman/senator or their staff during the year	12/19	Ongoing in the assistance of promoting in-district meetings with the FPC and their team. Outreach and meetings took place for many MOCs and FPCs during the August Congressional recess.
Maintain strong communication with Congressional staff through ongoing contacts on issues important to Arizona	12/19	Ongoing.
Attendance at meetings with Members of Congress during the NAR Mid-Year Hill Visits is by invitation only	5/19	Completed for 2019 Mid-Year meetings.
Ensure compliance that FPCs meet any NAR requirements	12/19	Ongoing. All FPCs reached out to their MOC for the August recess. Many FPCs will be delivering the last portion of their in-district funds shortly.

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	12/19	Our goals have been received from NAR and shared with the local associations, our fundraising grant for events through the year is approved, and we are working to facilitate more fundraising and MI events at the local level.
Identify members to participate in the annual REALTOR® Party training	6/19	Statewide REALTOR® Party Training was held with over 50 attendees.

Provide fundraising tips, tools and promotional materials for local associations	9/19	Ongoing. Post REALTOR® Party focus groups and survey will yield additional promotional materials based off member feedback. REALTOR® Party Voter infographic, which breaks down what our membership looks like in the voting world is produced and being placed on the website. What has RAPAC done for you 2019 legislative outcome flyer has been created and up on the aaronline.com website. Storyboards of the legislative successes are also up on the company website.
Distribute REALTOR® Party updates with local associations and the REALTOR® Party Director and provide Statewide RAPAC graphs	Monthly	REALTOR® Party update has been sent out in preparation for the 2019 year. Distribution of information has occurred in both the AE Basecamp and the GAD Basecamp. Graphs are prepared monthly and distributed once completed.
Visit, at a minimum of one time annually, with each local association to promote fundraising activities	10/19	Realtor Party Director has visited SEAZAR, YAR, TAR, SAAR, SEVRAR, Bullhead, Central, Prescott, NAAR, SCCBR and LHAR to date. GAD has visited WEMAR, Phoenix, Scottsdale Association, TAR, Lake Havasu, SEVRAR Association.
Utilize the NAR RAPAC Grant stipend for promotion of RAPAC	12/19	Fundraising grant has been approved for \$15,000 and has been used for multiple fundraisers so far.
Utilize the Major Investor Program NAR stipend to host an Arizona REALTORS® Major Investor Event	12/19	Completed, although only one Major Investor was developed through this event.
Achieve participation of local associations in Major Investor Events	12/19	TAR, PAAR, WeMAR, SEVRAR, YAR, LHAR, NAAR, SAAR, and SVVAR have all held MI 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	12/19	NAR Directors – 96.8% AEs – 58.8% 2019 Presidents – 100% RVPs – 100% RIMC Committee – 100% LPAC – 100% Legislative Committee – 100% RAPAC Committee – 100% EXCOM – 100%

		BODs – 86.8%
Achieve 100% or NAR Major Investor Goal for 2019. Benchmarks: 50% of goal by April; 75% of goal by June; 100% by September 30.	12/19	As of 9/16/2019: 241 MIs including pledges
Recognize Major Investors with gift	12/19	2019 Major Investor Fleece Jackets have arrived and are continually being distributed.
Recognize President Circle members with gift	12/19	PC Custom YETI Mugs have arrived and are continually being distributed.
Communicate state and federal election law requirements to local associations in order for RAPAC to remain in compliance at the state and federal level	12/19	RAPAC Webinar hosted by NAR on the compliance with federal election laws. Have encouraged other committees and FPCs to partake in watching the Webinar.
Host a fundraising event at the Spring Conference/Convention	4/19	Spring Conference Silent Auction was completed. Also held the annual Cornhole tournament.
Host a fundraising event at the Leadership Conference	10/19	
Recognize RAPAC Major Investors on aaronline.com	12/19	Ongoing.
Recognize RAPAC Major Investors with special recognition at Capitol Day	1/19	Names were included in the event pamphlet.
Recognize RAPAC Major Investors with special recognition at REALTOR® Caucus	9/19	Names were included in the event pamphlet and broadcast onscreen in between sessions.
Maintain Leadership Appreciation Program to connect Arizona REALTORS® leaders with Major Investors for recognition of investment	12/19	Thank you cards being sent from Leadership to MIs- Ongoing.
Increase use of Placemaking and Smartgrowth grants by 50% over 2018 utilization by local associations	12/19	Ongoing. LHAR is currently working on a Smartgrowth grant to explore affordable housing barriers. PAR has inquired about a presentation event funded by a Smartgrowth grant. Finalized the AAR placemaking grant regarding the World War II Veterans Memorial airplane.
Utilize REALTOR® Party Plus fundraising analytics and predictive models to identify likely and high dollar donors for use in achieving RAPAC goal	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.

Governmental Communications

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help them understand the value of RAPAC. Arizona REALTORS® educates and encourages members to share the value of RAPAC.

Measurable Objective	Target Date	Status
Provide REALTOR® Party updates and legislative updates to the Communications and Technology Department for use in the REALTOR® Voice, Arizona REALTORS® blog and alternative forms of media distribution.	12/19	Ongoing. Recent articles have focused on the election outcomes, and the ballot measure. A Prop 126 article Nicole assisted with was provided to the Communications Department. Information on what the REALTOR® Voter looks like was distributed and placed on the website. Articles focused on specific legislation also included in editions of the Voice.
Produce videos for membership outreach as needed on Legislative and Political Affairs topics to include, but not limited to, the REALTOR® Party.	As Required	REALTOR® Party video completed and has been distributed to the membership, AEs and placed on the website. The video for 2020 is currently in pre-production.
Provide Calls to Action responses, when necessary, for targeted and effective immediate member communication with Arizona legislators and Members of Congress on critical issues	As Required	No calls for action have been issued in 2019.
Work with REALTOR® Party Plus to increase opt-in for text response Calls for Action	12/19	Have met with RPP representatives to express this as one of our high priorities.
Utilize digital advertising and technologies to push federal CFAs to members	12/19	No calls for action have been issued in 2019.
Maintain current information on each governmental program at aaronline.com	12/19	Ongoing
Communicate with Big Yam for press releases when large successes occur, or the consumer needs to be educated on the associations wins	12/19	Worked with Big Yam on an op-ed to run in the AZ Capitol Times regarding the passage and effects of 126. Worked with Big Yam on a press release on RE Day at the Capitol. Big Yam secured a Fox News spot on our opposition to the Governors Reciprocity legislation.
Communicate how Issues Mobilization and RAPAC reserves can enhance local association political objectives	12/19	Ongoing. Discussed utilization with White Mountains for a potential Issues Mobilization request, as well as BCMVAR.
Communicate the importance of the Arizona REALTORS® legislative/political successes to members	12/19	Ongoing. A western-themed RAPAC promotional video explaining some of the benefits of RAPAC completed

Continue to communicate the mechanism by which members can relay, on a year-round basis, legislative comments and proposals	12/19	This is located on the Legislative Affairs webpage as a permanent feature.
Utilize the broker involvement program/stipend to identify and train local brokers for grassroots education efforts on participation in NAR calls for action	12/19	Awaiting changes that have been rumored from NAR on the BIP program. Broker Involvement phone bank was held before NAR Mid-Year and enrolled 115 brokers.
Work with REALTOR® Party Plus to identify a predictive model to target members for increased activism on legislative issues and advocacy initiatives	12/19	Completed member survey and member focus group to identify ways to effectively market to our membership.
Explore the use of geofencing, beacon and direct one-to-one digital advertising technologies for concentrated message delivery	12/19	

Governmental Area Support

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Measurable Objective	Target Date	Status
Assign tasks to all governmental area work groups within approved budget parameters	12/19	Ongoing
Implement a “Thank You” for each of the four government affairs committees.	12/19	Ongoing

Legislative Advocacy

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Measurable Objective	Target Date	Status
Activate broad-based Arizona REALTORS® membership representation in lobbying activities through legislative committee appointments and related committee activities	12/19	Legislative Committee has completed their work for the 2019 Legislative Session. The legislature is still in session, so the VPGA will keep the committee abreast of any pertinent legislative changes.
Encourage application to state boards and commissions	12/19	

Strengthen and maintain relationships with Arizona statewide officeholders and agency department heads	12/19	Ongoing
Strengthen and maintain relationships with housing industry partners through ongoing communications	12/19	Ongoing. Meetings have occurred with the entities that represent low income housing as it pertains to taxation statutes. Industry partners meetings have occurred at ADRE and are ongoing. Industry partner Legislative Reception took place on 2/13/2019.
Achieve an 85% success rate on Arizona REALTORS® legislative policy priorities.	6/19	Completed.
Conduct daily monitoring of legislation and recommend positions to the Legislative Committee in conjunction with the approved Legislative Policy Statements	6/19	Completed for 2019 Legislative Session.
Monitor member involvement in political campaigns	12/19	
Finalize 2020 legislative priority list is finalized by October 2019	10/19	
Evaluate state-level candidates on Arizona REALTORS® legislative policies and voting record to receive funds	8/19	

Legislative Policy Development

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Measurable Objective	Target Date	Status
Poll members for their opinions through use of formal and informal methods	12/19	Conducting member survey and member focus group to identify ways to effectively market to our membership.
Continue to involve stakeholders on real estate related issues	12/19	Stakeholder meetings have taken place at the capitol on everything from HOA legislation to real estate property sandbox issues.
Encourage proportional regional representation at the REALTOR® Caucus	9/19	Caucus was advertised in the Voice, to each of the local AEs for them to push directly to their membership and our Government Affairs Director also distributed information. Social media pushes occurred weekly as well.

Forward all legislative recommendations to the Legislative and Political Affairs Committee for review and appropriate action	9/19	Draft policies were formulated and approved by the LPA on September 13, 2019.
Host 2019 REALTOR® Day Luncheon	1/19	Completed on Jan 15.
Identify for participation in or host a second legislator event	12/19	Second event occurred on Feb. 13, 2019 as an industry partners event at the Phoenix Country Club. Many legislators attended the event, including the Speaker of the House and the Senate President. Also participated in the annual legislative play date event where our REALTOR® members had the opportunity to compete and legislators were in attendance.
Achieve attendance of 65% of legislators at legislative events	6/19	Achieved at RE Day at the Capitol. Achieved at the industry partners event.
Identify attendees for legislative events through political involvement and leadership activity	12/19	Ongoing and utilized for industry partner event as well as the legislative play date event.

Local Lobbying Support

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Measurable Objective	Target Date	Status
Assist local lobbying efforts as issues arise	12/19	VPGA has offered opinion on various local issues in 2019 and has provided the needed assistance and political strategy when requested.
Encouraged local associations to establish an advocacy program and provide assistance as requested	12/19	VPGA assisting with Phoenix Association Mayoral Election. Assisted with local issues mobilization request for funds and how to proceed with a campaign.

Political Research

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Measurable Objective	Target Date	Status
Conduct research as needed	12/19	Counsel has been retained as it pertains to prop 126 challenges.

Work with REALTOR® Party Plus to utilize predictive models to obtain comprehensive analysis of membership as well as election data	12/19	Conducted a member survey and member focus group to identify ways to effectively market to our membership.
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Election Year Activities

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Measurable Objective	Target Date	Status
Encourage members to register to vote	12/19	
Establish protocol for a “Get Out the Vote” campaign for use in 2020 election cycle	11/19	