

Application: 047

Lockett, Cal

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Page: Entry Information

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Chapter

Coachella Valley

Chapter Size

Large (501-750)

Category

Public Affairs

Goals and Objectives: 30 Points

Describe the main goal(s) of this program. (15pts)

CA Grassroots Program

The purpose is to empower CAI-CV members to advocate for and against legislative proposals as they make their way through the halls of Sacramento.

Background

Historically, CAI-CV has had little or no impact on legislation in Sacramento. The chapter has been involved the the California Legislative Action Committee (CLAC) but until two years ago didn't have our own Legislative Support Committee (LSC) and most years didn't make the entire contribution from the chapter to support CLAC.

In 2015, the board decided to take Sacramento more seriously after some onerous legislation sailed through the process and was signed in to law by the Governor. That year, the chapter made the entire contribution to CLAC.

In 2016, the board created the LSC as a standing committee.

In 2017, the board endorsed its first grassroots campaign to successfully fight a local water ordinance.

In 2018, the board endorsed numerous grassroots campaigns resulting in defeating several onerous bill and gaining the Governor's veto of two onerous bills.

Define the strategies used to attain your goal(s). (15pts)

Educating CAI-CV Members

The board approved a budget for the new LSC committee to pay for their members to attend the Day in Sacramento where they would be trained as advocates and learn about the pending legislation.

The board approved a budget for LSC committee members to attend the CA Statewide Legal Forum where they could be further educated as advocates.

The Quorum Committee established an "About CLAC" department to report on legislative activities every month.

The board approved six specific grassroots programs related to CA legislation during 2018.

The chapter worked in collaboration with the other seven CA chapters to maximize their grassroots effectiveness.

Development & Implementation: 45 Points

In the next 3 sections, describe how the program was organized and executed within the areas of budget and marketing.

Budget Development (5pts)

The board approved a budget of \$2,000 for the LSC committee to use to educate its members. The money was used to pay for members to attend the Day in Sacramento and the CA Statewide Legal Forum.

What marketing techniques were used? (10pts)

The grassroots campaigns were marketed in Quorum Magazine, both online and in print. The campaigns were also marketed to members via emails from CLAC and the CAI-CV. Two of the campaigns were published on Facebook and Instagram.

Who was your target audience? (10pts)

Our target audience were board members, managers and business partners who are interested in the success of the CID industry. Our effort was to encourage them to get involved by writing or calling their legislator or the Governor.

Describe in detail how your program was implemented. Include deadlines, responsibilities and the implementation process. (20pts)

In February, at the beginning of the legislative process, we were informed about SB 729, the "balcony" bill that would require associations to physically damage balconies and stairways to investigate whether they needed to be repaired. The cost to associations would have been astronomical. Later in the session, we began to get positive traction on a favorable bill that outlined board financial reviews more clearly. Toward the end of the session, two bills merged and became onerous in that they would take away the ability of boards to determine criteria for new board members. Felons and delinquent members would now be able to run for their boards. All of the grassroots programs in 2018 had the following components:

Emails were sent to all CAI-CV (and other chapter) members from CLAC explaining the situation and asking for members to call or write their legislators.

Quorum magazine would reiterate the call to action and provided names and phone numbers of Coachella Valley (CV) legislators.

Regular meetings were set up with the CV legislators in their district offices where LSC committee members attended to inform the legislator and local staff of CAI-CV's positions.

A meeting was scheduled with our local legislators in their Sacramento office with the same LSC committee members - building a relationship - during the Day in Sacramento statewide program.

An email from CAI-CV was also sent to encourage our members to participate.

A verbal plea for member involvement was made every month at our Educational Program Lunch & Mini Trade Show (170 to 200 attending).

Flyers were designed and handed out at CAI-CV events and at management companies.

For the two bills impacting board's ability to set requirements for new board members, an added component of actually calling directly to the Governor's office to oppose the bills was imposed.

During the year, our members received 34 messages from the LSC committee on various bills.

Results and Evaluation 25 Points

Briefly describe the methods used to determine the program's success as it relates to your goal(s) (5pts)

The ultimate success of our local grassroots activity is the outcome it has in Sacramento on the legislation.

Using specific examples, tell us how you measured success. (10pts)

In August, the "balcony" bill was amended to take HOAs out of the bill. The author could not get the votes for it to pass until he removed our industry. A subcommittee of legislative staff and CLAC members are working together to craft legislation that makes more sense for HOAs. This would not have happened without the hard work of our members making phone calls and writing letters.

In September, the favorable bill outlining what board must do when reviewing financials passed both houses and was signed into law by the Governor in October.

Also in September, both bills that took rights away from boards to determine criteria for members running for their boards passed both houses and were sent to the Governor for signature. Hundreds of CAI-CV members participated in a grassroots campaign by calling the Governor and asking him to veto these bills. On the day prior to his signing deadline, he vetoed both of them.

To achieve a Democrat Governor's veto of two pieces of legislation that came to his desk from the Democrat leaders of the Assembly and Senate is unheard of in Sacramento.

CAI-CV received 100 percent success with their grassroots programs in 2018.

How can the program be improved to use for the future? (5pts)

We now know that the more we educate members, the more willing they will be to participate in grassroots advocacy. We also learned that budgeting to educate LSC members works. As we look to the future, the board will be expanding the LSC budget in 2019, and will be soliciting more members to educate in Sacramento.

How did this bring overall value to the chapter? (5pts)

This project built collaboration on industry issues between all our membership classes. CAI-CV members felt proud to have participated in successful advocacy and proud they had a positive impact on the industry.

SUPPORTING DOCUMENTS (THESE FILES WERE TOO LARGE TO SO WE ARE PROVIDING A LINK TO VIEW THEM - THANK YOU)

PLEASE GO TO THE LINK BELOW:

<https://www.cai-cv.org/page/QuorumMagazine>

TAP ON THE FOLLOWING ISSUES OF QUORUM MAGAZINE AND GO TO THE PAGES LISTED.

MARCH - PAGE 18 & PAGE 31

APRIL - PAGE 34

MAY - PAGE 40

JULY - PAGE 25

AUGUST - PAGES 20, 21, 22

SEPTEMBER - PAGES 34, 35

OCTOBER - PAGE 42

DECEMBER - PAGES 24, 25, 26

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