

Feb. 8, 2019 | Orlando, FL

# 2019 FLORIDA Leadership FORUM ADVOCATING WITH IMPACT





## Overview of Today's Presentation

- **Data and Statistics**
- **The changing face of the community association housing model and the U.S; including demographic trends**
- **Legislative Trends**
- **Effective Advocacy**



# Florida Community Associations

# facts & figures

» Approximately **9,660,000** Floridians live in **3,683,500** homes in **47,900** community associations.

» These residents pay **\$13 billion** a year to maintain their communities. These costs would otherwise fall to the local government.



» **331,000** Floridians are elected to their community association boards each year, providing **\$270 million** in service.

» Homes in community associations are generally valued at least **5-6%\*** more than other homes.

» By **2040** the community association housing model is expected to become the most common form of housing.



National and State

# statistical review FOR 2016

COMMUNITY ASSOCIATION DATA



## US Community Associations & Residents

**342,000**

US community associations and housing units.



**5.5 trillion**

Value of homes in community associations.

**69 million**

Americans living in community associations.



**2,360,000**

Americans serve on community association boards and committees



**80,000,000**

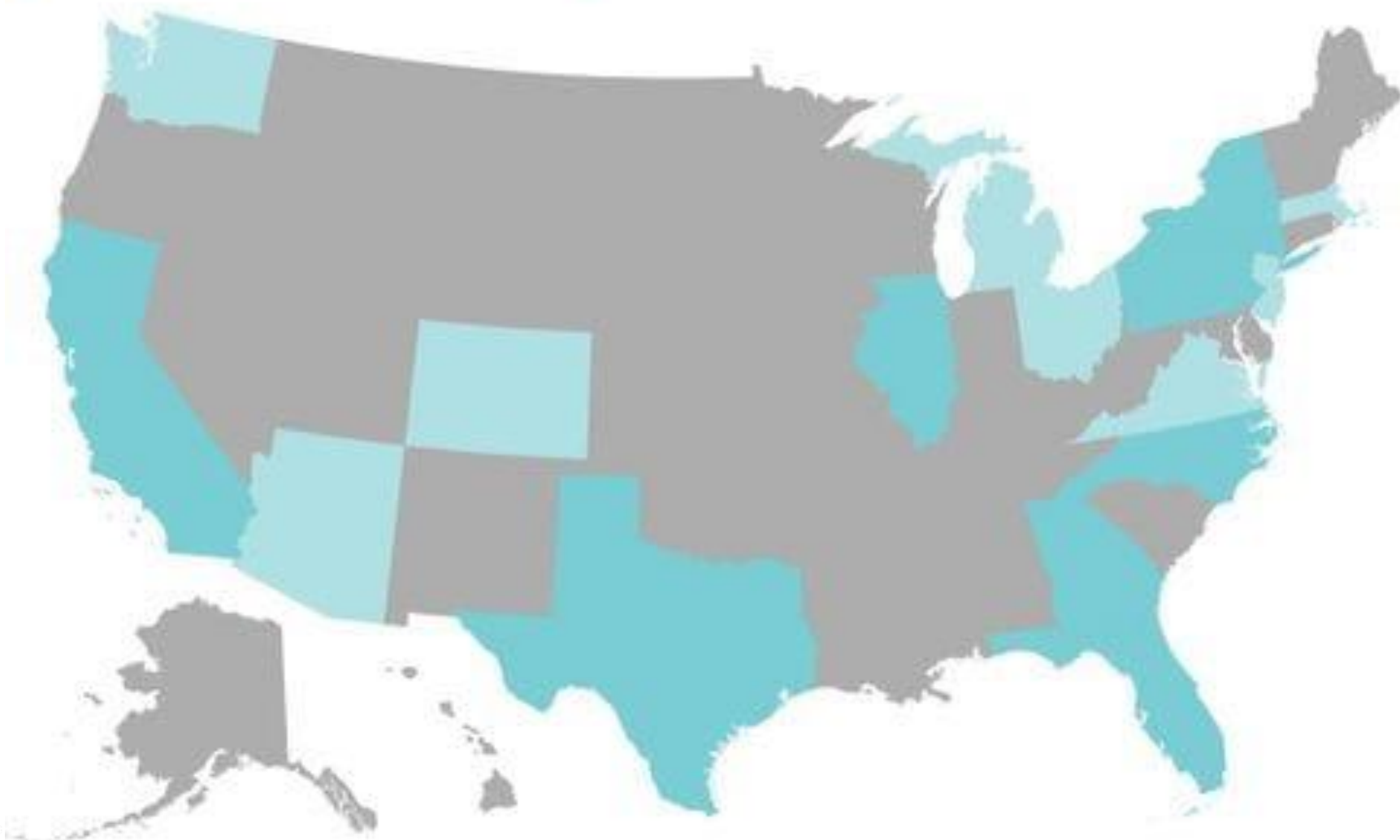
Hours of service performed annually by association board and committee members



# Population distribution in 2040

2016 analysis by Demographics Research Group, Weldon Cooper Center for Public Service, University of Virginia.

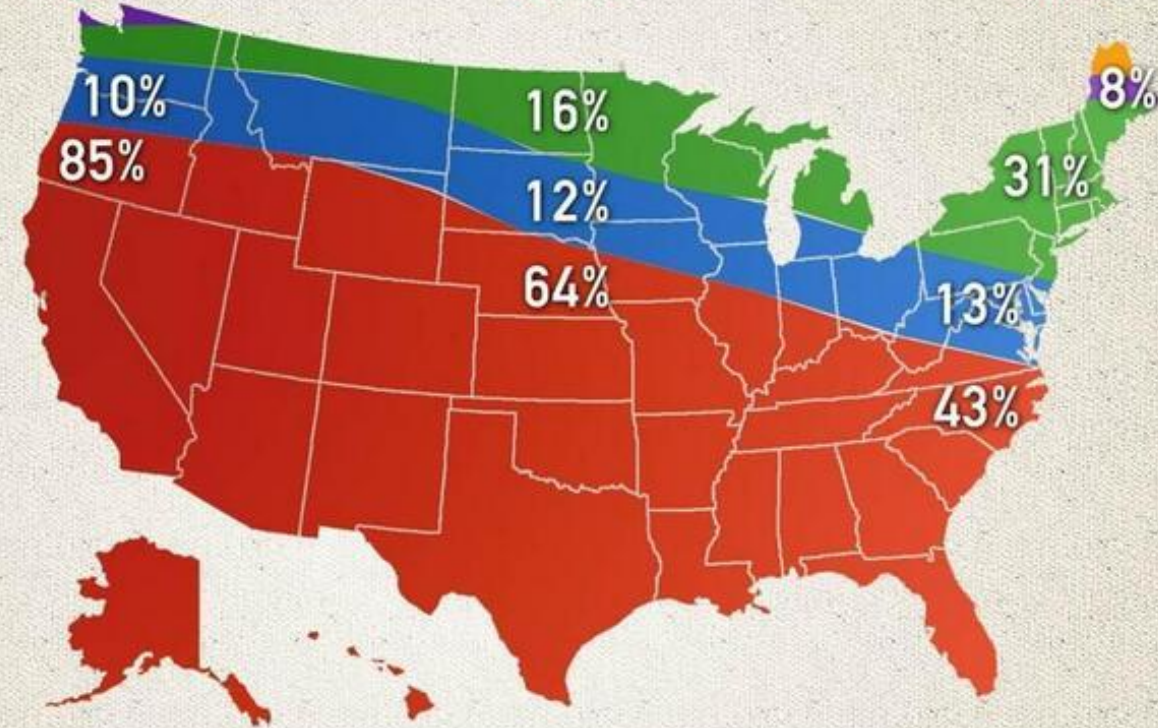
■ STATES MAKING UP HALF POPULATION   ■ NEXT 20 PERCENT   ■ 30 PERCENT OF POPULATION



# CHANGING FACE OF AMERICA

Percent of total U.S. population by race and ethnicity, 1960-2060

1960 2010 2060



OTHER

ASIAN

HISPANIC

BLACK

WHITE

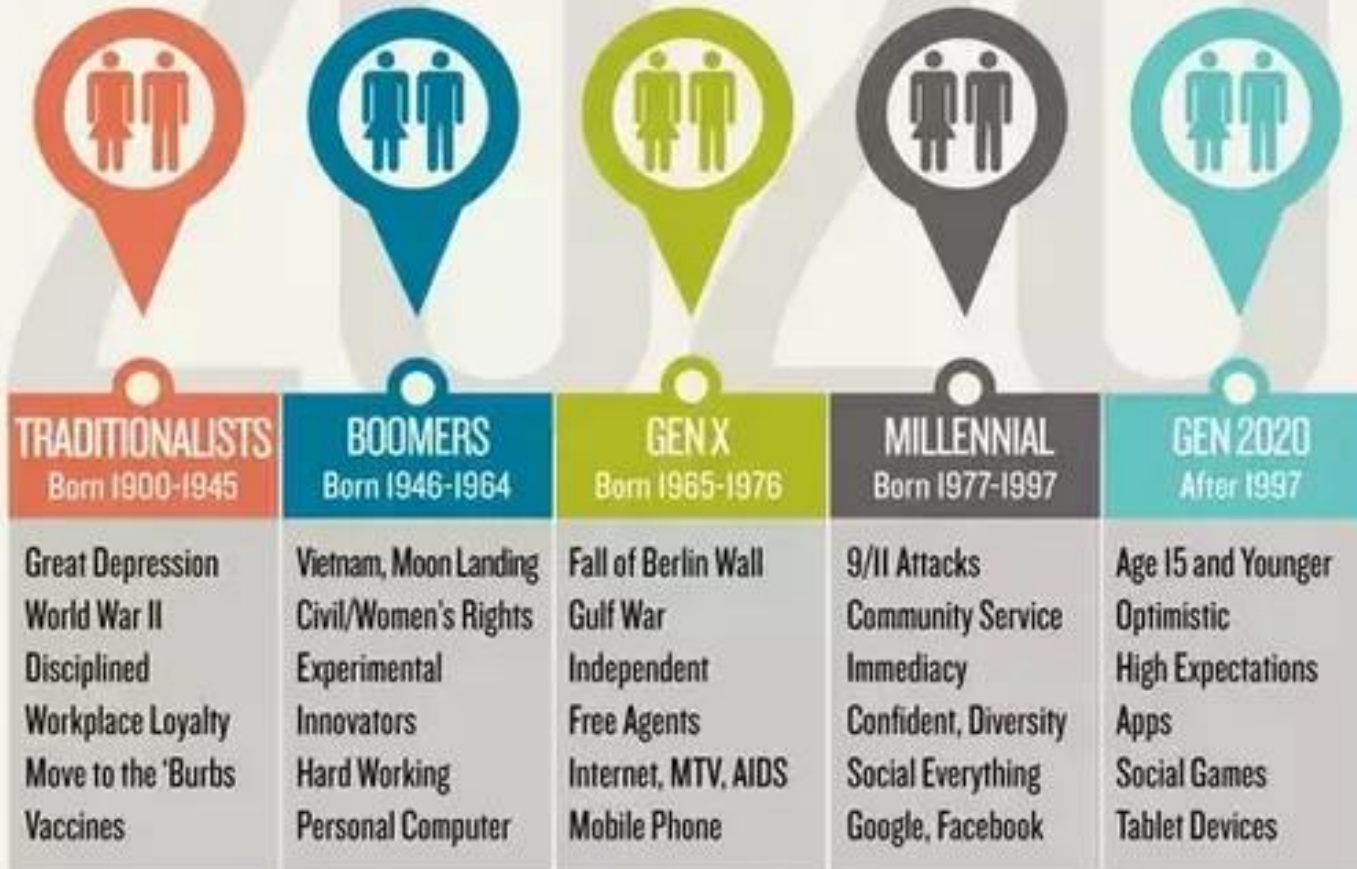
SOURCE: PEW RESEARCH CENTER

NIGHTLY NEWS  
with BRIAN WILLIAMS



# MULTIPLE GENERATIONS @ WORK

## Five Generations Working Side by Side in 2020



**According to Zillow, buyers remain the most dynamic segment of the housing market, with Millennials, those between the ages of 24 and 38, comprising the single largest share of all buyers and the largest group of first-time buyers.**



## 4 THINGS MILLENNIALS WANT FROM CUSTOMER SERVICE

### DIGITAL CHANNELS



Millennials want customer service on their terms. Email, text messages and communication over social media is preferred over a phone call.

### SELF-SERVICE OPTIONS



Millennials are self-sufficient. 70% look for self-service options, such as online request forms, appointment booking and payment portals.

### KNOWLEDGEABLE REPS



Authenticity is one of the most important attributes for millennials. They respect staff who really know the products they're supporting.

### RESPONSIVENESS



Millennials expect real-time responses. All it takes is a bit of frustration in the customer experience and they start clicking away. Use systems to accelerate response times.

INFOGRAPHIC PROVIDED BY MHELPDESK, THE EASIEST AND MOST POWERFUL FIELD SERVICE AUTOMATION SOFTWARE



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# Glimpse at the future landscape



# Get the REAL facts about Community Association Living

**85%** of residents rate their overall community association experience as positive (63%) or neutral (22%).



**90%** say their association's rules protect and enhance property values (62%) or have a neutral effect (28%); only 4% say the rules harm property values.



**69 million**  
Americans live in  
community associations









# 2019 State Legislative Priorities



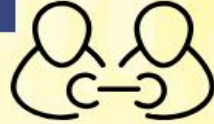
## Warranties for New Construction



CAI advocates for legislation and regulations strengthening protections for purchasers of new construction with laws that adequately balance the rights and responsibilities of community associations, their governing boards, homeowners, builders, and construction affiliates.

## Dispute Resolution for Residents

CAI advocates for communities to adopt policies that offer resolutions for disputes between individual homeowners and the association.

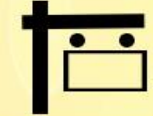


## Priority Lien for Collecting Delinquent Assessments

CAI advocates, at a minimum, for states to adopt the 2014 revised version of the Uniform Common Interest Ownership Act (UCIOA). Priority lien statutes serve to effectively preserve property values and balance the interests of homeowners in community associations and lenders and are the reasonable solution to abandoned property, community blight, and zombie foreclosures.



## Sales Disclosure



CAI advocates for mandates requiring all ownership transfers of homes or units in a community association disclose documents/resale certificates and supports the preparer's right to charge a reasonable fee for the production of such documents.

## Community Values

CAI advocates for legislatures and regulatory agencies to acknowledge the right of self-determination by owners who elect volunteers and have a vested interest in their communities. Communities should have the power to decide policies on issues such as vacation rentals, solar panels, electric vehicle charging stations, landscaping requirements, and more.



## Regulation of Community Managers



CAI advocates for industry-developed professional certifications or designation programs for community managers so they can self-regulate. If regulation is bound, CAI supports a regulatory system that incorporates protections for homeowners, mandatory education and testing on fundamental community association management knowledge, standards of conduct, and appropriate insurance requirements.

## Reserve Requirements

CAI advocates for developers to transition communities with a current reserve study, budget that includes both operations and reserves and initial funding of reserves for future maintenance, repair/replacement of facilities/equipment.



CAI advocates for laws that allow governing boards to determine the appropriate reserve level and method for funding long-term maintenance, repair/replacement of facilities/equipment and disclose the reserve study used to their community.

## HOA or Condo Uniform Acts

CAI advocates for the adoption of Uniform Common Interest Ownership Act (UCIOA). In those states where it is not possible to adopt the act in its entirety, CAI supports and recommends consideration of appropriate portions of this law.



# CAI Advocacy Agenda – State



# AFFORDABLE HOUSING

**CAI advocates for federal financial incentives to increase responsible homeownership opportunities for consumers through the construction or rehabilitation of affordable housing units within the community association housing model.**

**CAI will monitor the conditions of federal funding when streamlining state and local permitting requirements.**



**2019 FEDERAL PRIORITY ISSUE**

**CAI Advocacy Agenda –  
Federal**

# AMATEUR RADIO AND ASSOCIATION ARCHITECTURAL STANDARDS

HOUSING FINANCE POLICY

FAIR HOUSING ACT AND ASSISTANCE  
ANIMALS

DISASTER RESPONSE AND RECOVERY

COMMUNICATIONS INFRASTRUCTURE  
DEVELOPMENT

POST-PETITION ASSESSMENTS IN  
CHAPTER 13 BANKRUPTCY PROCEEDINGS

GROWTH AND STABILITY OF THE FHA  
CONDOMINIUM PROGRAM





# Your Role as an Advocate

**We Need You**

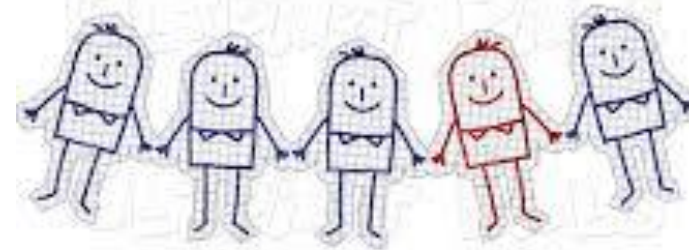
# Whose Voice Do You Want Heard by Legislators?

**ADVOCACY**

Random complaining resident?



Amazing, hard-working, selfless  
Coop Board?





# Effective Advocacy





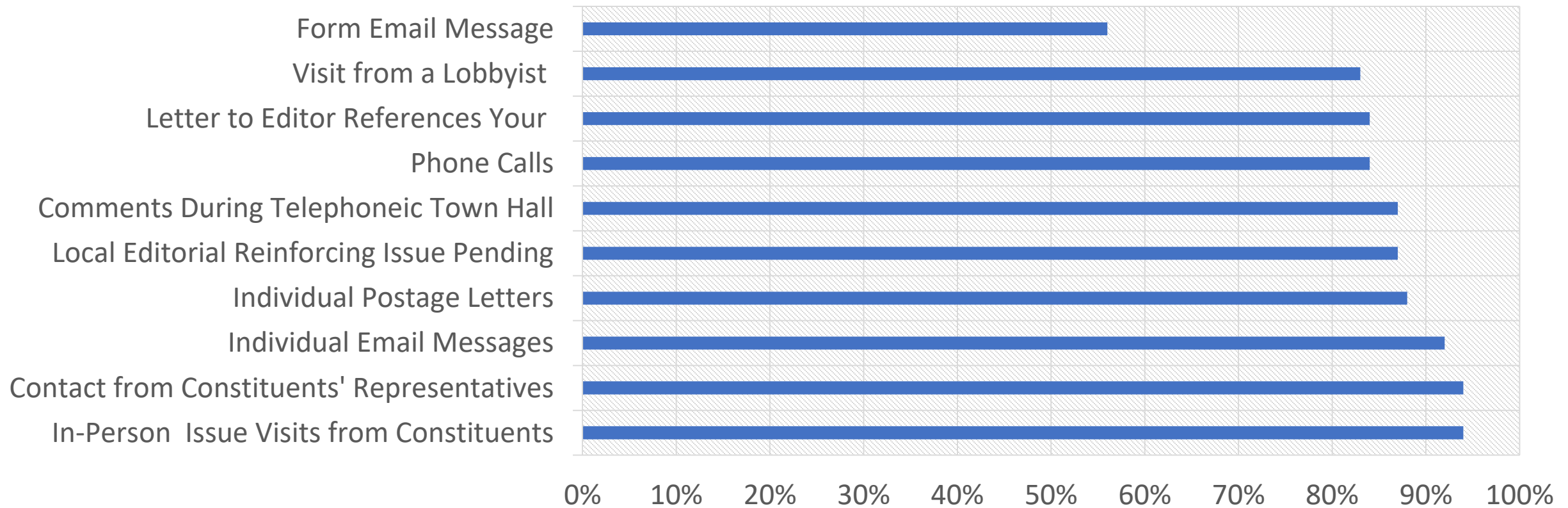
# When Meeting with a Legislator

- Personalized vs. Form? Both
- Be concise, direct and persuasive, and clearly state your position.
- Include personal stories of how legislation will affect you.
- Make a specific request.
- Be respectful.



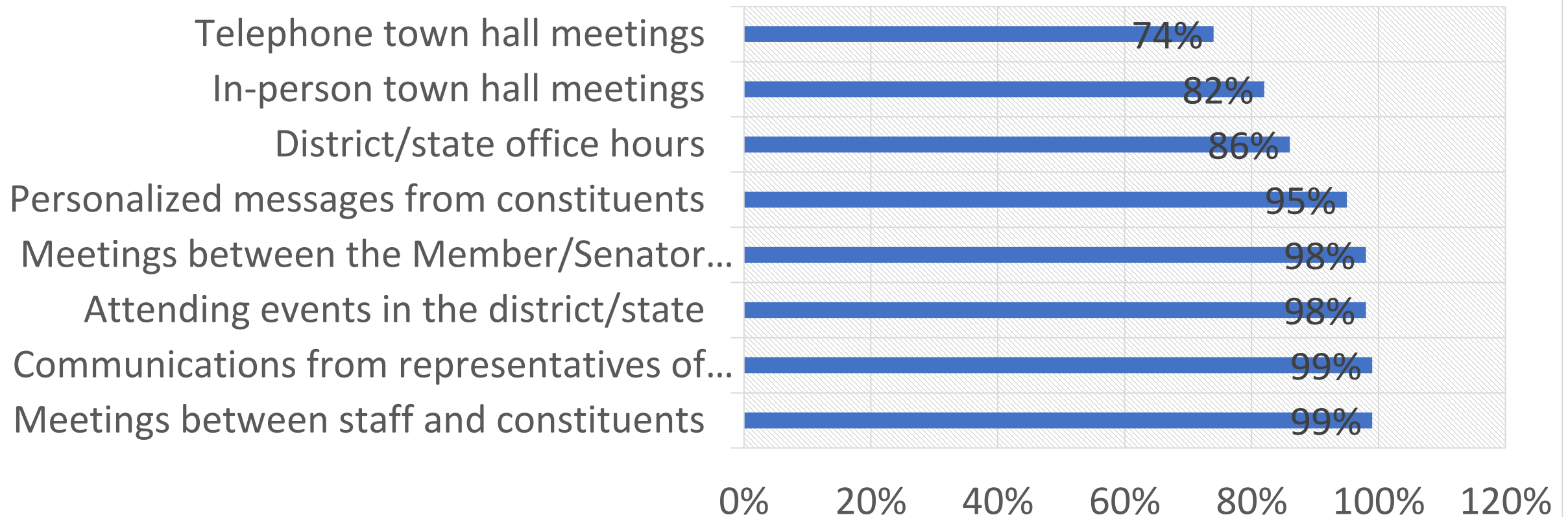
# Direct constituent interactions have more influence on lawmakers' decisions. (Source Congressional Management Foundation 2016 Survey)

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision.



# Congress places a high value on groups who have built relationships with the legislator and staff.

In our opinion, how important is each for understanding constituents' views and opinions?







# Steps to Avoid Legislation

- Best practices in...
  - Communications
  - Transparency
  - Reasonableness
  - Building Community
  - Civility



# The Civility Code – Adopted by SunRiver Owners Association

**We, the Board members of the Sunriver Owners Association, expect our community climate to be safe, secure, mutually respectful, and tolerant of its staff, volunteers and all of its members.**

**We expect a community free of incidents that create a hostile working or living environment.**

**We expect a healthy and responsible attitude to accompany all interactions in the community.**

**We expect all SROA members and guests to respect association staff and volunteers and other persons in the community regardless of their actual or perceived age, color, creed, disability, gender identity, national origin, race, religion, sex, or sexual orientation.**

**A vibrant, thriving community is made up of individuals who model these standards and hold each other accountable. In order for the community to encompass the goals outlined above, each individual must be responsible and accountable for her or his own actions and words.**





CAI  
**Leadership  
FORUM**  
FLORIDA COMMUNITIES



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