

2025 Smart Growth Grant - Level 2 Application

Status: Submitted

Date Submitted: 2024-12-20 19:25:01

Submitted By:

Does the proposed activity adhere to the stated requirement? Yes

First Name: Taylor

Last Name: Shanaman

Contact Title: Government Affairs Director

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Association: SEATTLE KING COUNTY ASSOCIATION OF REALTORS® INC

Association ID: 8690

Address 1: 12410 SE 32nd St

Address 2: Suite 100

City: Bellevue

State: WA

Zip: 98005

Association Executive First Name (if different from above): Russ

Association Executive Last Name (if different from above): Hokanson

Association Executive Contact Email (if different from above): rhokanson@nwrealtor.com

Activity Details

1. Amount Requested (Max \$7,500): \$7,500

2. Projected Completion Date: 2025-06-30

3. Type of Initiative:: Other

4. Describe the proposed initiative including specific details on how it will be executed and how the initiative will align with one or more of the [10 Smart Growth Principles](#): Over the last 6 months, SKCR has worked with our state association on a website, www.realtorsplushousing.com, which will help members, decision makers, stakeholders, consumers, and associations track the adoption of sweeping middle housing legislation. Phase one was to create the website and populate the basic information on who needs to comply and at what tier according to the state legislation and by population. We will be rolling out phase 1 mid-January and then begin on phase 2 in late January. Phase 2 is to track the adoption of these ordinances as cities need to be compliant by 6/30/25. SKCR has partnered with Washington REALTORS and planning firm, Kimley Horn to assemble data, track ordinances, and create/host this website. The site is only useful if it incorporates all four Puget Sound regional counties as these four counties are the first to comply and REALTOR members often represent clients across the Puget Sound region. Two of the bills the State Legislature passed in 2023 order cities to adopt certain middle housing regulations. Requirements are by tiers defined by population. Cities within the four counties in the Puget Sound region: King, Snohomish, Kitsap, and Pierce are the first to need to comply in the state. In King County alone there are 39 cities, 32 of which have populations large enough to require them to take some sort of action on land use by June 30th, 2025. The zoning changes associated with the adoption of regulations will pave the way for greater density/compact building design, diverse housing options, walkable communities, and strengthen development in communities, and make development predictable and fair. This tool will facilitate our associations ability to track what cities are doing and show other cities what their neighbors have done/are doing to comply. SKCR, TPCAR, SCCAR and Kitsap REALTORS will need to go county by county to ensure cities comply with the mandates the state has leveled without stifling growth, development and density with things like onerous tree retention, design review, and parking requirements.

5. Why is the association interested in conducting this initiative?: in 2023 the State Legislature passed HB 1110 and HB 1337 middle housing bills. Both bills mandated that cities allow for middle housing through zoning and clearing a path for diverse housing types including ADU/DADUs. SKCR has 39 cities within our jurisdiction, 32 of which are required to comply in one way or another. The adoption of ordinances

will come from municipalities required Comprehensive Plan updates which happen once in a decade and then will be fast tracked to adoption in 2025 before June 30th per the law. Decision makers, staff, and stakeholders have varying interpretations of how to comply and REALTORS will advocate city by city over the next 6 months to insure cities adopt the most density friendly, community centered, uncomplicated policies they can.

6. How will this initiative advance the association's community development goals?: Washington State remains dead last in the nation for housing development, we are a quarter million units behind. Housing inventory is a major crisis across the State but specifically within the Puget Sound region where most of the state's population resides. Housing costs are at an all time high, in the Seattle metro area, the average home price is \$895,000. The average price for single-family is \$1.2M. Zoning change is desperately needed in order to bring more compact development and infill to our cities. The ordinances that cities will need to pass in the coming months will allow for infill but cities will need to be encouraged to ignore the NIMBYs and pass policy that encourages inventory types that consumers want. This initiative will help REALTORS identify where their advocacy is needed in real time. This website will help REALTORS and Association staff to track changes, talk to decision makers about what other are doing in the county, and insure compliance with State law and their comprehensive plans.

7. How will association staff be involved in the planning and implementation of the initiative?: Association Staff will work with Kimley Horn to track ordinances and update the website, we will also be responsible for rolling out the website to REALTOR members, stakeholders, decision makers and others.

8. How will REALTORS® be involved in the planning and implementation of the initiative?: REALTORS will be and have been involved in the beta testing of the website, providing insight in to how they would use it with clients and in discussions with their city elected officials. REALTORS will also be featured in the roll-out video introducing the tool and explaining value. Board members will be made ambassadors and the website will be included in our monthly slide deck to DBs and owners for office meetings.

9. List any organizations that will partner with your association in the initiative. Describe their role(s) in the initiative.: Washington REALTORS: help with funding, create and host website, collect contact us forms and distribute to locals Kimley Horn: planning firm and vendor for data collection and tracking Tacoma Pierce County REALTORS: jurisdiction partner Snohomish County Camano REALTORS: jurisdiction partner Kitsap REALTORS: jurisdiction partner

10. How will the association measure the success of the initiative?: Success will be measured in site visits (clicks) and feedback (mid-year survey) from REALTORS, local associations, stakeholders, and decision makers. This is an advocacy benefit and a member service benefit for members and their clients. This is a grassroots recruitment tool. Members as they use it will see the work their association's advocacy is doing for them, their clients, and our industry.

Budget Details

The following are NOT eligible uses of grant funds.

- REALTOR® association staff time/hours, including contract staff
- Fundraising contributions or money to hold a fundraiser
- General operating expenses for the association or partner organization
- Purchase of capital equipment such as cameras, speakers, lights, mics, computers, printers. Rentals are permitted
- Donations to an organization or person including direct down payment or closing assistance
- Cash prizes or purchase of gifts and prizes
- Materials for construction/rehab of a property
- Landscaping materials
- Home furnishings or similar items
- Subscription fees for video conferencing services or other software licenses
- In-house association classroom rental fees
- Activities that benefit a single/select group of property owner(s)

Note: Associations are encouraged to use the majority of grant funds for expenditures related to the development and implementation of an activity (such as speaker fees, marketing, printing, etc.) rather than venue and catering costs. The TOTAL REVENUE and the TOTAL EXPENSES must net to ZERO, no profit or loss.

Revenue

Smart Growth Grant (enter requested amount)	\$7,500
Contribution from other REALTOR® association(s)- Washington REALTORS	\$25,000
Total	\$32,500

Expenditures

Consulting Fees for tracking legislation across 4 counties for six months	\$30,000
Marketing	\$2,500
Total	\$32,500

11. Additional Budget Information: If applicable, use the space below to: provide explanations for "other" revenue or expenses noted above; provide an estimated number of attendees for activities with an admission fee; provide a breakdown of consulting fees; or provide details about in-kind contributions the association will make toward the activity.:

12. For local associations: The state association must be notified of this funding request. Provide the name and title of the person at the state

association most familiar with the request.

First Name Association Contact: Mary

Last Name Association Contact: Hull-Drury

Association Staff Email: mary.drury@warealtor.org

13. In reference to THIS activity, has your association applied for funding from other NAR grant programs including Housing Opportunity, Fair Housing, Diversity and Inclusion, Consumer Advocacy Outreach or Issues Mobilization?: No

14. If this funding request is approved, do you give NAR permission to share your application, and any outcomes?: Yes