

Consumer Advocacy Outreach Grant Application

Status: Submitted

Date Submitted: 2022-09-27 10:44:00

Submitted By: mkelly@nysar.com

Does the proposed activity adhere to the stated requirement? Yes

First Name: Michael

Last Name: Kelly

Contact Title: Government Affairs Director

Contact Email: mkelly@nysar.com

Contact Phone: 518-339-6281

Association: NEW YORK STATE ASSOCIATION OF REALTORS® INC

Association ID: 862

Address 1: 130 Washington Ave

Address 2:

City: Albany

State: NY

Zip: 12210

Association Executive First Name (if different from above):

Association Executive Last Name (if different from above):

Association Executive Contact Email (if different from above):

State Executive Officer Or His/Her Designee First Name:: Michael **State Executive Officer Or His/Her Designee Last Name::** Kelly

State Executive Officer Or His/Her Designee Email Address:: mkelly@nysar.com

Is this application for a state or local association?: State

Amount requested:

(up to \$25,000 may be requested if not a collaborative campaign) If collaborative campaign between state and local associations, up to \$75,000 may be requested: \$75,000

1. Describe the consumer activity or legislative issue for which you are seeking NAR financial support, including why you believe there is a need for such an activity and a bit about the demographics of your area. (e.g. consumer education, consumer awareness of legislation, public forum, Capitol Hill day with homeowners and members, etc.): NYSAR is seeking grant funding to support a consumer education and awareness campaign regarding electrification and emissions reduction recommendations from the New York State Climate Action Council. Such proposals include reducing economy-wide greenhouse gas emissions 40% by 2030 and 85% by 2050. To achieve these goals, the Climate Action Council is proposing to ban natural gas service to existing buildings, prohibiting natural gas, propane and oil equipment in new homes in 2024, prohibiting traditional gas heating systems in existing homes beginning in 2030, banning natural gas appliances in homes beginning in 2035, and prohibiting the sale of gasoline vehicles in 2035. The State Legislature has also introduced legislation to prohibit by January 2024 any new construction unless the building is constructed to be all electric. NYSAR supports the need to reduce overall greenhouse gas emissions and the commitment New York has made to transition away from fossil fuels. However, we are deeply concerned with the expeditious implementation of various proposals outlined in the NYS Climate Action Council's draft plan as well as the cost projections which are not being provided in the draft plan. We are particularly concerned with the impact on housing affordability and the potential for statewide climate policies to negatively impact current and aspiring property owners, especially as New York is already facing a critical housing shortage. We believe residents and consumers are largely unaware of these proposals, providing us the opportunity to inform the public of these policy recommendations and the estimated costs associated with such expedited changes. NYSAR, in coordination with NAR, has already contracted with an outside vendor to provide an economic and cost analysis of these proposals. NYSAR has also conducted public polling on the issue in conjunction with NAR and Real Strategies. A consumer education and awareness campaign would primarily focus on voters in 10 "swing" State Senate districts where the incumbent is highly likely to be re-elected. A tentative budget and target universe of

64,666 individuals (identified through American Strategies polling) for a 4-week flight on Facebook or programmatic display would be:

- Landing Page with Email Capture Incorporated: \$4,600

- 4-week Facebook flight with Programmatic Display re-targeting: \$81,650 NYSAR also plans to apply to NAR's IMF for additional funding for this phase of the campaign through 2022 which would increase current budget figures and strength of the campaign.

2. Describe the importance of this activity or advocacy issue to consumers (homeowners or potential homeowners). In this description, clearly indicate consumer campaign goals, including how this activity will engage and educate consumers on the advocacy issue at the state and/or local level that affect the real estate industry.: New York State is proposing the most aggressive climate action/carbon reduction policies in the country right now. The proposals will have a direct impact on housing affordability for current and potential homeowners due to increased costs for electric appliances and the installation of new renewable/geothermal heating and cooling systems. Existing homeowners will face the significant financial burden of replacing and retrofitting their existing traditional heating systems, while potential homeowners will face additional financial barriers of higher home prices due to added costs of an all-electric home. Additionally, the proposed mandate to phase out natural gas and oil in homes within the suggested timeframe is simply not feasible for certain regions of our state, particularly cold-climate and low-income areas. Our campaign goal is to educate voters on these proposals, highlighting the expedited timeline for transitioning away from fossil fuels and the estimated cost burden on homeowners. Consumers would have the opportunity to opt-in to receiving future updates on the issue and would be targeted in separate future campaign activities that will focus on persuasion and opposition to the proposals.

3. Date of consumer advocacy activity or timeline of campaign.: The consumer education and awareness phase of the campaign will begin soon after the November 8 general election and run for approximately 4 weeks, ending before the 2022 holiday season.

4. Has your association engaged with consumers before? How does this advocacy issue/activity align with association goals? (Is it in association's strategic plan or the focus of committee or leadership?) : Yes. NYSAR has engaged with consumers on past issues including advocacy on a first-time homebuyer savings account legislative proposal. This current issue aligns with NYSAR's goals as an association by opposing policies that would make homeownership and homebuying less affordable or accessible.

5. What tools do you want to use to best communicate to consumers? (such as website, infographics, online advertising, etc.)? NAR staff and REALTOR Party vendors will work with you and your association to create a campaign plan. If you plan to use other vendors for all or some of your campaign activities, provide vendor name(s) and contact information and the services that they will provide and budget.: In discussions with NAR staff and campaign partners at Real Strategies, the best tools to communicate with consumers would include, but not limited be to online advertising (Facebook or programmatic display), landing page, and infographics.

6. List the specific goals for this event, activity, program, or project, as well as long-term goals that this activity may advance.: The goal of the campaign is to raise awareness among voters regarding the recommendations of New York's Climate Action Council. We believe these recommendations will be vetted by the State Legislature and Governor beginning in 2023 and want to begin to raise their profile among voters in targeted State Senate Districts where, due to previous polling, we know voters are more sympathetic to NYSAR's perspective. Long term, we will utilize any data and consumer information to assist in a future campaign where we directly engage voters in opposition to one or more of the proposals from the Climate Action Council.

7. What is the impact of this policy issue on your community/state? How will this consumer advocacy campaign address that need?: Our campaign goal is to educate voters on these proposals, highlighting the expedited timeline for transitioning away from fossil fuels and the estimated cost burden on homeowners. Consumers would have the opportunity to opt-in to receiving future updates on the issue and would be targeted in separate future campaign activities that will focus on persuasion and opposition to the proposals.

8. How will this activity benefit consumers, the REALTOR® association, and its members?: This campaign will benefit consumers by educating them on the policy proposals being discussed by lawmakers right now and the drastic impacts they would have on the costs of homeownership in the immediate future. This campaign could also help advance a long-term goal of providing more flexibility in the proposed mandates, particularly when it comes to the short timeframe of implementation. This campaign benefits the REALTOR association, local boards and its members by providing a leading voice on one of the largest statewide issues being discussed right now.

9. How will association staff be involved in the planning and execution of the activity? : NYSAR staff has been in regular contact with NAR and REAL Strategies on this issue for several months already and will continue to work collaboratively to plan and execute any campaign activity.

10. List any other state or local REALTOR® associations or organizations that have worked on this issue or plan to partner with your association in the activity. Describe their role(s) in the activity. Note: Partnership with any organizations/coalition may involve further disclosure on how funds will be used. : NYSAR is joined in submitting this application by five local boards that will be impacted by this education campaign as the consumer outreach will fall within their jurisdictions. The following boards have agreed to support this effort and sign onto this grant request: Long Island Board of REALTORS Hudson Gateway Association of REALTORS Staten Island Board of REALTORS Greater Rochester Board of REALTORS Buffalo Niagara Association of REALTORS

11. If you are using outside vendor, please attach their budget proposal.

The following are NOT eligible uses of grant funds.

- REALTOR® association staff time/hours
- Fundraising contributions
- Money to hold a fundraiser
- General operating expenses
- Donations to another organization
- Cash prizes or purchase of gifts and prizes
- Materials for construction/rehab of a property
- Landscaping materials
- Home furnishings
- Food and beverages

The Following are eligible uses of grant funds.

- Direct mail
- Website/landing page on HOM site
- Infographics
- Online ads (standard), include Facebook
- Phone calls
- Shareable posts for social media
- Pre-roll video production
- Pre-roll video standard, include Facebook

Amount requested (up to \$25,000 may be requested if not a collaborative campaign)	\$75,000
Required contribution from your association (Must be equal to at least 15% of requested grant amount. Do not include staff-time or in-kind donations.)	\$11,250
Contribution from other REALTOR® association(s)	\$0
Contribution from non-REALTOR® collaborating partners	\$0
Revenue from sponsors (e.g., payment for advertising, etc.)	\$0
Total	\$86,250

12. Has your association previously received a Consumer Advocacy grant? What was the issue/campaign?: Yes, support for our First Time Homebuyer campaign.

13. Has your association applied for funding for THIS activity from another NAR REALTOR Party program including Smart Growth, Diversity, Placemaking, or Issues Mobilization? : Yes

Expiration of funds

Offer to fund proposed project expires one year from date of award approval if the proposed project has not been initiated.

Reimbursement Details

Funds awarded as a Consumer Advocacy Outreach grant will be awarded through the following reimbursement processes:

1. If your application is approved, NAR will refund expenses up to the grant allocation. Your application must be sent to NAR six weeks before your event takes place otherwise your grant will not be considered.
2. NAR is willing to fund activities that will generate tangible results; NAR will not fund recognition activities through this grant program.
3. The association will submit to NAR proof of money spent totaling the amount of the grant award.
4. Acceptable forms of proof of money spent include an invoice from a vendor, a signed contract with a consultant/speaker; receipts for items purchased, and cancelled checks.
5. The request for reimbursement must be made within 90 days of the completion of the activity for which the grant was awarded.
6. In order to receive reimbursement up to the allocated grant amount, you must also submit a completed evaluation form that will be sent to you once you are approved. We ask that the evaluation form be submitted within 30 days of your event.
7. Once all documentation is received, NAR will send to the association a check for the amount of the incurred costs.

NOTE: Application must either be submitted by the AE or the AE must be copied on the submission.

Please direct questions to:

Erin Murphy

202-383-1079

emurphy@nar.realtor

14. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on the REALTOR® Party website) as an example of a successful application? : Yes