

*Note: This is an old flyer, but Advocacy hasn't changed much since it was created.*

## **Advocacy in Action**

1. Assess the current situation.
  2. Envision the ideal.
  3. Identify barriers that can and cannot be changed.
  4. Research, strategize, and draft plans.
  5. Build a diverse coalition team. Make job assignments, organize communication lines, and formulate plans. Find common ground. Decide where you can compromise and define the standards that cannot change.
  6. Identify action items and long-term goals. Prioritize (you won't likely get everything you want).
  7. Gather the facts and make your case. Know your point of view and the opposition's perspective. Define the ideal, along with acceptable and unacceptable alternatives and outcomes.
  8. Write the legislative proposal. Develop a strategy. Organize data, stories, case studies, outcomes, statistics, etc.
  9. Expand your team and sub-contract to specialists (lobbyists, public relations experts, etc.)
  10. Identify and enlist sponsors, decision-makers, influencers, communicators, witnesses, monitors, reporters, and workers. Define roles. Monitor progress and respond to challenges. Keep in touch.
  11. Work hard, clean, and smart until the objectives are met, or an acceptable goal modification is made.
  12. Evaluate, congratulate, and rejuvenate.
- Celebrate Success!**
13. Start at 1. with a new action item and follow the plan again.

The Outline of Nevada Women's Summit '98 presentation,  
***Improving Corporate Culture through Effective Legislative Advocacy*** by  
Julie Davies, 1997-98 BPW/Utah President and AAUW Regional Team Leader

## **For Enforceable STR Regs** (*this is a short list of more effective STR Governance components*):

1. Create **reasonable regulations** that address core concerns **specific to the area and goals**. Add appropriate requirements and host/guest communication standards regarding STR regulations.
2. Clearly and reasonably **define zoning for STRs based on consumer demand** and community plans (because herding or banning STRs doesn't work). **Allow a sufficient number of permits to meet actual and expected consumer demand**. If permits are set at an appropriate level, bad or unlawful operators will not be able to compete. Good hosts will work to retain their permits.
3. **Set up a clear path to obtaining STR permits/registration/licensing**, reasonable fees, fair guest tax rates, and an **online checklist** that walks the applicant through the process. Include a practical site inspection (this could be a self-inspection form with the potential for physical inspection). The approval process should take days---not months! **Don't penalize business owners who step up and apply for a permit**. Implement a simple-to-follow permit process and reasonable requirements.
4. **The homeowner should be the permit applicant** (but they can hire a manager). Applicants should complete all elements of the application process. If they are not code-compliant, they can lose their permit. Owners should be given the chance to run a code-compliant business in their residential unit.
5. **Educate!** Train all who deal with STRs. Cities should require comprehensive, accredited STR training for owner applicants/hosts, realtors, property managers, and contractors. Quality education can promote code compliance. STR is a misunderstood industry---even by realtor PMs and people already hosting guests (as well as public officials creating regulations). Complying with reasonable regulations and applying STR best practices can support safe, profitable, neighborhood-friendly small businesses.
6. **Implement consistent and immediate code enforcement** of regulations and procedures. Enforce the STR-related ordinances. Shutting down unpermitted STRs or party operators should be the top enforcement priority. Code-compliant hosts should be treated with respect. Incentivize compliance.
7. Give regulations time to work. **Evaluate**, then cautiously make revisions as needed.
8. **Keep it positive and reasonable for all involved**. Welcome well-run STRs into the community. When people are treated with respect, they tend to behave better. (And create an environment where bad operators will find it unprofitable and unfeasible to operate STRs in the municipality---so they will leave town).

**Julie Davies**, Educator, Author, and STR Advocate (points created for the 2019 Washington Real Estate Summit)