

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

Improving Corporate Culture through Effective Legislative Advocacy

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, 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. Get 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, statistics, etc.
9. Expand your team and sub-contract to specialists (lobbyists, public relations experts,....)
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, rejuvenate.

Celebrate Success!

13. Start at 1. with a new action item and follow the plan again.

**Outline of Nevada Women's Summit '98 presentation by
Julie Davies, 1997-98 President of BPW/Utah and AAUW Regional Team Leader**

For Enforceable STR Regs (this is a shortlist. See information about Ordinance Components for more details):

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 fairly **define zoning for STRs based on consumer demand** and community plans (herding or banning STRs does not work). **Allow a sufficient number of permits to meet the actual expected consumer demand**. If permits are then limited 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 reasonable and simple-to-follow permit process and requirements.
4. **The homeowner should be the permit applicant** (but they can hire a manager, who should also be permitted). If the applicant doesn't complete all of the steps or doesn't pass inspection, their application is denied. They will need to start over. If they pass inspection, they are STR permitted. If they are found to have included errors/false information on their application, their license is revoked (with penalties).
5. **Educate!** Train all who deal with STRs. Cities should mandate comprehensive, accredited STR training for owner applicants/hosts, realtors, property managers, and contractors. Quality education can promote code compliance. (see www.strcertification.com) STR is a misunderstood industry---even by realtor PMs and people already hosting guests. It requires code-compliance and best practices to create safe, neighborhood-friendly small businesses.
6. **Implement consistent, strong, and immediate code enforcement** regulations and procedures. Enforce the STR-related ordinances---perhaps with three "strikes" for permit holders, and immediately shut down unlawful operators (with consequences that actually affect the business). **Shutting down unpermitted STRs should be the top enforcement priority**.
7. **Evaluate** and add/reduce permits/areas/requirements as needed. But give regulations time to work.
8. **Keep it positive and reasonable for all involved**. Welcome well-run STRs into the community (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, STR Certification Course. 2019