

# TRACKING ACTIONS OF 30 GOVERNMENTS REQUIRES NIMBLE MEMBERS



*Core to carrying out the mission of the* Home Builders Association of Metro Denver is advocating for sound policies and regulations that encourage a vibrant, affordable and sustainable housing market. In fact, based on member surveys, local and state advocacy on behalf of the industry is identified as the HBA's number one priority. As a member, you receive the HBA's bi-weekly electronic publication *Home Builder Advocate* which helps keep you informed on the advocacy issues of the day and what your HBA is doing to defend and advance the industry's interests. What you may not be entirely familiar with is how the HBA carries out its advocacy efforts and where along the way you can get involved.

In the spring issue of *Home Builder*, this column explained the vital role the HBA's Metro Housing Coalition (MHC) plays by building relationships with and educating local and state government officials about industry issues. This article takes a look at the other working pieces of the advocacy machine that operates in near-perpetual motion on your behalf.

HBA members are the eyes and the ears of the HBA on emerging issues as well as a key resource in determining the association's response to any particular issue. Through a multi-layered structure of committees, the HBA Senior Officers and Board of Directors, direct input from individual members, and HBA staff working with a professional consultant, we monitor the legislative, policy and regulatory activities in the more than 30 jurisdictions within the HBA's eight-county chartered territory. We also work in close collaboration with the Colorado Association of Home Builders on issues of statewide concern through their committee framework.

With so many local jurisdictions, as well as a state legislature that can certainly be prolific in producing new legislation, the issues can indeed be numerous, as can the perspectives of our many members. Therefore, careful and practiced "issues management" is absolutely critical to our success. A seasoned framework combined with a proactive approach and strategic relationship building has delivered success on the advocacy front.

So what is that framework? The HBA has several local coordinating committees working in key jurisdictions whose job it is to provide

collaborative and productive interface between the HBA, our members working in the community and the jurisdiction. Individual members are encouraged and routinely do contact HBA staff regarding areas of concern. And the HBA Board of Directors' monthly meetings include discussions of government affairs. All these avenues for issues identification converge on a direct route to the Government Affairs Committee, which is comprised of 17 builder and associate members annually appointed by the HBA president.

The Government Affairs Committee also identifies issues, but most critically it serves as the issues management and recommending body to the HBA Senior Officers and Board of Directors on policy development, strategy and action on issues of local or statewide concern. Recommendations on statewide matters are ultimately carried forward to the CAHB Government Affairs Committee. To further advance the HBA's state legislative agenda and assist CAHB in accomplishing effective advocacy at the Capitol, HBA staff and a minimum of four members of the HBA Government Affairs Committee also serve on the CAHB Government Affairs Committee.

Rounding out the team of HBA staff, members and committees is Skye L. Stuart, Senior Associate with David J. Cole & Associates. Stuart ably assists the HBA in navigating the unique "personalities" and priorities of individual local jurisdictions, making use of the ground work laid by the MHC with individual elected officials, deploying strategy and communicating key messages.

Leveraging our resources within a structured but nimble framework continues to prove highly successful for the HBA, and in turn for our members. We welcome all members to bring government affairs concerns to our attention and to become involved in the process of successfully resolving industry issues within the HBA framework. 🏠

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