

Form Name: 2019 Smart Growth Grant - Level 2
Submission Time: September 16, 2019 5:55 am

State and local REALTOR® Associations shall only use resources provided by the REALTOR® Party program within their association's territorial jurisdictions as set by NAR. Does the proposed activity adhere to the stated requirement? Yes

Please check the box of the application deadline for which you are applying. September 15

State Hawaii

Association Name 3155 | HONOLULU BOARD OF REALTORS® INC (HI)

Amount Requested (Max \$5,000) 5000

Number of Members 6324

Will the grant be funding a project in a rural community within your association's jurisdiction? Note that the Rural Housing Service defines "rural" as areas with less than 30,000 population and rural in character. No

Address 1136 12th Ave #200
Honolulu , HI 96816

Application Contact Information: Suzanne Young

Contact Email suzanne.young@hcentral.com

Smart Growth Event Details

1. In one sentence describe what your association will be doing with this grant. This project is to develop a course offered by the Honolulu Board of REALTORS® to educate its members about the role of trees on residential properties so that REALTORS® begin to incorporate information about trees with clients who are purchasing homes and may be considering changes to the property.

2. Dates of activity, if applicable October 2019 - December 2020

3. Describe the land use/transportation/growth issue(s) with which your association is engaging. Why this issue is of concern to the association?

In four years, Honolulu County (island of Oahu) alarmingly lost 76,000 trees. It is not uncommon to see home renovations where the homeowner has chosen to pave over its yard and trees with concrete.

The character of Honolulu hinges on its natural beauty, which include landscaping and TREES in Honolulu neighborhoods.

Trees play an integral role in creating healthy and walkable neighborhoods; and fostering distinctive, attractive communities with a strong sense of place. In supporting trees and strengthening the urban tree canopy, we are ultimately supporting a stronger, more livable, more resilient community of Honolulu.

This summer, Honolulu experienced some of the hottest temperatures on record. With impending changes in climate (increased heat, changing rain and wind patterns), trees additionally play an important role to mitigate urban flooding by absorbing stormwater and preventing ocean contamination.

4. Describe proposed activity. Be specific about the details how this event will be executed.

Creation of the course will require the following tasks:

Research and Development of Class content and curriculum

Identify engaging teaching approaches for the content

Consult with experts + Honolulu Board of REALTORS®

Create slides

Apply to REC (Real Estate Commission) - includes slides, teacher notes, timed outline

Market the course to Honolulu Board of REALTORS® members

5. How will the activity further smart growth-related land use public policies/development in your community? Please review the 10 Smart Growth Principles at the end of this application and describe how your project supports one or more of these principles.

REALTORS® give valuable consult to homeowner clients about their properties. The resulting course will empower REALTORS® with information about trees to share with clients so homeowners can make an informed choice about their property's landscaping and trees.

The issue of a decreasing urban tree canopy concerns Smart Growth Principle #4: Creating walkable neighborhoods and Smart Growth Principle #5: Fostering distinctive, attractive communities with a strong sense of place.

Through the initial work we carried out with REALTORS® (via the August 2018 grant from NAR, thank you!) we learned that homeowners are cutting down trees for the following reasons:

1) Interfering with Infrastructure. Tree or tree roots interfered with underground utility infrastructure or house infrastructure. 2) Maintenance of Tree. Too much effort to maintain tree: trimming, watering, raking, harvesting fruit 3) Tree was diseased 4) Expensive. Too expensive to maintain tree: pruning, trimming, care

There are valuable and practical tips to share with homeowners which can directly address these reasons and offer alternatives to removing a tree.

A stronger tree canopy for Honolulu affects the beauty, livability and walkability of neighborhoods - trees clean and cool the air, contributes to overall property value, contributes to community health and carbon sequestration.

This project supports the Trees initiative to increase Honolulu's urban tree canopy from 25% to 35% by 2035. This Trees initiative was supported by a proclamation by the Honolulu City Council in March 2018, and signed by Honolulu Mayor Kirk Caldwell in support of increasing Honolulu's urban tree canopy from 25% to 35% by 2035.

In 2012, the City and County of Honolulu passed a Complete Streets policy (Ordinance 12-15) which HBR testified in full support. In 2016, the City and County of Honolulu finalized its Complete Streets Design Manual and has been actively working to implement Complete Streets to move toward implementation of improvements that make Honolulu's streets and neighborhoods safe and inviting for users of all ages or abilities.

6. Is this project part of a larger long-term effort aimed at shaping your community's land use?

Yes

7. Describe the general roadmap to achieving the long-term outcomes, if known and/or applicable.

Engaging REALTORS® is a pathway to reaching homeowners regarding trees.

The goal is to see REALTORS® begin to incorporate information about trees in their interactions with clients, so that homeowners can make smart choices about their landscaping and trees, and to slow the upward trend in tree loss.

The larger plan to achieve this includes:

- Offer a continuing ed course about trees
- Create content to be included in broker's Closing Packets
- Create memorable bite sized image/memes on trees for REALTORS® to include in their branded email newsletters to clients
- Offer a discount for trees purchase as a closing gift with flyer about tree care and tree planting
- Create a video modeling what REALTORS® can say to clients regarding trees on their property
- Activating the "leadership team" of REALTORS® to speak about trees to other REALTORS®

8. Describe your association's prior smart growth efforts, if applicable.

In support of smart growth, the Honolulu Board of REALTORS® took an active role in supporting Honolulu's Complete Streets initiative. We submitted testimony in support of Bill 26 (12) Relating to Complete Streets - creating a process for interdepartmental cooperation and coordination necessary to assure the community of safer streets in Honolulu with a focus on creating safe, attractive neighborhoods. The Bill passed in 2012.

We also annually partner as a sponsor of Houseless in Hawaii Summit, in support of safe and livable neighborhoods.

Our HBR Position Statement is as follows:

HBR has five (5) key areas to our annual Position Statement and one of those areas is Smart Growth. Our position is that REALTORS® support smart growth as a strategy to improve communities and manage the long-term implications and fiscal impacts of growth and development. One of our key areas is environmental sustainability which includes:

- REALTORS® support policies that provide homeowners with affordable green alternatives
 - Green features that help to fight climate change while saving money and becoming more desirable for consumers
 - Today's homeowners believe the best investment in a home is also the most sustainable.
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9. Describe any non-public policy outcomes/benefits of project, including those to the REALTOR® association and its members?

This class empowers REALTORS® to be of greater value to their clients by expanding their toolbox of knowledge regarding properties.

Armed with knowledge to make informed choices regarding landscaping and trees, both REALTORS® and homeowners can play an active role in positively impacting the communities in which they live, and positively affecting the planet.

For the "leadership team" of REALTORS®, they have an opportunity to inspire others and position themselves as leaders among their peers, to play a valuable role in positively shaping the community.

10. To what degree/how will members be involved in the activity?

REALTORS® will elect (dare i say clamour? ha ha) to take the course to also meet their continuing ed course credits required to maintain REALTOR® licensure.

11. What other parties will be engaged in this activity (other REALTOR® associations, nonprofits and/or government entities) and their roles?

A partner on the project will be the State of Hawaii Division of Forestry and Wildlife (DOFAW) Kaulunani Community and Urban Forestry program to assist with and approve content.

Another key partner on the project will be Hawaii Energy, who also has a need to reach homeowners regarding energy efficiency. The course content on trees will also include relevant information on green homes. Hawaii Energy will assist with and approve content.

12. How are you measuring the success of this activity in both the short term and long term. When do you expect the long-term land use public policy outcomes to be known, if applicable?

In the short term, we can gauge the success of our project with before and after surveys on the course we offer. We can also continue to stay in touch with REALTOR® students and ask them how the course has impacted their interactions with clients.

The ultimate test of whether our efforts are working is to gather new data on the tree canopy itself to determine if we are slowing the upward trend in tree loss.

13. Will this effort support your broader/long-term advocacy goals? If so, how?

Yes

13a If Yes

Yes. Creating this course allows us to educate our REALTORS about trees and their positive impact on communities. One of our newest initiatives is to become more active at our neighborhood board meetings by having REALTORS attend the meetings regularly and share information about our initiatives as well as impacts of legislation on our various communities. This improves our relationships with our local elected officials and government agencies and is a part of our community outreach efforts demonstrating the value that REALTORS bring to a community and to homeowners and renters beyond just buying and selling real estate but contributing to the communities we live and work in.

14. Is there anything else you would like the review panel to know about this project? Yes

14a If Yes

This project serves to execute on our initial investigative work to create a community engagement plan and engage REALTORS® via the August 2018 grant from NAR to reverse the upward trend in tree loss.

The prior work to gauge interest on trees with REALTORS® was successful (survey on tree removal, lunchtime talks, and leadership team to brainstorm) and now we need to move forward with tipping the needle regarding trees in our community. I am extremely hopeful about the opportunities to generate positive momentum for Honolulu's urban tree canopy via REALTORS®.

Budget Details

Smart Growth Program Grant (enter requested amount)	5000
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Contribution from your association (do not include staff-time or in-kind donations)	500
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Contribution from non-REALTOR® collaborating partners	5000
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Total Revenue	10500
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Speaker fees	1350
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Other Expenditures (specify):	Project management (including course development and creation, coordination, messaging and graphic design)
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Other Expenditures (amount):	9150
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Total Expenditures	10500
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16. If the applicant is a local REALTOR® association, the state association must be notified of your application. Please indicate the name, title and contact information of the state association staff that was notified.	Ken Hiraki Government Affairs Director Hawaii REALTORS® 808-733-7060 X104 khiraki@hawaii Realtors.com
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17. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on Realtor Action Center) as an example of a successful application?	Yes
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