

# NEW YEAR, **NEW CHANGES**

HOW TO PREPARE YOUR COMMUNITY FOR 2020



# ARE YOU SETTING YOUR COMMUNITY UP FOR SUCCESS?

It's no secret that community associations are becoming increasingly popular in the United States. Believe it or not, in 1970, there were only 10,000 associations—and according to the Community Associations Institute (CAI), that number has jumped to more than 350,000 associations with 73.5 million residents!

While these numbers continue to grow, the landscape and demands of community associations also shift. As a board member, it's your responsibility to adapt to these changes and prepare your community for a stronger, better future.

In this ebook, you'll learn about the changes you can expect in 2020, best practices for handling new issues, ways to be an advocate for your community, and more.

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# 2020 OUTLOOK: 4 KEY DEMOGRAPHIC SHIFTS COMING TO YOUR COMMUNITY ASSOCIATIONS

In the new decade, you'll start to notice some changes in the landscape of community associations. The following are some shifts you can expect to see and the impact they may have on your community.

## 1. Population Distribution Shifts

According to research from the University of Virginia, by 2040, seven states—Texas, California, Florida, Georgia, North Carolina, Pennsylvania, and New York—will make up 50% of the U.S. population. Community associations in these regions should prepare for growth and expanding regulations aimed to handle the boom in population.

## 2. Racial & Ethnic Shifts

The Pew Research Center predicts that by 2060, a single race will not have the majority in the United States. As cities and communities become more diverse, associations need to be mindful of different cultures when creating and enforcing rules.

## 3. Generational Shifts

Right now, five generations are working and living side-by-side—Traditionalists, Boomers, Gen X, Millennials, and Gen 2020. This is shifting the way homeowners, board members, and service providers interact. Instead of casting generalizations, community leaders must understand how to work with people from various generations and what they expect from their community.

## 4. Customer Service Expectations Shifts

Because we live in a digital age, consumers expect to receive nearly everything instantaneously—including service from their board and management company. Community associations must adapt to these new customer service expectations by offering digital communication channels, self-service options, knowledgeable reps, and quick responses.



## 2020 OUTLOOK: 4 COMMUNITY TRENDS TO WATCH FOR

In 2020, community associations will start to see changes that impact self-governance—or what’s within the board’s control to govern. As a board member, you must be prepared to address these new issues and accommodate requests from residents.

### 1. Short-Term Rentals

The issue of short-term rentals is very complicated and widespread. Courts have created uncertainty in this space with contradictory rulings. Some state legislative proposals differ on whether to permit or require government intervention in the marketplace, so associations are encouraged to seek legal counsel when updating or adopting rental use restrictions and policies.

### 2. Electric Vehicle Charging Stations

Several states have debated and passed laws requiring associations to allow the installation of electric vehicle charging stations in condominium parking lots, but associations must be prepared to develop rules about who will pay for electricity and who is responsible for maintenance.

### 3. Solar Rights

Solar rights, which is the ability for homeowners to install solar panels and green energy systems, are a popular issue that drastically varies by community. Legislators in several states have permitted associations to have some controls and standards but prevent them from prohibiting the installation of solar panels completely.

### 4. Zoning & Long-Term Corporate Rentals

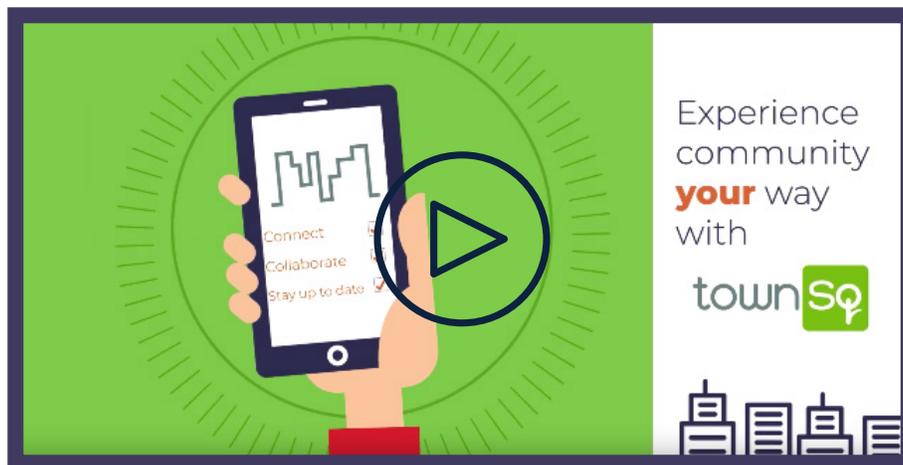
In some associations, there are single-family homes owned by big corporations that serve as long-term rentals. This can cause some disconnect and frustration within associations, as the renters and corporations aren’t as engaged. Some communities are looking to change these long-term rental rules, and federal and state governments are also seeking to address the issue by changing zoning laws.



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With the constant discussion of HOAs in the courts, it can be difficult to understand exactly how government intervention will impact your community association. With TownSq, the all-in-one app for managed communities, you can connect, collaborate, and stay up-to-date with everything happening in your community. TownSq makes it easier than ever to communicate with leadership, receive important announcements, make your voice heard in community polls, and access association documents—any time and from any device.

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[www.townsq.io](http://www.townsq.io)

*\*TownSq may not be available in all areas. Check with your community management team for more details.*

# 2020 OUTLOOK: PROTECT YOUR COMMUNITY FROM CLAIMS OF DISCRIMINATION

As a board member, you must protect your community from claims of discrimination at both the state and federal level. The following are two potential claims of discrimination your association may face and tips to handle them.

- **Assistance Animals**

Assistance animals, like service animals, comfort animals, and emotional support animals, are required to have reasonable accommodations under the Fair Housing Act. Because assistance animals aren't viewed as pets, community rules regarding pets—like size and weight limits—don't apply. If a homeowner requests an accommodation, boards need to be careful about how they respond. Attorneys suggest boards implement a very limited vetting process and consult counsel before questioning owners, denying requests, or even adopting restrictions.

- **Pool Rules**

Community associations may also run into Fair Housing Act issues with pool rules. For example, according to the Fair Housing Act, your pool shouldn't have age restrictions, like a designated adult swim time, because it's discriminatory. Some states offer guidance on these restrictions and have laws in place, so it's best to seek legal counsel before taking action.

It's easy for residents to file a complaint with the United States Department of Housing and Development (HUD) about assistance animals and pool rules—and it's also easy for HUD to open an investigation. When it comes to gray-area rules, talk to an attorney, and make sure you have a sound protocol in place to protect your community.



# 2020 OUTLOOK: GET INVOLVED & ADVOCATE FOR YOUR COMMUNITY

While industry representatives are important, nothing is more important than the voice of actual constituents—especially board members. Board members have a unique understanding of how legislation may impact their role and the operation of the association.

**Here are some of the best ways to get engaged and influence legislative decisions:**



**1. Discuss issues with your representative in person**



**2. Invite legislators to board meetings and events**



**3. Write a local editorial referencing pending issues**



**4. Provide materials that explain the impact of legislation**



**5. Send emails, write letters, and make phone calls**



**6. Donate to a Political Action Committee (PAC) that provides campaign contributions to legislators who support the community association industry.**



# MAKING [COMMUNITY] HAPPEN.

**DEVELOPED BY INDUSTRY PROFESSIONALS. DESIGNED FOR ASSOCIATION BOARD MEMBERS.**

For nearly 40 years, Associa has been the partner of choice for some of the most complex, innovative and amenity-rich properties in the world. Our best-in-class technology, products and services are designed to add value to your community. And, you'll find that nobody has the expertise that we do when it comes to helping you achieve your community's goals. Because of our commitment to community, we've become an industry leader positioned to provide actionable insights that deliver results for our client communities.

**WHAT REALLY DIFFERENTIATES US, THOUGH, IS OUR PEOPLE.**

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