

Marketing 101: Talking to Policymakers about Pavement Preservation

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Overview

- **Status of Surface Transportation Legislation**
- **Talking with Policymakers**

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Surface Transportation Legislation Update

- **SAFETEA-LU Expired September 30, 2009**
- **Congress in recess until mid-November**
- **Outlook for Lame Duck Session**
- **112th Congress (2011-2012)**

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Key Players

- **Obama Administration**
- **House T&I Committee**
- **Senate EPW Committee**
- **Stakeholders**
 - **Inside the Beltway**
 - **Outside the Beltway**
- **Newly-Elected Members of Congress**

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Advocacy Takes a Team Effort

- **Federal, State & Local**
- **Best messengers are those closest to the issue**
- **Anyone can participate**

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Five Key Elements of Successful Advocacy

Goal – Clearly Defined Objective

Audience – Identify Key Players

Message – “Elevator Speech”

Relevance – Why they should care

Follow-up – Always

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Reasons for Optimism About PP

- **Economic Situation may help – Labor and materials costs lower than two years ago**
- **Message is well-received on Capitol Hill**
- **Other Organizations are increasingly interested in the PP message**

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Thank you.

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