



# How and Why to Host a Congressional Site Visit in 2021

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FP<sup>2</sup> Inc. is a non-profit trade association supported by the pavement preservation industry-contractors, material suppliers, equipment manufacturers, and other affiliated groups.

The organization's mission is three-fold

1. Advocacy with government officials to "keep good roads good"
2. Fund and support research to support and enhance pavement preservation technologies
3. Communicate the benefits of pavement preservation



# What is going on in DC & why does it matter?

- Biden Administration Plan for their first months in office
  - Covid Relief- America's Relief Plan
  - Covid Recovery Plan
    - Build Back Better Infrastructure Plan
- A major infrastructure bill as catalyst for economic recovery and move toward Administration's climate change goals

March 14;  
pandemic  
unemployment  
assistance  
benefits expire



March 31; other  
major coronavirus  
relief programs  
expire, including  
PPP



September 30;  
FAST Act Expires



## Administration focus on Infrastructure & Need for long term Highway Reauthorization bill

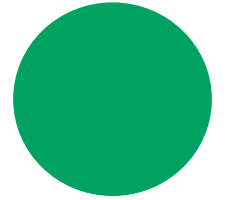
- Biden Administration has been clear that they want infrastructure, broadly defined, to be a key, and early, catalyst to achieving their policy goals.
- Long term Highway Reauthorization bills typically set or extend the policy direction for surface transportation for five or six years.
- New issues are pursued and problems are fixed.

# Transportation is top of Mind for Members of Congress this year

- Members of Congress deal with thousands of issues.
  - Everyone of you is a resource to them. A subject matter expert in your business and more broadly the industry.
- Two step process.
  - Introduce yourself, your company, and pavement preservation to the Representative or their Staff
  - Invite them to your office
- Knowing more about you, your business and your needs helps them do their job better.

# You are a Valuable Resource

- As your elected representatives work on transportation issues this year, knowing more about what you do and how it impacts their district/state is useful to them.
- You are the best advocate for your business and the Pavement Preservation industry.





- Explain **your business**, what it does and why they should care.
  - What exactly do you do?
  - How is that valuable to the community?



# Communicate the Benefits of Pavement Preservation

- Important tool used to extend public agency resources to increase the useful life of roads at significant savings
  - Every \$1 spent to preserve a road in good condition precludes the spending of \$6-\$10 to reconstruct it later
- Preserving and extending the life of pavements, decreases disruptive roadwork, decreases emissions from traffic jams and decreases environmental cost of reconstruction
- Extending limited federal, state and local dollars particularly important with extensive needs across the country and limited federal dollars
- Public agencies need assured funding from multi-year bills to implement pavement preservation plans and avoid uncertainty of short-term bills



What do  
you need  
Congress  
to do:



- Pass a fully funded long term highway reauthorization bill.
- Ensure that provisions clarifying pavement preservation's eligibility for federal funds are retained and expanded in the next long term Highway Reauthorization bill.

- If a picture is worth a thousand words, a Congressional site visit is worth a million!

- Next step – The Visit!



# Sample Site Visit

Activity	Lead By
Arrival & Registration	Staff
Welcome Address <i>Brief opening remarks about the day, purpose, and issues.</i>	CEO/President
Optional Address by Invited Officials <i>Opening comments by elected official(s)...</i>	Elected Official
Facility Tour <i>'Behind-the-scenes' tour of the facility and/or project offering CEO opportunities to interact personally with elected officials while the Operations Manager details the efforts and projects of the facility- including relevant potential threats to the facility if the issue progresses. This also offers an opportunity for official to meet workers and staff.</i>	Operations Manager/ Designated Staff Member

Discussion <i>Reconvening on the purpose of the event, discussion items based on the event, and a call to action for attendees to support future success. Distribution of take-home materials regarding the purpose.</i>	CEO/President
Closing Remarks <i>Final remarks on the event, and discussion of the next steps to ensure further success.</i>	CEO/President
Adjourn <i>Make sure to engage and thank the attendees, ensure that they have all the information they need. Invite a follow up discussion and introductions for best answers on given questions, encourage further interaction if possible.</i>	All Staff

# Site Visit Checklist

## Before the Visit

- \_\_\_\_ Identify invitees
- \_\_\_\_ Write invitations
- \_\_\_\_ Prepare agenda
- \_\_\_\_ Send invitations with agenda
- \_\_\_\_ Compile research on the issue, including background information
- \_\_\_\_ Prepare and test remarks
- \_\_\_\_ Prepare take-away material for attendees
- \_\_\_\_ Secure event materials (i.e.: food, seating, AV equipment)
- \_\_\_\_ Alert press if appropriate (ask Officials office if they prefer press or no press)
- \_\_\_\_ Develop appropriate contingency plans and advise staff
- \_\_\_\_ Confirm speakers
- \_\_\_\_ Brief and prepare elected officials' staff
- \_\_\_\_ Facility walk-through and contingency plan check
- \_\_\_\_ Final briefing for staff- attire, conduct, expectations, and questions
- \_\_\_\_ Prepare sign-in sheet, or other contact capture method for attendees.

## During the Visit

- \_\_\_\_ Make sure to obtain everyone's contact information
- \_\_\_\_ Interact with attendees and encourage participation
- \_\_\_\_ Make plans to take photos
- \_\_\_\_ Invite opportunities to interact with the operations of the facility
- \_\_\_\_ Invite questions and comments
- \_\_\_\_ Encourage follow-up
- \_\_\_\_ Emphasis on the 'asking' portion of the event
- \_\_\_\_ Thank all attendees for their time, attendance, and participation

## After the Visit

- \_\_\_\_ Send thank-you notes
- \_\_\_\_ Send follow-up information as requested
- \_\_\_\_ Tell FP<sup>2</sup> about the meeting

# Additional Resources---fp2.org

- [FP2 Toolkit for Hosting Elected Officials](#)
- [Template Letter to Your Member of Congress](#)
- [Template for Congressional Site Visit Invitation](#)

Thank you

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