



# Revenue Presentations to Boards and Commissions

*Travis Brouwer*

*ODOT Federal Affairs Advisor*

October 2010



## ***Things to Remember About Elected/Appointed Officials***

- They've got a lot on their plates
- They're not experts



## ***Tips***

- Build exigence: And I should care because . . . ?
- Demonstrate need
- Provide scenarios that tell them what they buy
- Be concrete and visual
- Be crisp and clear

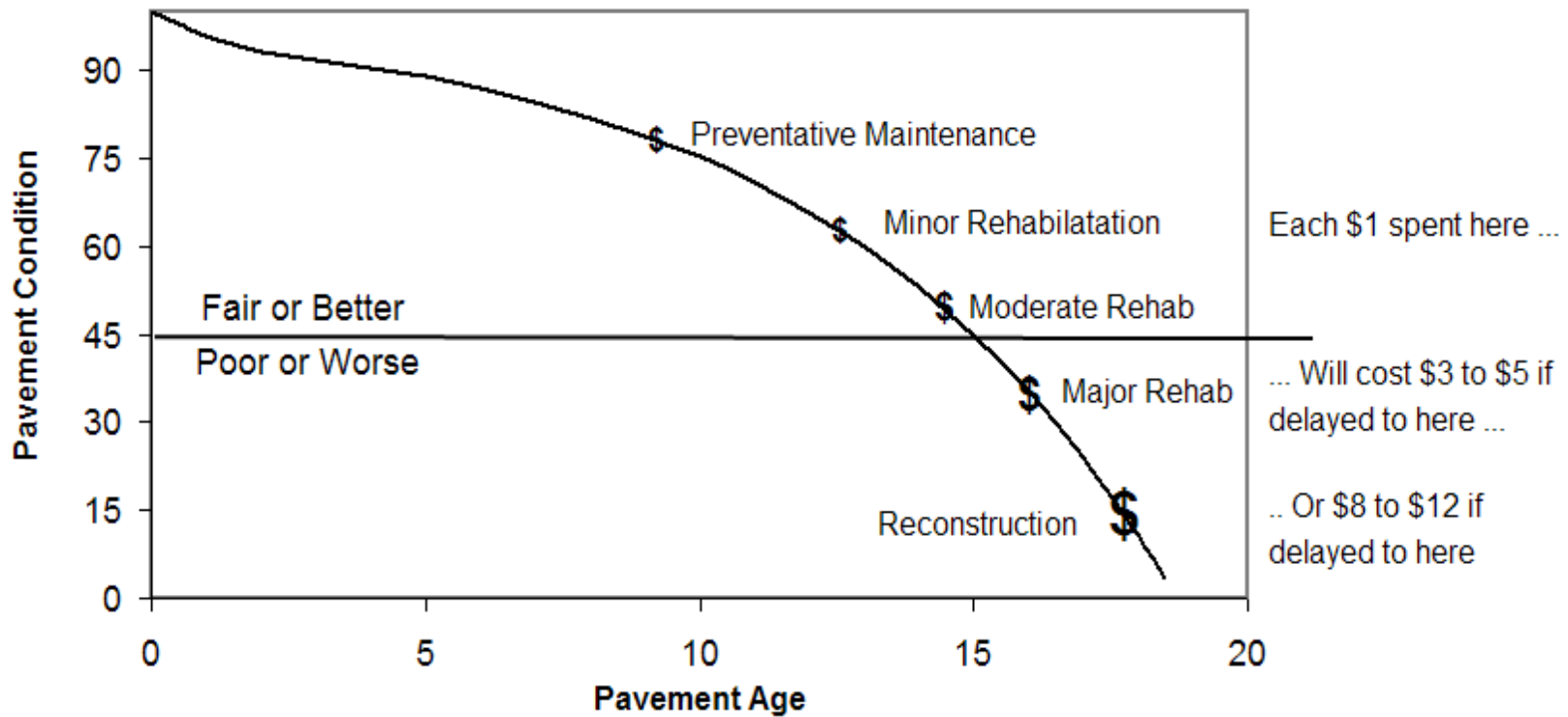


## ***Building Exigence***

- Explain why they should care-- don't assume they know
- Explain importance of investments
- Factoid: TRIP estimates that the average urban motorist pays \$402 in additional vehicle operating costs due to roads in need of repair



## Pavement Performance



*Maintenance of roadway pavements in fair or better condition costs significantly less than rehabilitating or reconstructing those in poor condition.*



## ***Demonstrate Need***

- Set benchmarks/goals for level of service and system condition
- Tell them what it would really cost to keep system in a state of good repair
- This will make your actual budget or request seem reasonable



## ***Provide Scenarios***

- Scenarios help them wrap their heads around things
- Develop strategy for each scenario
- Explain long-term impacts, including life-cycle cost and system condition
- Explain what each scenario would buy (specifics)



## ***Be Concrete***

- Take it down from level of theoretical
- Be visual: maps, photos of pavement conditions
- Use stories or real world events to illustrate
- Use project lists to show what they buy



***This is what your roads  
will look like . . .***





## ***Be Crisp and Clear***

- Clarity is absolutely critical
- Try it out on members of the public
- Be able to crisply summarize key message
- Define what your 3 points you want to leave behind with them