

## 7 Ways to Convince Council to Give More \$\$\$

StreetSaver User Conference  
Irvine, CA  
November 16<sup>th</sup>, 2006

## 1. Know Your Audience

- ▶ Who is the audience?
  - Council/City Manager/Director?
  - Public?
- ▶ What are their concerns?
  - Complaints? Potholes?
  - Money?
- ▶ Address their concerns



## 2. Be Prepared

- ▶ Spend 15-30 hours preparing for every hour of presentation
- ▶ Murphy's Law
  - anticipate questions
- ▶ Rehearse!



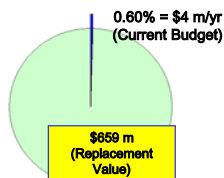
## 3. Grab Their Attention

- ▶ Did you know our pavement network will stretch all the way to Canada?



## 3. Grab Their Attention

- ▶ Did you know our pavement network is worth \$659 m?
- ▶ How much do we spend to maintain it?



## 4. Pictures are worth 1000 words



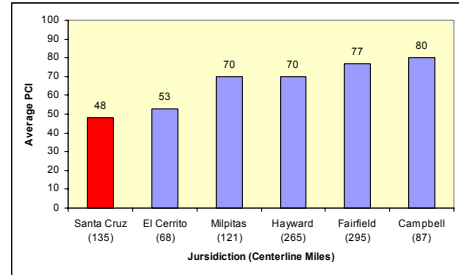
The "good" ...



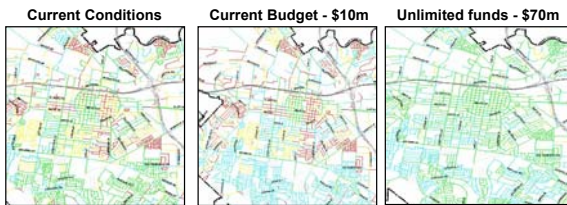
## 4. Pictures (cont'd)



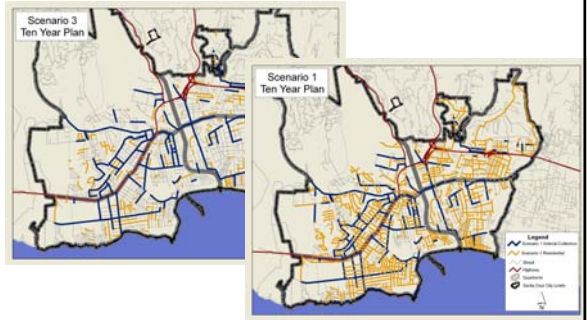
## 5. Compare With Other Cities



## 6. What are Impacts of Decisions?



## 6. Show how \$\$\$ will be spent



## 7. Bring Solutions...

- ▶ ... to Council
  - Funding mechanisms
  - Grants/fees/taxes
- ▶ Stretch the dollar
  - More cost-effective treatments
  - New materials
  - New designs