



**TDA**

It's how we get there

# How to Talk to Your Legislators

WCHA Professional Development

March 29, 2023

# Let's Start with WHY

relation

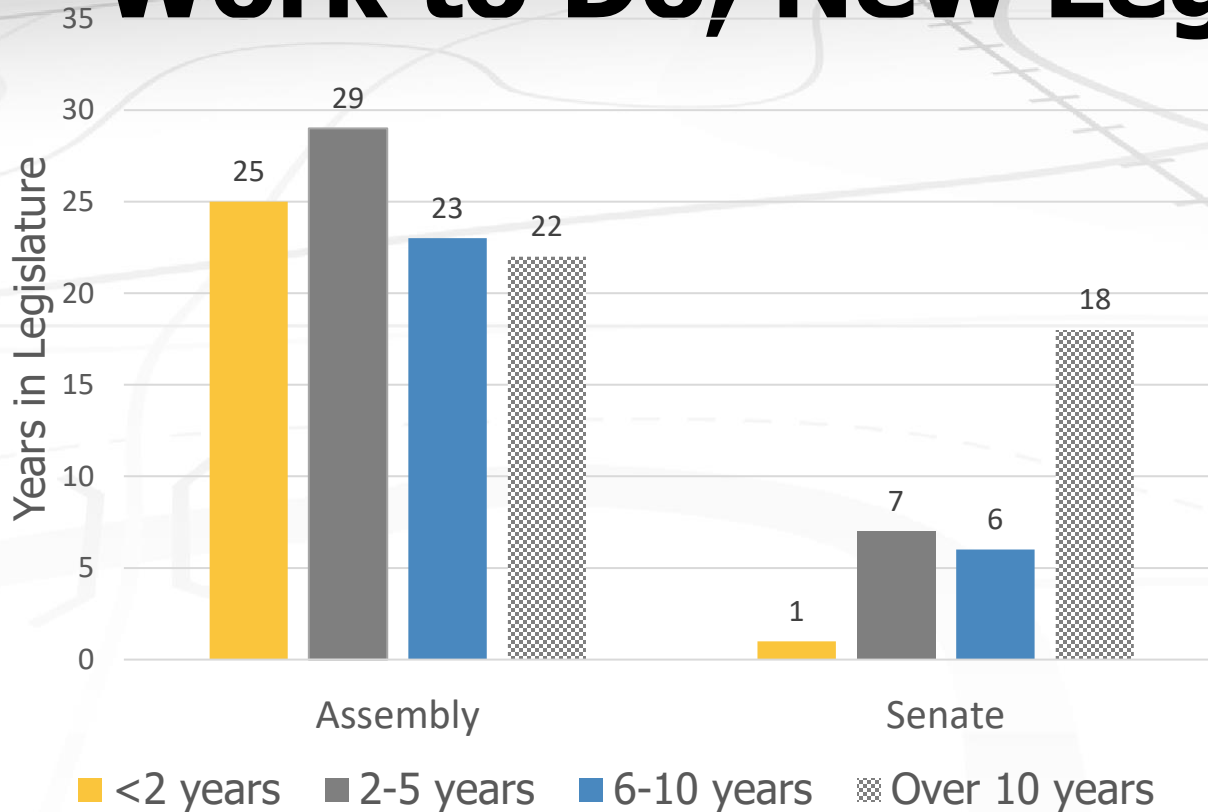
[ruh-lay-shn]

noun

an existing connection; a significant association between or among things:

the relation between cause and effect.

# Work to Do, New Legislators



- About 25% of legislators have no state budget experience.
- Almost 50% have served less than 5 years.

# HOW

1. Set up an introductory meeting
2. Leverage previous associations
3. Invite your legislators to address your committee or another event
4. Offer a system tour
5. Request a regularly scheduled meeting
6. Become a trusted source for information
7. Don't ignore the office staff

# WHEN

- It is always a good time.
- But the best time to start build the relationship is when you don't have a particular ask.

*"So, don't wait until you need your neighbor's hedge trimmer before introducing yourself." Brian Fraley, Edge Messaging*

# The ASK

- Be polite and appreciative, not demanding
- Explain who you are and why you are there
- Stick to the main points
- Do not bring up other topics; focus is important
- Reiterate the ask
- Hand over the leave-behind document with contact information
- Conclude with a thank you

# 2023-25 Talking Points

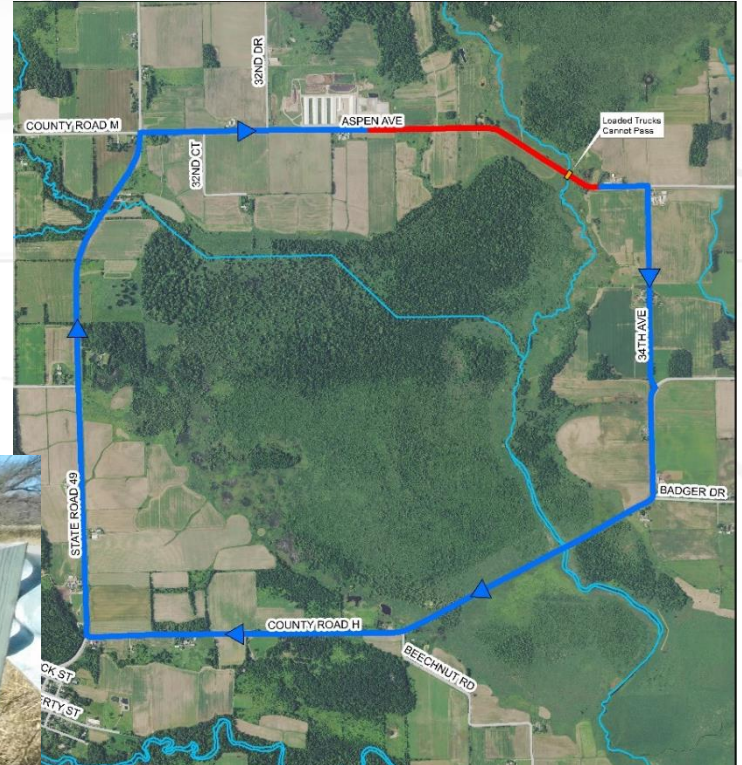
- Our economy & the safety of residents depend on our transportation system.
- Wisconsin has a well-documented backlog of needs.
- Our fixed, flat user fees cannot keep up with rising costs and our aging system.
- We need sustainable funding to shore up transportation revenues while determining what comes after the gas tax.
- This budget provides a unique opportunity.
- Revenue must be adequate, ongoing, and grow with the economy, like general fund percentage-based sales and income taxes.



# Value of Local Examples

- Makes the talking points or the issue come to life
- Invests lawmakers in solutions for their districts
- More memorable than statistics

**Example:** Town of Bloomfield, Waushara County. Load posted 15 tons.





# Save the Date



Monona Terrace, Madison  
**Wednesday, May 24**

# Take Action

## Text JFC to 52886

- 1) Fill in your information
- 2) Hit send

Fixed, Flat Transportation User Fees Can't Keep Up

[Show more information](#)

Send an email to the JFC with one click!


First Name \*

Last Name \*

Address \*

Zip \* city and state not required

Email \*

 Send Email

Subject: Now is the time to bolster existing transportation user fees

Wisconsin's economy residents



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