

# STAKEHOLDER ENGAGEMENT

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# PRESENTATION OUTLINE



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FRAMING THE ISSUE

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ENGAGING THE PUBLIC

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USING EFFECTIVE MESSAGING

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CASE STUDY – SURVEY RESULTS

# STAKEHOLDER ENGAGEMENT



## Frame the Issue

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- ❑ Solve a Problem: Use funds to solve a major problem. Lead with the solution
- ❑ Describe it as a “Partnership” or “Lease”, not a “Sale” or “Privatization”
- ❑ Emphasize Continuing Government Control
- ❑ Frame as a Non-Partisan Issue

# STAKEHOLDER ENGAGEMENT



## Engage the Public

- ❑ Anticipate and engage key stakeholders – Lawmakers, Unions, Traditional rulers, Politicians, Opinion Leaders
- ❑ Carefully construct proceeds distribution plan – spread the benefits
- ❑ Educate clearly – simplify a complicated issue

# USING EFFECTIVE MESSAGING



## What Works

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- ❑ Government Control
  - Cancellation Rights
  - Continuing Oversight
  - Ownership Remaining with Government
- ❑ Public Benefit
  - Jobs / Economic Development
- ❑ Proof of Success
  - Highlight successes at every step

# USING EFFECTIVE MESSAGING



## What doesn't Work

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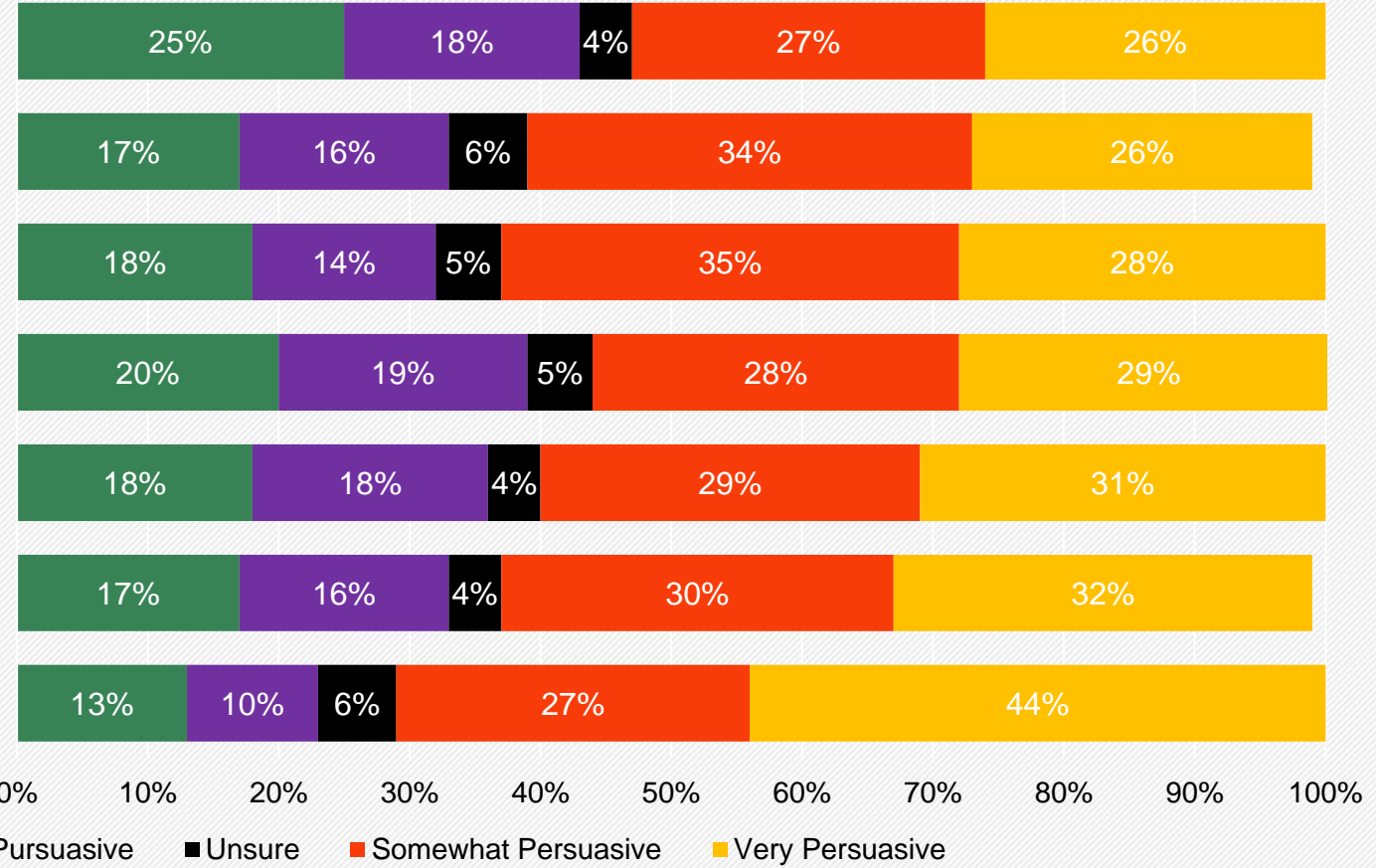
- Focusing on Efficiencies of Private Sector over Public Sector Control
- Threatening tax increases or more debt without the transaction
- Being branded as a “sale”
- Foreign involvement without an explanation providing an easy target for opponents

# CASE STUDY – INDIANA ROAD TOLL



## Reason to Support leasing the Indiana Toll Road

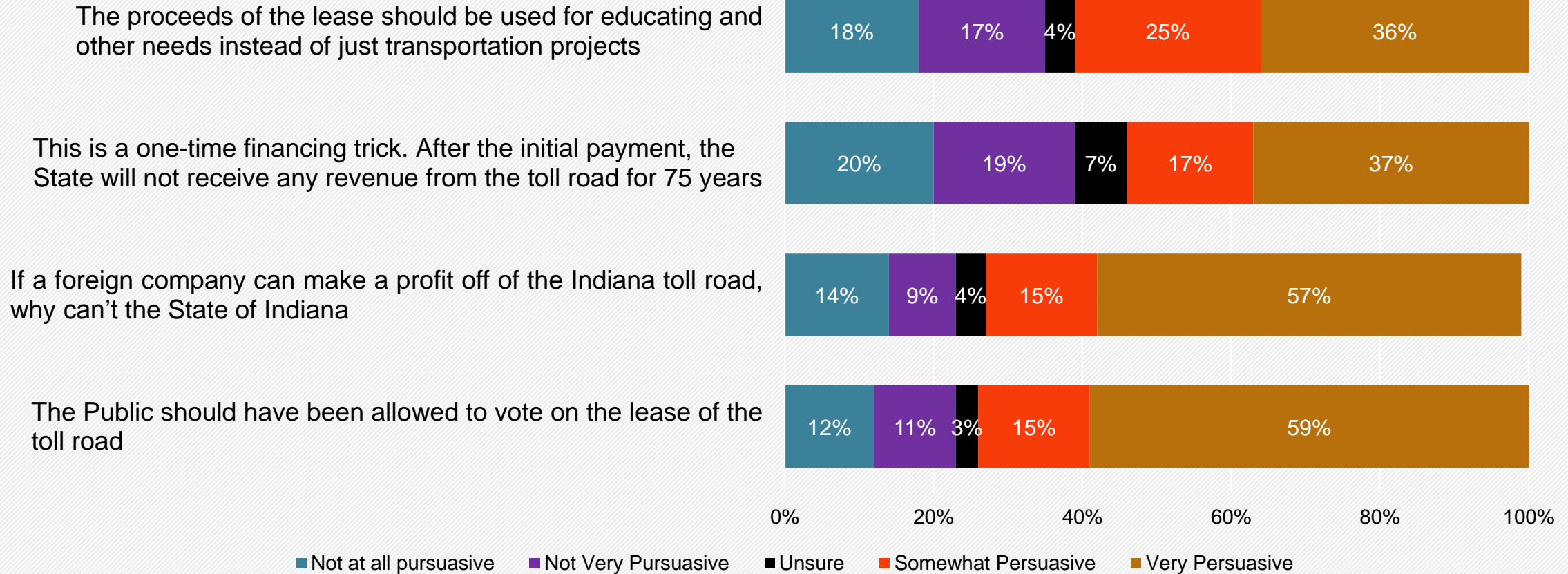
- Without proceeds of toll road lease, the State might have to raise taxes to build and improve other roadways throughout the State
- The State of Indiana will continue to oversee toll road operations and the setting of tolls
- The company guarantees \$4 billion in road improvements as part of the lease
- Indiana will receive \$3.8 billion up-front that will be available to solve other problems in Indiana
- A better transportation system will attract companies to the State, creating jobs and increasing tax revenue for the State
- The money received from the lease of the toll road will be used on projects that will create thousands of jobs
- The State of Indiana can cancel the lease agreement if the company does not live up to the contract



# CASE STUDY – INDIANA ROAD TOLL



## Reason to Oppose leasing the Indiana Toll Road







*Thank you*