

ATSSA **SITE VISIT**

Safer Roads Save Lives

OVERVIEW

The American Traffic Safety Services Association (ATSSA) and its membership are engaged at the federal and state levels of government, to educate policymakers about the roadway safety infrastructure industry. While meetings coordinated by ATSSA's Government Relations staff provide legislators with a unique opportunity to discuss first-hand the role federal and state governments play in reducing fatalities and serious injuries, hosting a legislator at an ATSSA member's facility provides an in-person look at the men and women behind keeping the nation's roads safe.

WHAT IS A SITE-VISIT?

Legislative site-visits are one of the most powerful ways to communicate ATSSA's policy position directly with policymakers at the federal and state levels of government. A site-visit is an opportunity for ATSSA membership to educate key decision-makers by providing new information related to ATSSA's legislative priorities and help lawmakers to make the connection between ATSSA membership (you) and the laws passed with the roadway safety infrastructure industry.

WHY HOST A SITE-VISIT?

Hosting a site-visit is one of the ways to develop a long-term relationship with federal and state representatives. Additionally, ATSSA membership can create an opportunity to educate legislators and his/her staff about the Association's and the ATSSA member's personal achievements and challenges faced on a day-to-day basis. Further, a site-visit provides an in-person view at the jobs created by roadway safety infrastructure projects; the broader economic activity; and a better understanding of the industry by the legislator. Federal and state representatives want to hear from their constituents – a site-visit allows the lawmaker to put a face to the issues and industry.

HOW TO PLAN A SITE-VISIT

1. Identify Dates to Host a Site-Visit: A few options work best preferably when the most employees will be there for the legislator to visit.
2. Defining the Event Type: A tour of the facility can be offered in combination with a short presentation to provide an overview of the company. Also, a demo of the company's products and services can be discussed or shown.
3. Scheduling the Visit: ATSSA Government Relations staff will contact your congressional and state representatives' offices to remove nearly all of the legwork from member companies. ATSSA Government Relations staff will leverage its relationships with lawmakers and their staff to set up the site-visit.

ACTION AFTER A SITE-VISIT

After the visit, it's important to maintain communication with the representative and their staff. Continue to stay engaged as it is important to follow-up with the representative's staff, especially if topics were discussed in which answer could not be immediately provided. Also, send a thank you letter or email to the legislator and staff contacts. The actions taken during and after a site-visit enable ATSSA membership to become a key, trusted resource on matters related to roadway safety infrastructure. In addition, the visit will leave a lasting impression on the legislator, especially when it is time to vote on issues directly related to ATSSA's priorities.

For further assistance and questions, contact
ATSSA's Government Relations Department at govrelations.atssa.com.