

► *The Situation*



The legislature was considering a historic \$1 billion dollar highway construction program referred to as GARVEE. The issue had stalled out in the legislature and the coalition promoting the program asked Veritas to help them break-down the issues, create salient messages and communicate them to citizens through a variety means to stimulate contact from voters to legislators.

► *Our Approach*

Veritas met with the AGC lobby team and key GARVEE coalition members to review the issues and contents of the highway construction program, detailed background briefs that had been prepared to explain the program, printed legislation, legislator progress to date, highway segments and construction timelines. This was a very complex issue with many partners. The policy implications required a paradigm shift in transportation funding practices in Idaho. We reviewed their past survey research, analyzed the responses to determine voter attitudes, their interest and persuadability about the program, then matched the respondents geographic location to key legislators and media outlets. We also spent considerable time reviewing white papers, technical papers and background articles about public financing of roads and highways at the state level. Veritas lead the team in crafting the messages that used for all direct mail and print ads. Based on our analyses of the survey respondents we selected "one picture tells it all" imagery to accompany the direct mail and print ad messages.

► *Veritas Results*

As a result of Veritas issue management we isolated the most compelling messages with "have to look at it" imagery that together told a full story in a few words and pictures for legislators' constituents in highly targeted impact areas. Our direct mail and prints ads helped generate more emails and telephone calls to legislators than any other issue in 2005. As a result the legislature approved the highway building plan using \$1 billion in future federal funding and appropriated over \$200,000,000 for the first year projects due to pressure from their constituents that wanted safer roads and the construction jobs that would go along with it.

"The Art of Politics."



VERITAS
A D V I S O R S L L P

► Newspaper Ads

Protect Your Family With Safer Roads

You drive daily from home to work, to church, to recreate, to go to school. GARVEE bonding will pay for modern, less crowded roads improving safety, giving your family added protection.

GARVEE - Safer roads for your family!

GARVEE The Right Road for Idaho

Save Your Money - GARVEE Won't Raise Taxes

The GARVEE plan will not cost you or your family one more dime! Existing federal road and fuel taxes, not new taxes, will pay for GARVEE road construction.

GARVEE - Money in your pocket!

Invest In Your Business and Your Job

Moving products from factories to stores or from farm to market is critical for Idaho's economy. The GARVEE road plan benefits small and large businesses with modern roads and fewer delays saving money that can create more jobs.

GARVEE - Investing in your future!

PROTECT your family on safer, modern, less crowded roads!

Call your legislators RIGHT NOW.

Tell them you want GARVEE bonding for safe, modern, less crowded roads. Call **1-800-626-0471** and tell legislators to **VOTE YES for GARVEE, VOTE YES on SB1183**

Newspaper AD #1

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Newspaper AD #2

"The Art of Politics."



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