

► *The Situation*



Shortline railroads were disappearing from the Idaho landscape losing their role as a significant commodity transportation link. Kansas-based Watco Railroad Companies purchased four shortline railroad segments and wanted to revive government support, market place recognition and use of railroads.

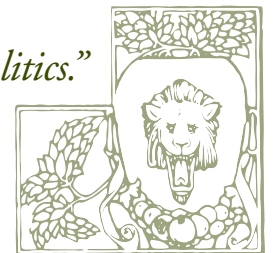
► *Our Approach*

Veritas met with Watco officials to understand and familiarize ourselves with the issue. After analysis we designed a multi-faceted and multi-year strategy to bring broad-based credibility and acceptance to Watco's concerns. We organized hands-on strategies to educate and inform top legislative leaders. With their earned backing and support we researched, wrote and lobbied legislation, organized the statewide shortline railroad companies into a grassroots network, used our one-on-one top drawer lobbying access and contacts to position an appropriation request.

► *Veritas Results*

Our approach yielded a legislative interim committee to study shortline railroads and issued a report recommending our desired two levels of infrastructure policy. Veritas' lobbying resulted in creation of land-based port districts as a governmental entity to act as hubs for commerce development to be served by shortline railroads. To operationalize our land based port districts we drafted and lobbied additional legislation created a revolving loan program and successfully lobbied a \$5,000,000 million appropriation for the program.

"The Art of Politics."



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