



Coalitions Make a Difference in DC and in Your Community

**ACI-NA Annual Conference- Solutions
Showcase**

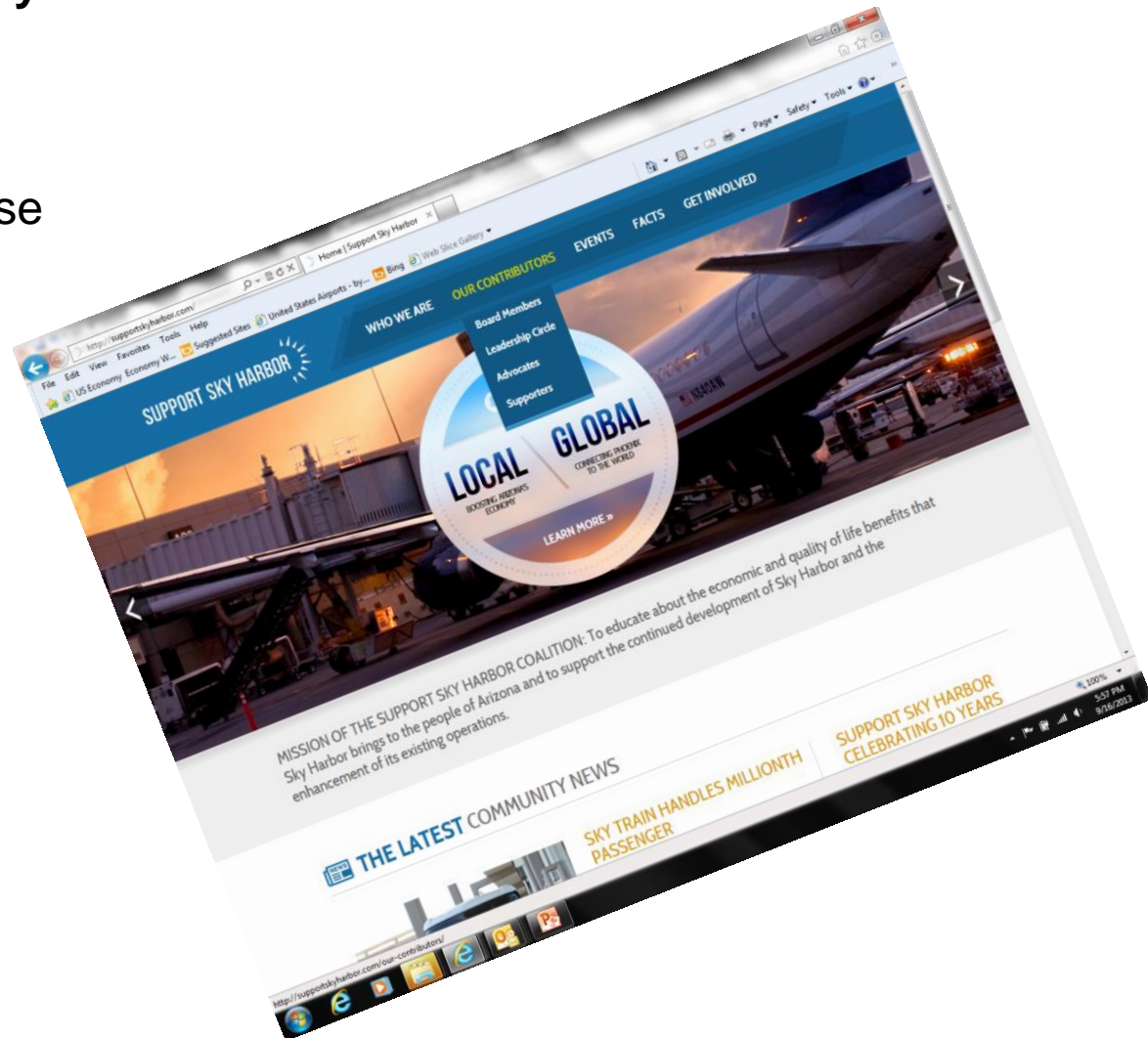
September 23, 2013

Who are we reaching in DC?

- **Potential Opposition**
- **Natural Allies (Common Interests in Infrastructure)**
- **Potential Allies**

Why You Need a Coalition Now

- **A Threat and an Opportunity**
 - Another AIP Grab
 - A Push for a PFC Increase
- **A Coalition is Essential for Fostering Support in the Community for the Airport**



How To Build an Effective Coalition

STEP 1 Who Are Your Stakeholders

- **Build a Stakeholders List**

- **Some Potential Stakeholders:**
 - Governor
 - State Legislators
 - Mayor
 - City Council
 - Chambers of Commerce
 - Local Businesses
 - Construction Companies
 - Hotel Associations
 - Convention and Visitors Bureau
 - Engineers

Potential Airport Stakeholders Checklist

Who depends on your airport for the success of their business? Think about those who are affected by your airport or have an interest in an operationally and financially efficient airport; they are stakeholders.

Think about a particular issue and who from your stakeholders you would ask to join you in support of that issue. Maybe the stakeholder would write a letter to your Congressional delegation or possibly attend a press conference on behalf of the airport? Think outside of the box, some of your greatest advocates might be those you have not yet considered.

Your coalition will look different based on the issue, but before building a coalition, the groundwork has to be laid. The list below is offered as a starting point or a memory jogger for building your list of stakeholders. Many of you have these relationships and have such a list, but perhaps have not asked for their help in advocating for the airport.

Potential shareholders:

- Governor
- State legislators
- Mayor
- City Council
- Your Board members or Commissioners
- Local Chamber of Commerce
- State Chamber of Commerce
- Hotel associations
- Visitors/Convention Bureau
- Labor unions
- Construction companies
- Universities
- Businesses/associations that depend on air freight (anything that needs to be shipped quickly, e.g. flowers, seafood, or produce)
- Businesses that require personnel to travel frequently
- Professional or college athletic teams
- Concessionaires at your airport (from the corporation to the employees)
- Economic development agencies
- Vacation destinations (e.g. Disney World, other local attractions big and small)
- Local think-tanks
- Your ideas

If you are already taking these actions or implementing other innovative ideas, please send me a note telling your story to npick@aci-na.org. We want to hear about what you are doing to spread the message and highlight your activities as best practices.



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How To Build an Effective Coalition

STEP 2 Build a Coalition

- **Engage the Stakeholders on the Issues:** Talk to Stakeholders about the issues facing the airport (what funding supports: jobs, payroll, and GDP, ability to move)
- **Example: An increased PFC:** In order to continue supporting the infrastructure our economy needs the PFC needs to be increased to the rate of inflation.

STEP 3 Messaging

- **Reason to Participate**
- **Lay the Groundwork with this Message:**
 - Jobs- 1.3 million people work at airports and 10.5 million jobs are supported by airports
 - Payroll- \$365 billion in annual payroll is created by airports
 - Output- \$1.2 trillion of our national economy is supported by airports, this is 8% share of the total GDP of our nation

How To Build an Effective Coalition

STEP 4 The Ask

- **Ask for Assistance:** If we effectively communicate our message and inspire stakeholders to advocate on our behalf, we will be making the big plays for a win. You know the stakeholders, we just need to ask for their assistance. Not every one of them will help, but some will.
- **Keep Up These Relationships:** Touch base every once in a while. This may be during a meeting, a tour, etc.

- **Airports for the Future: Key Campaign Messages**



- **Sample Letters**

ACI-NA Resources and Questions

Questions:

Please contact the ACI-NA Director of Advocacy:

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www.AirportsfortheFuture.org/campaignterminal

Thank You!