

# Selling the CRS to Local Officials

**CRS for Community Resilience** 



### Why engage local officials?

Mention by **President** 

Two factors
virtually
guarantee an
issue on the
place of the
national agenda

Coverage in New York Times

Agenda-Setting (1996) by Rogers and Dearing

Mention by Official

What that means for local agendas...

Coverage in Media



### The Earlier, The Better

- Give them more opportunities to be involved
- More time to feel personally-invested
- It's never too late!





### Step 1: Identify interests and priorities



- What are key issues to the official you're trying to sell CRS or a specific action to?
  - Check websites that list how they have voted about certain issues
- Why are those issues important?

www.countable.us

www.opensecrets.org

www.votesmart.org



### Step 2: Frame the Issue

- Frame the activity/element so that it addresses that official's unique concerns
- Emphasize common ground or near-universal values
  - Public health and safety: "Our residents deserve response services during times of flooding, and we need to minimize risks to first responders."
- Consensus building
- Protect and realize interests of all stakeholders
  - "We can provide recreational opportunities and space for events, while increasing flood storage capacity and removing residents from harm."

Maximize mutual benefits, transparency, trust

CRS Green Guide, 2017 Slide



### Step 3: Have a "Sales Pitch"

- Lead with main points
- Clearly outline what support you need
- When it comes to messaging: less is more.
- Educate them about the issue
- Establish yourself as an expert
  - Reduce policy rates for NFIP holders
  - Enhance public safety
  - Reduce damages
  - Avoid economic disruption/losses
  - Reduce human suffering
  - Protect the environment

Say thank you.

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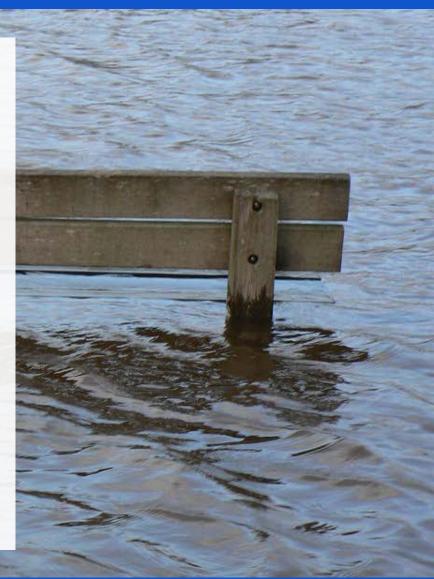
## Step 4: Get on the Local Agenda

- When important issues surface or when an already-troublesome issue reaches critical proportions
- When an external source calls attention to your issue
- When new information reveals or underlines a serious issue
- When political conditions make it easy or appropriate



#### **Constituents Matter Too**

- Do people know about the issue?
- Community can take ownership
- Constituents can contact local officials
- Highlight benefits to constituents above and beyond reduced insurance premiums





### Methods to Help Make Your Case

Source: University of Kansas Community Toolbox: http://ctb.ku.edu/en

- Connect your issue to their legacy
- Propose "pilot programs"
- Tie proposal to a larger agenda or plan
- Conduct a public risk assessment
- Collaborate with a non-governmental group to make the pitch.





### **Engage Other Influential People**

- Every community has influential people.
- Brainstorm how you can partner with other agencies, groups, and non-profits.
- Influential people:
  - Legislative aides
  - Grassroots activists
  - Religious leaders
  - Business leaders
  - Service clubs (Kiwanis, Rotary, Lions, etc.)







### **Questions?**

