ROPE GUIDE:
CREATING YOUR
RELATIONSHIP OUTREACH
PLAN EXERCISE
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GOAL

Influence state and local governments and leaders to advance policies and specifications that will benefit ACPA and its members

Identify and engage organizations, communities, and individuals who are influential in advancing policies and projects that will be benefit ACPA and its members

INITIAL STEPS

Understand each region’s structure and how it is organized

Define the roles of key leaders and members in each region

Identify who is currently interacting with the influencers identified below
KEY CONTACTS

There are a variety of people, associations, and organizations that you will want to become familiar with in your efforts. Each city, region, and state is unique so it may take some time for you to determine all the players. The below provides a list of clients, stakeholders, and influencers to help get you started.

CLIENTS, STAKEHOLDERS & INFLUENCERS

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• MPOs
• RMAs
• Members of Congress
• Judges in Texas
• Local Lobbyists
• Think Tanks
• Local Lawyers
• Safety Advocates
STRATEGY

*How can we influence legislation and specifications that will result in state and local governments using more concrete pipe if we employ a focused political outreach strategy?*

- **Identify** and focus on markets we want to be in.
- **Meet** with leadership team of each region and outline where we have had success, where there are opportunities, and how engaging with the appropriate individuals and groups can help us shape a market and/or project opportunities that will increase our chances of success.
- **Identify** which individuals within the regions are the most capable of interfacing with the stakeholders identified above. Identify if additional capabilities are needed.
- **Identify** what solutions ACPA and our members must address infrastructure challenges.
- **Identify and develop** outside champions who will help drive favorable policies and specifications.
- A good ROPE can become a key component of each region’s strategy and approach. It can become an integral part of business development and the shaping of policies and specifications.
- As part of a successful ROPE strategy, we will become a good resource for key stakeholders.
- A good ROPE strategy will enhance ACPA’s reputation.
- A good ROPE strategy will help ACPA proactively shape the market, but it is also helpful when we encounter problems with legislation or specifications.
- It is ideal if we can **develop the relationships before** we need to ask them for something.
- Develop **key talking points** and brief leave behind materials that highlight who we are and what we do.
NEXT STEPS

**Complete** Target Individual Exercise (TIE) Form

**Refer** to Best Practices List for other ideas

**Use** “Grassroots Visits” tracking form in Smartsheet to organize Key Contact Data once TIE is complete for ongoing reference.