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REPRESENTING BUSINESS BEFORE GOVERNMENT
# HALEY

Presentation Prepared for:

## Public Affairs Council

## Measuring and Communicating the Value of State Government Relations

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# Metrics

- Wins & losses
  - Define what it means to win/lose
  - Before your budget cycle
- Options
  - Create what you want to comply with
  - Change what you want to comply with
  - Stop what you don't want to comply with

# Metrics

- "Compliance"
  - Executive
  - Legislative
  - Regulatory
  - Municipal

# Executive

- Executive orders
  - Example:  all state purchasing must have 25% recycled content

# Legislative

- Bill or resolution
  - Example:  No firework sales

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# Regulatory

- Proposed regulatory change
  - Example: Assisted living facilities need two staffers on duty 24 hours in memory care units

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# Municipal

- Ordinance
  - Example: ban all polystyrene food containers

# Piercing Bubbles

- Testimony

- Meeting

- Call

- Email/letter

# Criss-cross

- Governor
- State senators
- State reps
- Mayors

- Executive branch
- U.S. senators
- U.S. reps

# Piercing Bubbles

- State and federal team integration
- Weekly/monthly/quarterly meetings
- Face-to-face communications

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# Prioritizing and Quantifying

- Testimony
- Meeting
- Call
- Email/letter

# Selecting Measurement Tools

- Gauging value to initial stakeholders
  - No such thing as an intangible
  - All about the numbers
  - Creation of a value document
    - Creating what you want to comply with
    - Changing what you want to comply with
    - Stopping what you don't want to comply with

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# Measuring Effectiveness

- Building blocks and fire breaks
- Bellwether states
- Rise of "city/states"
- Regionalization
- Across states and regions

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# Best-In-Class Strategies

- Intelligent monitoring
  - Seeing the future
- 150+1 strategy
- Triangle strategy
  - In building
  - Outside building
  - Reputation

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# Benchmarking Your Program

- How much you made

- How much you saved

- Determines your budget
  - Determines what you get paid

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