



AGC
THE CONSTRUCTION
ASSOCIATION

Jobsite Tours

Message from AGC President Dirk Elsperman



A handwritten signature in black ink that reads "Dirk A. Elsperman". The signature is written in a cursive style with a long horizontal flourish at the end.

The size and scope of all levels of government have continued to increase and grow ever more complex. Local, state, and federal governments decide how business is conducted, and public policy decisions made in one industry sector often reverberate over into many other sectors. For better or worse, the decisions our elected officials make directly affect the construction industry's health and can impact your company's bottom-line, making political engagement a necessity.

One of the great benefits of an AGC membership is that you can rest assured knowing that an experienced team of state and national professionals is actively monitoring legislation and regulations to effectively advocate for the industry and that the association is uniquely positioned to secure favorable policy outcomes in these ever-shifting legislative and regulatory environments.

But you have a role to play too to advance the association's advocacy efforts. Please review the enclosed information and consider hosting an elected official on a jobsite tour. You can help strengthen the relationships we have with our leaders and can positively influence their current and future public policy decisions.

Jobsite Tour Overview



Ohio Congressman Troy Balderson (middle) tours Shelley & Sands, Inc.'s \$32.7 million project in Columbus, OH that includes the widening of Lazelle Road and creation of a roundabout intersection along with the Chris Runyan, Executive Director for Ohio Contractors Association and Teri Geiger, Chief of Staff for Rep. Balderson.



On joint venture project with JE Dunn Construction and Martin K. Eby Construction Co, Kansas Congressman Roger Marshall (left) gets a first-hand look at the construction of a minor league baseball stadium in Wichita, KS along with JE Dunn Vice President Scott Sherry.

Jobsite tours are great way to promote the construction industry with elected officials. These events provide a unique learning opportunity for elected officials to better understand and advance relationships between AGC of America, AGC chapters, and member companies.

Expose Elected Officials to the Construction Industry

Most elected officials have diverse backgrounds and professions qualifying them for their offices, but very few have experience in the construction industry. A jobsite tour gives an official the opportunity to learn first-hand how building or infrastructure projects are constructed.

Showcase Your Company

Hosting an elected official on a jobsite tour allows your company to showcase its unique footprint in the community from the employment of skilled craft workers to the economic impact in both the short term and long term.

Build Relationships with Key Decision Makers

Building relationships with elected officials ensures that the industry has a seat at the table when decision makers are making public policy decisions that affect your company and employees.

Step-By-Step Guide

The following guide will help you plan a successful jobsite tour with an elected official.

PRE-TOUR

Identify an Elected Official

Elected officials at all levels of government, whether they be city council members, state legislators, or members of Congress, are ideal candidates since many of them have not worked in the industry. A tour provides officials with a firsthand experience of industry practices that will better inform their public policy decisions. Please contact your local AGC chapter if you need assistance in selecting an ideal local or state official or email AGC of America at advocacy@agc.org if you would like to invite a member of Congress.

Obtain Approval from the Project Owner

Contact the project owner to obtain approval to host an official on a tour. Sample talking points describing the merits of a tour are available for your use.

Determine the Objectives for the Visit

Decide what issues company leaders would like to discuss with the official and develop a plan on how best to visually link these issues to jobsite operations.

Issue a Written Invitation

Send the invitation via email to the staff member (e.g. assistant, scheduler, district director) who handles scheduling requests in the official's office. If you are unsure about who to contact, AGC of America can provide you with an appropriate contact. An email invitation template is available for download on page 12. Provide both the location of the jobsite and a range of dates to accommodate the official's busy schedule. If inviting a member of Congress, providing dates during a congressional recess is especially important.

Confirm the Date

Be sure to confirm the tour date and time with all parties involved once one has been identified. It is very helpful to inform your local AGC chapter of the date if it involves a local or state official, or AGC of America if it involves a member of Congress.

Extend Invitations To Industry Partners

Consider extending invitations to your local AGC Chapter executives and/or board president, an AGC of America representative, or State DOT representatives if a public project.

Decide What Information To Share

The official will want to know more about your company and its workforce. Begin thinking about what type of information you want to share, such as the number of employees and amount of payroll, taxes, local

expenditures for materials and services, cost of the project, major projects underway or recently completed, safety requirements, equipment, etc. For public projects, officials may be interested in how it is funded.

Map Out the Tour

To ensure the jobsite tour stays on track, it is recommended that you develop a schedule and route for the tour. If possible, walk the tour with your local AGC chapter a week in advance of the visit to test out any problems that might arise. The tour should take 30-40 minutes depending on how much of the official's time the visit is allotted.

Choose a Tour Guide with Care

Select a guide who is articulate and knowledgeable about the specific jobsite and its operations. Project managers are ideal candidates.

Reserve a Conference Room or Appropriate Space on Site or Adjacent To It

Ensure that there is a conference room or appropriate space on the project site or within a quick walk/drive. Don't worry if this isn't possible. If a room or space is unavailable, be sure to talk about important issues during the tour.

Select a Roundtable Discussion Facilitator

Select an individual who can effectively facilitate the discussion on industry issues and easily transition between topics. Having a preselected facilitator will ensure adherence to the agenda and schedule. The facilitator can be the tour guide, a senior company executive, or AGC staff member.

Decide Which Topics You Want To Discuss with Your Elected Official

Having confirmed ahead of time with all parties the topics that are to be addressed ensures a smooth and easy discussion. Recommended topics include local or state concerns as well as industry issues like workforce development, infrastructure, and federal regulations. It is also important to thank an official if he or she has been a strong supporter of the industry. Contact AGC of America to obtain the voting record for a member of Congress or for help in selecting discussion topics.

Create an Agenda for the Roundtable Discussion

The duration of a productive discussion should be 20-35 minutes depending on how much time is allotted in the official's schedule. The suggested discussion format is:

- Introductions
- Local, state, or federal update from the elected official
- Overview of the project (construction timeline, cost, funding mechanisms, economic benefit, etc.)
- Industry concerns (e.g. workforce, infrastructure, etc.)



Messer Construction Company carpenter Mark Miracle showcases his company's \$114 million design-build project to build a new terminal parking garage and an airport administrative building at the Nashville Airport to Tennessee Congressman John Rose (right).



Congresswoman Liz Cheney (middle) talks infrastructure investment with Wyoming Contractors Association Executive Director Katie Legerski and High Country Construction President Chad Connell while on a \$14.5 million highway project in Fremont County, WY.

Prepare Examples To Share

An official can better understand the impact of his or her votes if you can provide real-world examples on how they impact your company and its employees. For example, if workforce shortages have slowed construction, be able to say by how long and at what cost.

Arrange for Photographs during the Tour

Ensure that the project owner is okay with photographs on site. Be sure to also work closely with the elected official's press aide or appropriate staff member on social media publicity and media coverage, if desired.

Prepare Key Equipment and Safety Gear

Ensure that equipment is operating correctly to provide action interest. Procure the necessary safety gear (hard hats, vests, goggles, etc.) for all participants so that it is available on the day of the tour. This is probably not the only visit the elected official is doing that day, be sure to remind him or her to wear the appropriate shoes to the visit.

Announce the Visit To Employees

Promote the visit throughout the company by distributing a brief biography of the official along with the purpose of the visit once it is confirmed.

Provide a Written Overview of the Tour To the Official

Send the official a document that briefs him or her on the time, date, location, attendees, and tour agenda. Download this sample document on page 12.

DAY-OF

Use Social Media To Note Excitement About the Tour

Let your social media followers know that an elected official will be touring one of the company's jobsites. A suggested Tweet is "Excited to welcome @(official's handle) to our jobsite in (city). We're looking forward to showing him/her our work and talk about industry issues."

Ensure the Photographer Is Ready

Ensure the photographer is in place so photographs can be taken when you greet the official upon his or her arrival.

Immediately Greet the Elected Official

Be prepared to immediately greet the official when he or she arrives on the site or at an agreed upon location. Ensure that the official has a reserved parking spot. If there is no easy and safe parking on the jobsite (e.g. highway or bridge project), have the elected official meet at your nearest office and drive over as a group.

Distribute any Necessary Safety Equipment

Always remember – safety first! Be sure to distribute the appropriate safety equipment to all guests before beginning the tour.

Briefly Introduce the Official To Those Present

Take a few minutes to introduce the official to those individuals participating in the tour. This will give everyone an opportunity to become better acquainted with each other. Remember that the official is most likely on a tight schedule so be sure not to belabor the introductions.

Provide an Overview of the Tour

Briefly provide the official and any guests with an overview of the previously agreed upon agenda.

Highlight Important Information

As you conduct the tour, provide the elected official with an economic profile of the company, including the number of employees and amount of payroll, taxes, and local expenditures for materials and services. You may also want to highlight how many firms are involved on the project from subcontractors to suppliers and attorneys to bonding firms. This can be a powerful number to help illustrate that construction is a business community effort.

Introduce Employees Encountered during the Tour

Remember, employees are constituents. Have the guide do his or her best to introduce employees encountered along the tour to the official.

Conclude the Tour with a Meeting and Photo Opportunity

A roundtable discussion provides an opportunity to answer the elected official's questions and re-emphasize key messages and public policy issues in detail. After the roundtable is complete, have the group take staged photos with the official.

POST-TOUR

Send a “Thank You” Note To the Elected Official

Always thank the guest in writing. Reiterate the points discussed during the visit and thank the official for his or her time and interest in learning more about the industry. Download this sample note on page 12.

Send a “Thank You” Communication To Employees

Be sure to recognize employees who helped organize and conduct the tour. Send a thank you communication to the project owner. Thank the owner for allowing you to conduct a jobsite tour on the project.

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Thank the owner for allowing you to conduct a jobsite tour on the project.

Use Social Media To Recap the Tour

Let your social media followers know that an official just toured one of the company's jobsites. It is also important to publicly thank the official for taking the time to visit. Below are suggested messages:

Twitter:

- Great to have @(official's handle) visit @(company's handle) today in (city)! Glad to hear (his/her) enthusiasm for construction! (attach photo with lawmaker)
- It was great to discuss (insert issue 1) and (insert issue 2) with @(official's handle) today during a tour of @(company handle's) jobsite in (city). (attach photo with lawmaker)
- Thank you @(official's handle) for promising to help advance construction priorities after visiting @(company's handle) today! (Attach picture with lawmaker)

Facebook/Instagram:

- Thank you @(official's handle) for visiting @(company's handle)'s (Project Name) jobsite in (city) today! We had a great discussion with (him/her) about the issues important to our company, employees, and the construction industry! (Attach picture with lawmaker and tag him or her.)

Ask AGC Of America To Issue a Press Release

AGC of America would like to issue a press release if the tour involves a member of Congress as the association wants to recognize US representatives and senators who take the time to learn more about the industry by visiting member company jobsites. Please contact advocacy@agc.org to notify AGC of an upcoming tour so that a release can be distributed within 24 hours of the tour’s completion.

Forward Digital Photographs Taken during the Tour

Review all photographs with your communications and safety personnel. If necessary, seek the approval of the project owner before distribution or publication. Once approved, forward the photographs to your staff contact in the official’s office. Be sure to monitor the official’s social media accounts to see if the visit is mentioned. If so, consider retweeting or liking the post.

Tell AGC Of America about the Tour

If the tour involved a member of Congress and a representative from AGC of America was not present for it, please email a brief summary of the tour, issues discussed, and any approved photographs to advocacy@agc.org.

Jobsite Tour Agenda

Start	Greet the official when he or she walks onto the jobsite.	Introduce the official to company representatives.	Provide the official and any guests with the necessary safety equipment.	Briefly go over the jobsite tour agenda.
Tour 30 Minutes	Escort the official and guests on a tour of the jobsite.	Introduce company employees along the way.	Take high-resolution photos throughout the tour.	Connect issues to jobsite operations.
Discussion 20-30 Minutes	Ask participants to introduce themselves.	Allow the official to give a local, state, or federal update.	Provide a brief overview of the company and major projects.	Discuss important local, state, and federal issues.
Photo Opp 5 Minutes	Identify an ideal / safe location on the jobsite.	Take a photo with all tour participants.	Take a photo with senior company leaders and the official.	If permitted, allow individuals to take photos with the official.
Finish	Thank the official for his or her time.	Provide the official and staff with your contact information and ask for his or hers.	Collect safety gear from all guests.	Escort the official off the jobsite.

Commonly Asked Questions

Below are answers to the most commonly asked questions about conducting jobsite tours with an elected official.

What Is the Purpose of a Tour?

Most elected officials have diverse backgrounds and experiences but very few have professional experience in the construction industry. The purpose of a tour is to build stronger relationships with these officials and expand their knowledge of the industry by:

- Educating them about the industry through a hands-on learning experience;
- Facilitating an issues-based discussion between them, local representatives from the respective member company, AGC chapters, and AGC of America.
- Providing them with local media coverage, when possible.

Can AGC Help Our Company Host an Elected Official for a Tour?

Absolutely! AGC of America is available to work with your company and local chapter to help identify and invite members of Congress. In some circumstances, AGC staff may even be able to be on-site to participate in the tour and roundtable discussion. Contact us at advocacy@agc.org for more information. For elected officials at the local and state levels of government, it is best to contact your AGC chapter for assistance.

Is There a Recommended Tour Duration and Agenda?

Yes, the most successful tours last 1-1.5 hours and include three parts, which are:

- Part 1: Jobsite tour (30-40 minutes)
- Part 2: Policy discussion (20-35 minutes)
- Part 3: Wrap up and photo opportunity (10-15 minutes)

What Information Should Our Company Share with the Elected Official?

As you begin the tour, your representative(s) should provide the elected official with a basic overview of the company, including industry sector (e.g. building, heavy, highway, civil, utility, etc.), number of employees, average annual volume, major projects underway or recently completed, recent awards or recognitions and funding for the project.

Will Local Media Be Invited on the Tour or Made Aware of It?

Media involvement is completely at the discretion of company and project owners. For events involving a member of Congress, AGC of America would like to invite media and issue a press release following the visit. However, AGC will only do so with the permission of all parties involved. A sample release and media advisory are available for download on page 12.

How Do I Explain the Merits of a Tour To a Project Owner?

It is understandable that a project owner may be wary about having an elected official on one of its jobsites. Jobsites can be complex projects, so it is okay to acknowledge this with them. You can help lessen an owner's anxiety by conveying the benefits of a tour and providing the company with assurances that you have a well-organized plan in place with support from the local AGC chapter and national association, if applicable. You may want to consider inviting the owner to participate on the tour.

Be sure to communicate the importance of educating officials who have little to no experience in the construction industry and how that will help influence present and future public policy decisions. In addition to impacting project costs, these decisions also affect the owner's (and your) bottom line and employees' paychecks. Ensure the owner knows that when the construction industry benefits, they benefit too.

Can a Project Owner Participate?

Yes, there is no issue with a project owner participating in a jobsite tour. When discussing the visit with the company, determine the desired level of involvement from its representatives and ask if it is okay to take photographs during the tour. Remember that the goal of the tour is to showcase the construction industry, so be sure its representatives do not monopolize the official's time or drive the conversation during the policy discussion roundtable.



Oklahoma Congressman Kevin Hern gets a first-hand look at the construction of the Cox Business Center in downtown Tulsa. This project is a \$55 million joint venture between Flintco and Manhattan Construction Company. Pictured from left to right are Flintco Sr. Project Manager Andrew Witte, Congressman Hern, Manhattan Sr. Project Manager Mike Flaherty and Manhattan Project Director Jason Martin.

AGC Resources

Contact AGC of America at advocacy@agc.org or call (703) 837-5435 if you need additional information or assistance to set up a jobsite tour with an elected official.

Below are several resources to help ensure a successful tour.

- [Local AGC chapter contact information](#)
- [Invitation template](#)
- [Jobsite tour overview template](#)
- [Sample press release](#)
- [Sample jobsite tour photographs](#)
- [Sample media advisory](#)
- [Sample “thank you” note for elected official](#)

