Communicating the Value of Public Service

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The National Pension Discussion: How are we doing?

• “Unfunded Accrued Actuarial Liabilities SOARING”
• “Excessive Benefits for Public Employees... Unsustainable.....Bankrupting Governments”
• Us vs. Them (Public vs. Private)
  – “We Deserve the Benefits – Or we’ll sue!!!
  – “They should have what we have”
  – EVERYONE deserves a secure, modest future (dignity & respect)
PUBLIC EMPLOYEE PENSIONS IN MISSOURI:
A LOOMING CRISIS
What are we doing Wrong?

- Focusing on the Wrong Things
  - Impersonal & Abstract
    - UAAL instead of people who want to serve
    - “Our benefits were contractually negotiated and we have a legal right to them.”

- What’s Really the Issue?
  - Clue: It’s not about benefits!
    - It’s about making our communities better, cleaner and safer for our citizens
Having a Clear Plan/Goal

- What are we trying to Accomplish?
  - Education and Understanding

- Who is REALLY our Audience?
  - 20 – 60 – 20 Rule
  - We’re all in this together
    - All stakeholders - no sides
      - EES, ERS, Legislators, Taxpayers
      - This is about our communities, ALL our future
So What’s the Key?

• Find a Connection
  – Why is this Important?
    • First Rule of Debate: Finding Common Ground

• Real & Relevant
  – People and Communities Matter
  – Benefits are simply the smoke coming out of the chimney, not the driving focus
    • Don’t let $$ Numbers drive the conversation
How ‘bout a story...
What’s the value of CARING?
THIS is our future...
“My father was a firefighter who taught me how important public service is and I wanted to follow his example in life and work.”

Lonnie Brandt
Firefighter
42 years of service
$230 Million Paid to Missouri Residents in 2015

94 cents of every dollar paid in benefits stayed in Missouri in 2015

Make it meaningful.............

...............THEN talk numbers
At a Glance

Total Output: $408 million

Total Output covers all economic activity generated by:

- LAGERS benefit payments
- All additional economic activity in Missouri generated by those payments

Total Output is based on LAGERS benefit payments, times the National Institute on Retirement Security Analysis Total Output Multiplier of 1.77.

Each $1 in state and local pension benefits paid to Missouri residents ultimately supported $1.77 in total output in the state. This “multiplier” incorporates the direct, indirect, and induced impacts of retiree spending, as it ripples through the state economy.
The All-star game gave Kansas City an economic impact gain of 65 million dollars in 2012..................

The Kansas City pension plans give Kansas City and the surrounding region over 253 million dollars of economic impact – EACH and EVERY YEAR!
Nobody cares how much you know, until they know how much you care.

(Theodore Roosevelt)