

Meeting with Local Policymakers

Advocating for a new car wash facility to be built in your community requires meeting with local policymakers to express your support and convince them to approve your proposal. Effective advocacy requires preparation, a clear message, and professionalism. By following the tips outlined below, you can help ensure that your proposal is well-received by policymakers and has the best chance of being approved.

Here are ten tips to help you effectively communicate with local policymakers:

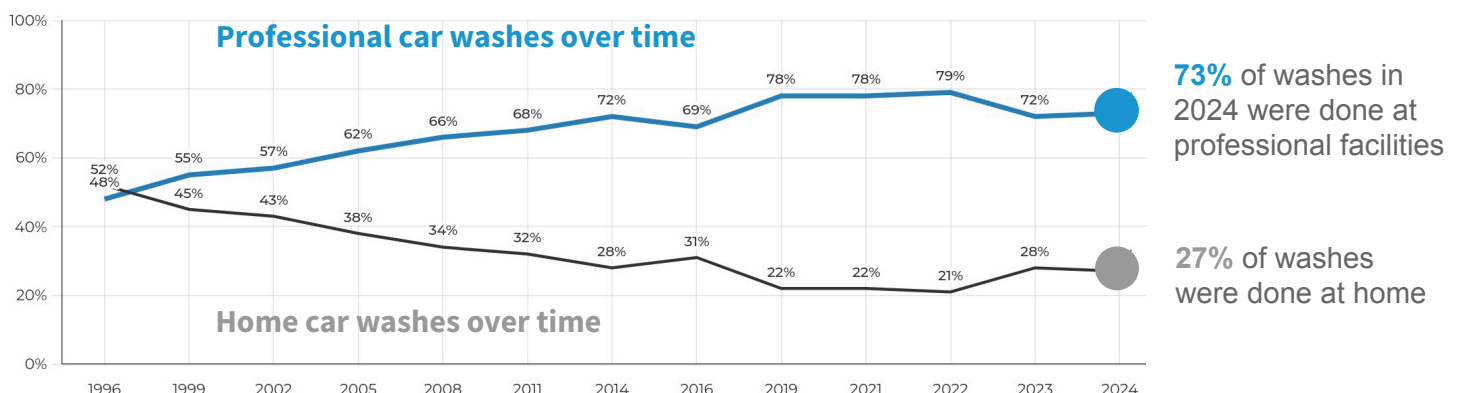
1. **Introduce yourself:** State who you are and make a direct connection with the community (e.g., “I’ve lived and worked in the community for 25 years” or “I employ 25 people in the community”). Explain why you are there and why it's important to you.
2. **Do your homework:** Assuming you’ll only have a brief window to make your case, it’s important to have your talking points down. Use the “leave behind” document that ICA has provided to guide your conversation. This document presents your major talking points, namely:
 - a. The demand for car wash facilities is high and growing; people love the convenience;
 - b. professional car washes are environmentally responsible;
 - c. car wash facilities strengthen local economies by providing jobs, generating tax revenue, and attracting customers from surrounding areas.
3. **Be concise and clear:** Present your proposal in a concise and clear manner, using simple language and avoiding technical jargon. Use specific examples and anecdotes to help illustrate your points and make your proposal more relatable.
4. **Know your audience:** Before you meet with a local policymaker, you should take some time to learn about their interests and political affiliation to frame your message in a way that is bound to get their full attention. Consider how your proposal can align with the community’s goals and objectives.
5. **Make it personal:** While facts and figures can be an important part of your message, your job is to make the issue relevant to the elected official or staff person. You can achieve that goal by telling a personal story about why you want to open a car wash in this community.
6. **Address concerns:** Anticipate potential objections or concerns that policymakers may have and be ready to address them. For example, if they express concerns about water usage, be prepared to explain how a professional car wash facility is more environmentally friendly than washing cars at home.
7. **Be respectful and professional:** Be respectful of policymakers' time. Be professional and polite, even if there is disagreement. Remember that building relationships with policymakers is key to advocacy.
8. **Always tell the truth:** It is important to ensure that all information you provide is accurate and up-to-date, and to avoid exaggerating, misstating facts, or otherwise misrepresenting information. If you are asked a question you cannot answer, it is okay to say so and tell them you will get back to them later. This gives you a reason and opportunity to follow up.
9. **Leave materials with them:** The “leave behind” document ICA has prepared for you is designed to succinctly summarize your message. Provide copies for everyone present at the meeting along with your name and contact information.
10. **Follow up:** Once you’ve left the meeting, follow up with an e-mail thanking the policymaker for their time and letting them know that if they have any questions, they’re welcome to get in touch. You can also provide any additional information you think will help bolster your argument or reiterate any key points from your face time.

Professional car washes are in high demand.

Professional car washing services are increasingly popular, as evidenced by strong and rising consumer demand. They're convenient, environmentally friendly, and strengthen communities, making them stable and important parts of the local economy.

People love the convenience of professional car washes.

New car wash facilities are needed just to keep up with the growing demand from consumers, whose thirst for convenience continues to climb over time. As evidence of this growing consumer demand, look at the long-term switch in consumer preferences in the chart below. Two decades ago, most consumers washed their cars at home. But today, car owners increasingly prefer to have their vehicles washed at professional facilities — to the tune of **114 million additional vehicles**. In fact, nearly **8 in 10 consumers now use a professional car wash** instead of doing it themselves. And a recent survey found that 70% of consumers hope that more car washes will open in their community

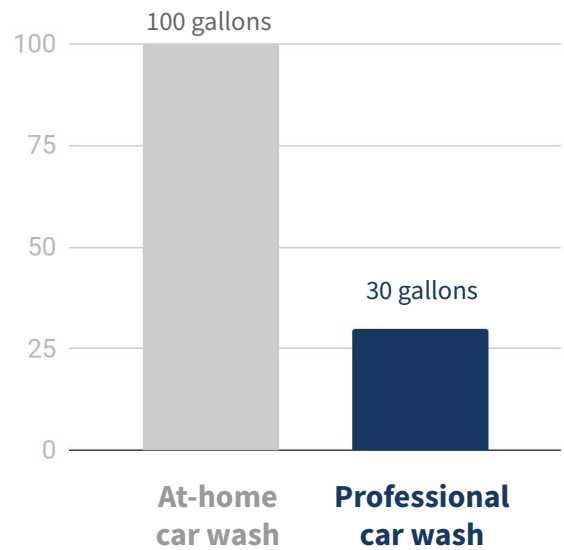


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Professional car washes are environmentally responsible.

When cars are washed at home, the soap and chemicals used can flow into storm drains, which lead to local waterways. Professional car wash facilities encourage responsible car washing practices and **prevent water pollution** in the community. A professional car wash facility is equipped with water treatment systems that filter and recycle water, reducing water waste and pollution.

Taking your car to a professional facility is an environmentally friendly choice. **Professional washes use significantly less water** than washing your car at home. A home car wash can use up to 100 gallons of water, while the conveyor car washes used at professional facilities uses 30 gallons or less of fresh water. Professional car wash facilities utilize advanced water collection and recycling systems.



Car washes strengthen local economies.

Professional car wash facilities generate economic benefits that have a positive impact on the community and improve the quality of life for its residents. By providing jobs, generating tax revenue, and attracting customers from surrounding areas, a car wash facility can contribute to the growth and development of our community. A new professional car wash facility **creates between 5 and 20 new local jobs**, plus water and sewer revenue, property tax revenue, and support for local organizations.¹ A recent survey found that 91% of respondents agree that car wash businesses are good for community members.

5 to 20

New local jobs

\$115,000

water + sewer revenue

\$90,000

property tax revenue

These contributions are **sustainable for the long haul**. The growth in the express wash format and monthly subscription programs have created a business that maintains healthy operating margins through weather volatility, labor market challenges, and even a pandemic.

¹ Monetary estimates are the simple average of estimated ranges: \$90,000 - \$140,000 in local water and sewer revenue and \$50,000 - \$130,000 in local property taxes.