



INITIATIVE TO REINSTATE NASA'S HUMAN SPACEFLIGHT PROGRAM

The Bay Area Houston Economic Partnership has developed a comprehensive plan to reinstate NASA's human spaceflight program. The FY2011 federal budget that was recently submitted to Congress by the White House completely dismantles the current human space exploration program while providing no clear direction for the future of exploration.

The rhetoric from the administration's political appointees continues to cast Constellation as a failure while trying to convince the American people that human spaceflight still has a future without it. Other than proposing to shift human spaceflight development roles from the established, experienced civil space industry to **unproven** commercial entrepreneurs, they have been unable to provide any definitive details.

It is the responsibility of this community and nation to speak out and turn this misguided thought process around. The plan that follows is dynamic and in no way complete. Your input and comments are welcome on any ideas that may have been missed.

Goals of Strategic Plan

1. Reverse/halt any and all immediate "stop work" or budget guidance operating plan directives that may be emerging
2. Restore and preserve key components of the human spaceflight program to the nation's civil space industry
3. Maintain the nation's civil service capabilities instead of outsourcing to unproven entrepreneurs
4. Accelerate the development of a heavy lift vehicle capability

Objectives

- I. Target local, state, federal elected officials and engage community leaders to join the fight
 - Talk to as many officials as possible personally
 - Organize supplier contacts in targeted states (CA, NV, WV, etc.)
 - Ask all gubernatorial candidates to make a public statement
 - Petition the governors of TX, AL, FL to bring this initiative to the National Governors Association as a topic of discussion
 - Develop a letter for the governors of these states to be sent to the president and leadership of the House Appropriations Committee and Senate Appropriations Committee urging them to reconsider
 - Request all elected officials to send letters of support for NASA's human spaceflight program to Senators Mikulski, Mollohan, Wolf, and Shelby and White House Chief of Staff Rahm Emanuel. BAHEP will supply a name and address template.



- Submit op-ed articles to all media outlets across the state (from younger generation professionals)
- Ask for help. Who can assist with this?
 - Chambers of commerce across the state
 - Rotary clubs
 - Greater Houston Partnership
 - Bay Area Houston Economic Partnership
 - Economic development organizations
 - All Democrats and Republicans

II. Target specific states that have congressional leadership on the House and Senate Commerce, Justice, Science Subcommittees

- Gather specific details and bio's on each member
- Ask public to reach out to these individuals
- Ask Texas elected officials to reach out and seek support
- Send letters and op-ed articles to their local media outlets
- Solicit support. Who can assist with this?
 - Chambers of commerce can reach out to chambers in targeted states to contact their local officials
 - Greater Houston Partnership
 - Bay Area Houston Economic Partnership

III. Target small businesses across the United States that have contracts with aerospace contractors

- Ask major aerospace firms for their list of small businesses with current addresses and contact names
- Ask those small businesses to send letters of support to their congressional delegation (template to be provided)
- Target those states with committee assignments with economic impact figures within their states
- Ask those businesses to send letters and op-ed pieces to their local media, print and broadcast
- Request businesses to provide economic impact of their business within their letter of support

IV. Travel to Washington, D.C.

- Travel with Mayor Annise Parker on March 16, 17, 18 as a resource on NASA budget issues
- Plan trip March 24-25 and invite broad base of travelers, 20-40
- Continue preparations for Citizens for Space Exploration trip May 17-19 with 150-175 travelers



- V. Develop a fact sheet that addresses economic impact, “what if” scenarios, talking points and web links
- Set up meetings with local chamber presidents for briefings
 - Send to all chambers of commerce, rotaries, economic development organizations, and elected officials in state
- VI. Develop a white paper that can be used to explain the importance of keeping human spaceflight
- Send to all chambers of commerce, rotaries, economic development organizations, and elected officials in state and ask them to send to their peers in other states
- VII. Work with professional organizations that are accustomed to dealing with budget issues of this magnitude
- Ogilvy Government Relations
 - Port of Houston’s D.C. firm
 - Greater Houston Partnership’s D.C. firm
- VIII. Aggressively take advantage of social media
- Expand GoBoldlyNASA Web site capabilities including new software to deliver letters, expand server capabilities, update message, fine-tune contact information to target specific congressional districts
 - Increase marketing by sending emails to the 5,000 who signed letters at GoBoldlyNASA and ask them to join Facebook group
 - Publicize the highly popular Constellation YouTube video, which now has the GoBoldlyNASA Web site address at the end of the video. As of February 11, 2010, it has had 101,133 hits.
 - Market specifically to states without NASA centers
 - Utilize GoBoldlyNASA.org to solicit travelers for the Citizens trip to D.C. in May
- IX. Work to create a coalition with other states to have ONE message
- Contact Florida, Mississippi, Alabama, Louisiana, and Ohio
- X. Target media
- Utilize the national broadcast media. Work to get selected elected officials on both national news and cable network news to discuss the importance of human spaceflight.
 - Leverage Citizens for Space Exploration to possibly develop YouTube video
 - Develop strategy for print media advertisements (*Roll Call The Hill, Spaceweek, Space Flight Now*) and online advertising
 - Work to establish a spokesperson, like “Tom Hanks”

Please view this as a living document. Your input and ideas are welcome, but, most importantly, your help in following through with these objectives is needed. Please call David Braun or Bob Mitchell, 281.486.5535, if you would like to volunteer to take on one or more of these initiatives. Thanks!