

Marketing Public Works

A Roundtable Discussion

New England Chapter APWA Summer Conference

June 13, 2019

Presented by:

The Public Works Awareness Committee

PUBLIC WORKS
IT STARTS HERE

Marketing Public Works



Moderator:

Rich Benevento, PWAC Co-Chair, WorldTech Engineering

PWAC Panel:

Mike Gantick, Director, So. Windsor, CT

Rick Merson, Director, Needham, MA

Bill Hadley, Director (Retired), Lexington, MA

Sean Ciancarelli, City Engineer, Beverly, MA

Aimee Couture, BETA Group, Inc.

Public Works

“The best kept secret in public service.”



First Responders

- Police
- Fire
- National Guard
- Doctors & Nurses
- **Public Works**



“The Silent Arm of Public Safety”

- **Police**
- **Fire**
- **National Guard**
- **Doctors & Nurses**



- **Public Works**

2013 New England Chapter Establishes the **Public Works Awareness Committee**

Our Mission:

“To promote the value and importance of public works in our communities and in our lives.”

Promote Value of Public Works



PUBLIC WORKS AWARENESS

What is Public Works?

- Infrastructure
- Facilities
- Operations
- Public Safety
- First Responders

Dusk until dawn

Dusk to dawn and beyond

24/7

24/7/365

First to respond, last to leave

Cradle to grave



Why is awareness important?

- **Promote Public Works**
- **Earn advocacy and respect from others**
- **Establish pride in the workplace**
- **Gain support for PW operations**
- **Attain necessary funding, staff, and equipment**

*Ensure a Finer Quality
of Life for All!*



Target Audience

- **The Public**
- **Elected Officials**
 - Local
 - State
 - Federal
- **The Public Works Community**
- **Media Outlets**



How do we get the message out?



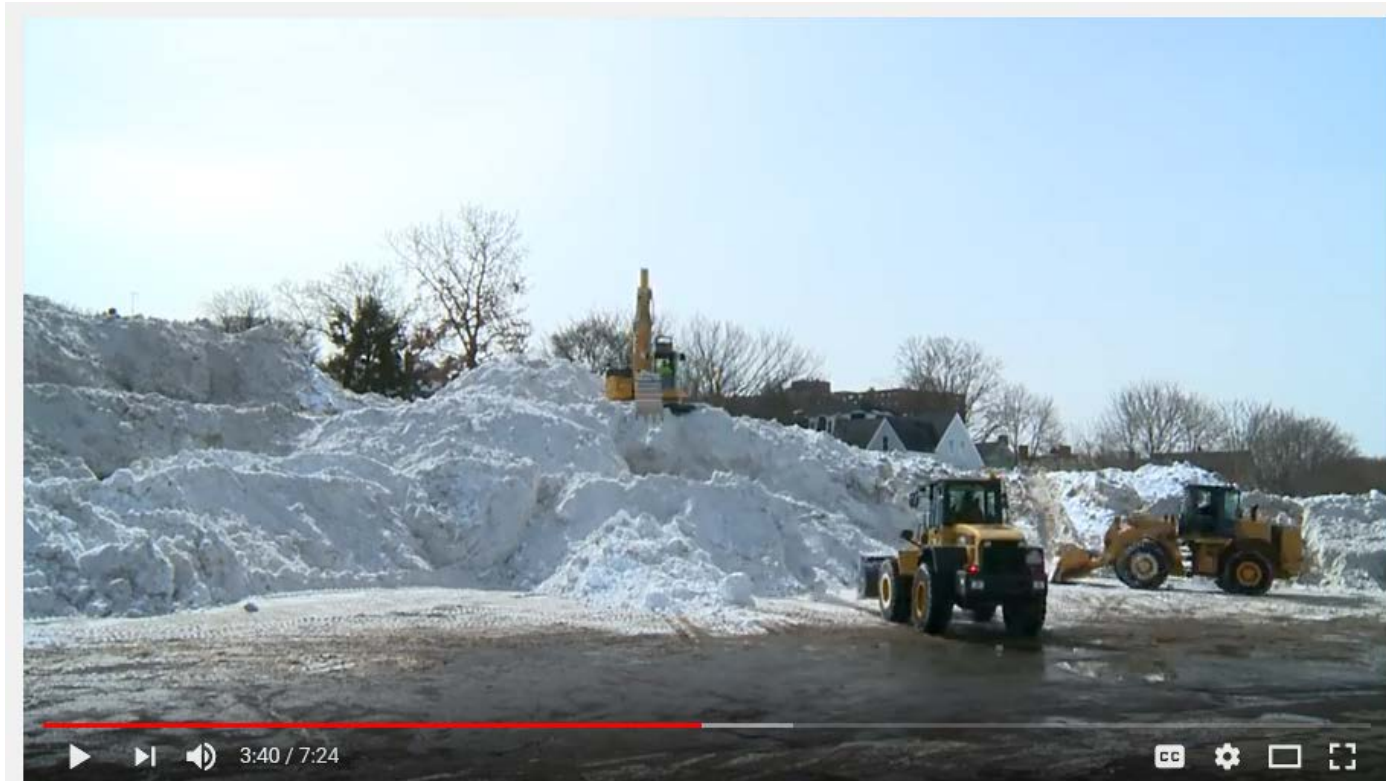
PUBLIC WORKS AWARENESS

What's in your toolbox?

- Videos
- Branding Elements
- Special Events
- Promotions
- News
- Awards
- Social Media
- Etc., Etc., Etc.



Public Works Video



PUBLIC WORKS MAKES IT HAPPEN



New England APWA

Subscribe 15

4,508 views

+ Add to ➦ Share ... More

👍 18 🗨️ 0

PUBLIC WORKS AWARENESS

Branding Elements

Bumper Stickers and Car Magnets

How to Order



Bumper Sticker, Magnet, and Window Sticker Order Form

To obtain stickers or magnets for your fleet and/or personal vehicle), fill out this form and return it to Julie Piacentini at jpacentini@brooklinema.gov or fax to 617-713-3727

Suggested Donations:

Bumper Stickers – Large Rectangle (3x11.5 inches)

- 25 stickers for \$20
- 50 stickers for \$30
- 100 stickers for \$50
- 150 stickers for \$75



Magnets (4x4 inches)

- 25 magnets for \$30
- 50 magnets for \$50
- 75 magnets for \$75
- 100 magnets for \$90
- 150 magnets for \$130



NEW! Reflective Window Stickers (Both sizes are also available *without* First Responder text, please specify quantity)



1.5x3 inches - \$2.00 each

Quantity: _____ with text

Quantity: _____ without text



3x5 inches - \$3.00 each

Quantity: _____ with text

Quantity: _____ without text

Donation Total: \$ _____

Organization: _____

Shipping Address: _____

Telephone: (____) _____ Email: _____

Return order form to Julie Piacentini at jpacentini@brooklinema.gov or fax to 617-713-3727

Please make your donation check payable to: **NEW ENGLAND CHAPTER APWA**
(not to be confused with APWA National)

Send checks to: New England Chapter APWA
894 Pleasant Street
East Weymouth, MA 02189

The Public Works Awareness Committee
needs you to help spread the word:
Public Works Makes It Happen!

Promotional Events

Fill a Public Works Truck

NATIONAL PUBLIC WORKS WEEK

MAY 20 - 26, 2018

National Public Works Week is an opportunity to come together as a community to raise awareness of the Public Works Department's operations, highlight ways residents can help out their local community, and collect food and household provisions for local community food banks.

Each year, the Town of South Windsor participates in this event by coordinating the following:

- Organizing a week long food drive with multiple drop off stations
- Hosting K-2 students from one of the elementary schools at 2 of our buildings for a field trip
- Talking with residents (of all ages!) about how they can help out in their community



HOW YOU CAN PARTICIPATE

- 1 Start collecting non-perishable goods
- 2 Drop off items in a collection box in the lobby of the Town buildings any day between May 21 - 25, 2018
- 3 Stop by Giessler's (965 Sullivan Ave.) on May 26, 2018 from 10am - 2pm to meet our crew and donate goods
- 4 Follow our "Town of South Windsor Public Works" Facebook page for more information on additional drop-off locations/dates



Promotional Events

Open House / Touch-a-Truck



PUBLIC WORKS AWARENESS

First Responder Recognition



CITY OF WORCESTER
DEPARTMENT OF PUBLIC WORKS & PARKS
Public Works First Responder

— ◆ —
In recognition of your extraordinary call to
action in service to others



May 22, 2019

“Public Works - The Silent Arm of Public Safety”



First Responder Recognition

Homeland Security Presidential Directive – HSPD 8

December 17, 2003 President George W. Bush issued Homeland Security Presidential Directive - HSPD 8, declaring public works as first responders.

In the directive the term "first responder" refers to "those individuals who in the early stages of an incident are responsible for, among other things, the protection and preservation of life and property," including "emergency management, public health, clinical care, public works, and other skilled support personnel."

Get the Word Out!




CALEDONIAN RECORD SINCE 1837

67° Sunny

NEWS SPORTS OPINION COMMUNITY FEATURES PHOTOS E-EDITION ARCHIVES ADVERTISE

At NVRH, we want the NEK to be the healthiest region in the state. *Choosing Health*

AP

Vermont town recognizes 2 road crew members for good deed

May 28, 2019 0

BARRE, Vt. (AP) — A Vermont town is recognizing two members of its road crew for helping to reunite a woman with a bag containing cash and uncashed checks she apparently left on the top of her car when she drove off.

employees Zach LaPerle and Dominic Bilodeau noticed a small ... month when they were picking up bags of debris left over from

x-Year/100,000 Mile

CATAMOUNT ARTS

Engineers take a week to honor some of their best

THIS IS THE 61st annual Engineers Week in New Hampshire, with engineers and local firms celebrating many of the projects that have been completed in the state during the past year.

ENGINEERS WEEK® 2012 February 19-25



Shown at last Thursday's Engineers Week banquet at the Radisson Hotel in Manchester, from left, are Craig Bailey, accepting the N.H. Young Engineer of the Year award from Peter King, president of New Hampshire Society of Professional Engineers; at right, Linda McNair-Perry presented with the Engineer of the Year award from King; and far right, keynote speaker Carl Quiram.



was held last Thursday at the Radisson Hotel Center of New Hampshire in Manchester.

The banquet was sponsored by the New Hampshire Society

shires Joint Engineering Societies (NHJES), and included educational sessions, scholarships, and the naming of the Engineer of the Year and Young

Carl L. Quiram, Goffstown's director of public works, who spoke about his work with Global Solutions, which provides outreach with public

world, especially his trip to Haiti. For more information on National Engineers Week and the National Engineers

Home.aspx. The NEWF is at the National Society of Professional Engineers (NSPE), 1420 King St., Alexandria, Va. 22134. NSPE is the Foundation Sec-

Success Stories

Get the Word Out!



National Public Works Week

PUBLIC WORKS MAKES IT HAPPEN

**National Public Works Week
is May 19 – 25**

Are you prepared

Since 1960, APWA has sponsored and celebrated National Public Works Week. Across North America, our more than 29,000 members in the U.S. and Canada use this week to energize and educate the public on the importance of public works to their daily lives: planning, building, managing and operating at the heart of their local communities to improve everyday quality of life.

To help you prepare, the New England Chapter's Public Works Awareness Committee will be providing weekly tips. Stay tuned!

[Visit us online](#)



STAY CONNECTED:



Get the word out!

Leading up to National Public Works Week...



Top 10 - Tip of the Week

- #10 (3/13) Submit for a Chapter award.
- # 9 (3/20) Open a Twitter Account.
- # 8 (3/27) Host an Open House.
- # 7 (4/03) Get some face time.
- # 6 (4/10)

Awards

Toot your horn!



PUBLIC WORKS AWARENESS

Social Media

Engage your young professionals!



A screenshot of the APWA New England Chapter website homepage. The header includes the APWA logo, "NEW ENGLAND CHAPTER", and a "JOIN APWA NOW" button. Below the header is a navigation menu with links for "ABOUT US", "NEWS/EVENTS", "RESOURCES", "EDUCATION", "COMMITTEES", and "MEMBERSHIP". The main content area features a large banner for "NATIONAL PUBLIC WORKS WEEK MAY 21-27 2017" with a background image of a highway interchange. To the right of the banner is a section for "Upcoming Events" listing chapter and national events. Below the banner is a "Chapter News" section with a "PUBLIC WORKS MAKES IT HAPPEN" graphic. At the bottom right, there is a "WORK ZONE" logo and a link to "www.apwa.net/jobs". A yellow arrow points from the social media icon cluster to the social media icons at the bottom of the website screenshot, which are circled in black.

PUBLIC WORKS AWARENESS

Social Media

New England APWA Retweeted

Needham DPW @NeedhamDPW · Mar 3

#NeedhamDPW is underway in snow dispatch for winter storm "Scott". As the snow intensifies, DPW will be moving into a full-plow operation. If you have any storm related issues please notify DPW through SeeClickFix seeclickfix.com/needham or call 781-455-7550. #SnowFighters

New England APWA Retweeted

Natick Public Works @NatickDPW · May 18

2019 Public Works Open House and Truck Day #npww #fillaPWtruck @ServiceCouncil @neapwa

New England APWA @neapwa · May 22

2019 Member of the Year, Mike Gantick of South Windsor, CT. Well deserved for his dedication and service to public works!!! #PublicWorks #PublicWorksWeek #PublicWorksMakesItHappen @SouthWindsorCT

New England APWA Retweeted

Boston Public Works @BostonPWD · Feb 20

With more snow in the forecast for @CityOfBoston tonight, we're topping off salt sheds at our district yards this morning. Pictures below of salt deliveries at #Dorchester yard. ❄️

New England APWA Retweeted

Lawrence DPW @Lawrence_DPW · May 25

No rest for #PublicWorks. Today, we wrapped up yet another lead service line replacement. Whenever possible, we attempt to work around our customer's schedules, even when it means performing work on the weekend. Because #CleanWater is worth it! #NationalPublicWorksWeek #NPWW2019



Takeaway Tools

Social Media 101
Cheat Sheet

There are 2.8 billion people on social media... Including your customers.

Major Platforms

- Twitter – Breaking news, headlines, photos, and rapid information in 140 character posts
- Facebook – Long format text, interest stories, photo albums
- LinkedIn – Professional networking, share news, job postings, stories
- Instagram – One great photo or video, offers photo editing, stories
- YouTube – Viral videos, channels, long term storage
- Snapchat – Series of photos and videos stitched together in short bursts

Glossary

- Tweet – a post in twitter. Your tweets show up on your follower's feeds
- Retweet – a way to re-post, or add to, someone else's tweet in your timeline
- Follow – the process of subscribing to another person's tweets, which will then appear in your feed
- Follower – a person or organization (with a Twitter account) that has subscribed to your tweets
- Feed – the first thing you see when you log in to Twitter or Facebook. New posts from accounts you follow, like, or are friends with are placed in your feed
- Timeline – stream of updates on your own personal profile or page
- Hashtag – group of words or phrases (with no spaces), preceded by a # sign. Using hashtag makes the phrase searchable on Twitter, Instagram, or Facebook
- Like – All platforms have a like button (a heart or thumbs up), allows you to acknowledge a post
- Handle - This is your "username" on Twitter that appears with an @ symbol in front of it. You can tag users in your posts by using the symbol
- Share – The share feature lets you share the content you enjoy with your network
- Reach – The amount of users who see your post activity – your audience
- Engagement – The amount of users who like, retweet, comment, share, or click on your post activity

APWA
AMERICAN PUBLIC WORKS ASSOCIATION

What are you doing to celebrate?
The Public Works Awareness Committee has come up with some tips to help your community.

- Tip #1: Nominate a Chapter Award Winner
- Tip #2: Start a Twitter or Facebook Account
- Tip #3: Host an Open House or Touch a Truck Event
- Tip #4: Get an official proclamation
- Tip #5: Toot your own horn
- Tip #6: Reward your team
- Tip #7: Get some "Face Time"
- Tip #8: Head back to school
- Tip #9: Visit your neighbor
- Tip #10: Introduce a non-member to NEAPWA



For more details, visit www.newengland.apwa.net

Bereavement Committee



Strives to provide recognition for those in public works that have made the ultimate sacrifice in the line of duty.



Remember:

- ✓ **Be diligent and deliberate – It's not one and done**
- ✓ **Think outside the box and be creative**
- ✓ **Get the public works message out to everybody, including your public works colleagues**
- ✓ **Toot your horn and be recognized**



Questions?

