

# NE APWA Public Works Awareness Committee

## Goals for 2021

*This plan consists of Elements to be implemented over the 2021 Calendar Year Time Frame:*

**Values:** *Our Values are the underlying principles that guide our actions. They are the cornerstone, the foundation, of all we do. They reflect our culture and our priorities.*

**Mission Statement:** *Our mission statement focuses on the present; it defines where we are now, our purpose, and why we exist.*

**Vision:** *Our vision statement focuses on the future; it defines where we want to be and establishes clear decision-making criteria.*

**Strategic Priority Goals:** *Our Goals guide us to action. They are the major categories of effort in which we need to progress.*

**Objectives:** *Our Objectives are the specific actions through which we will achieve our goals and realize our vision. They are **SMART** plans of action; that is, they are **Specific, Measurable, Achievable, Relevant and Time bound.***

### **Our Values:**

- *PWAC works to grow the Public Works Profession Awareness personally and professionally.*
- *PWAC promotes ethical work with integrity and pride.*
- *PWAC is responsive to the public works community needs.*
- *PWAC works together for the good of the public works community.*
- *PWAC is adaptable and reliable.*
- *PWAC is committed to the sustainability of the public works profession and its standing within the profession and the communities and states we serve.*

## **Our Mission:**

Communicate, educate, and inform the public community regarding issues and matters related to the Public Works field to enhance understanding of what Public Works does and why it makes a positive difference.

## **Objective:**

Increase public understanding about the importance of Public Works in maintaining and improving the quality of community life for residents and businesses by providing information, frameworks, and tools all Public Works professionals can use to educate the public about the value of Public Works and promote the professionalism of the public works industry.

## **Our Strategic Priority Goals:**

**GOAL #1** –\_Develop (with input from the Educational Committee), Coordinate and Manage Monthly Virtual NE “Public Works Connects” Webinar/Zoom Meetings for public works professional both private and public and at all levels.

**GOAL # 2** –Develop, Coordinate, and Implement a variety of Public Works Awareness activities promoting and educating the public and state and local policy makers on the value and contributions of public and private public works professionals.

**GOAL # 3**-\_Promote the use of the Chapter website. Encourage public and private sector public works professionals at all levels to utilize the NE APWA website as a resource- the Go to Place- for information-ideas-updates on what is happening in the public works community\_.

**GOAL # 4** - Provide guidelines and support for the Fallen Comrades Program within the New England Chapter and Nationally and continue work to secure passage of Death Benefits for Public Works professionals\_.

**GOAL # 5**- Encourage, support, and develop inclusion and diversity in the NE APWA Chapter activities and membership. Work with the YP’s to promote greater involvement of young public works professionals at all levels in APWA.

**PWAC Objectives:**

**GOAL #1 – Develop (with input from the Educational Committee), Coordinate and Manage Monthly Virtual NE “Public Works Connects” Webinar/Zoom Meetings for Public Works Professional both private and public and at all levels.**

<b>Objective</b>	<b>Description</b>	<b>Who</b>	<b>Budget</b>	<b>Frequency</b>	<b>Comment</b>
1.1	Virtual NE Public Works Connects Sessions	Subcommittee of PWAC (Rich B., Mike G., Dave P.) and T2 Center at UCONN		4th Thursday of each month (except Nov.); 11 am to 12 pm via Zoom	<p>Topics:</p> <p><b>Jan-</b> Selling Your Dept Budget to Elected Officials and the Public</p> <p><b>Feb-</b>Education. Com. -Selling Your Capital Improvement Projects to Elected Officials and the Public</p> <p><b>March-</b> Planning for PW Week Activities</p> <p><b>April-</b> Education. Com. -Risk and Resiliency Assessments (RRA) for Water Systems</p> <p><b>May-</b> Guest Outside “Fun” Speaker (or Hurricane/Storm Preparations/Contracting for Services)</p> <p><b>June –</b> Education. Com. -Culvert Failures</p> <p><b>July-</b> How to Market your Dept.</p> <p><b>August-</b> Education. Com. -Scalable Road Weather Information Systems (RWIS)</p> <p><b>September-</b> Young Professionals in Public Works</p> <p><b>October-</b> Education. Com. TBD</p> <p><b>Nov-</b> Open Session on What’s Hot Now in PW</p> <p><b>December-</b> Education. Com. TBD</p>

**GOAL # 2 – Develop, Coordinate, and Implement a variety of Public Works Awareness activities promoting and educating the public and state and local policy makers on the value and contributions of public and private public works professionals.**

<b>Objective</b>	<b>Description</b>	<b>Who.</b>	<b>Budget</b>	<b>Frequency</b>	<b>Comment</b>
2.1	Develop, Coordinate, and Implement Monthly media press releases promoting and educating the public and state and local policy makers <i>Examples-Press Releases via Constant Contact, and other media Releases to Newspaper, TV, Local, state, and federal Elected officials to celebrate, Educate, and promote what the Public Works Professionals do to support the good in communities.</i>	Sub Committee of PWAC		Monthly	<p><b>Jan</b>-PW Keeping Commerce and the public safe during winter.</p> <p><b>Feb</b>-Providing drinkable water and treating wastewater.</p> <p><b>March</b>-Careers in Public Works</p> <p><b>April</b>-Preparing Fields for Recreational needs</p> <p><b>May</b>- PW Weeks -Giving back to communities (FAPWT Food Drive)</p> <p><b>June</b>- PW Award Winners – Projects and People Making It Happen</p> <p><b>July</b>- PW maintaining the infrastructure; Roads, Bridges, Storm Sewers</p> <p><b>August</b>- PW as First responders restoring normalcy after Emergencies-Hurricanes, Tornadoes, Floods and more!</p> <p><b>Sept</b>-The Men and Women of PW -Who and What is Public Works</p> <p><b>Oct</b>-The Consultants and Contractors supporting Public Works.</p> <p><b>Nov</b>-The Partnership of Public Works and the Public and Elected Officials</p> <p><b>Dec</b>- How PW helps Santa Claus</p>
2.2	Continue to develop New England Chapter APWA Brand “Public Works Makes It Happen” and “Public Works – First Responders” .	Sub Committee of PWAC		Monthly	<p>Public Works Makes It Happen</p> <p>Public Works -First Responders- Work towards having every public and private PW agency to fly flag during National PW Week</p> <p>Special PW License Plate- Work towards each state to adopt PW License plate -</p>

2.3	Develop and promote branding and awareness campaign, including bumper stickers and magnets, flags, license plates and other promotional items	Sub Committee of PWAC		Monthly	Identify and develop new ways to market new and existing Awareness items to promote Public Works
2.4	Promote and utilize regular use of social media to expand awareness and attract feedback. ( <i>Outcomes above Goals #1</i> )	Aimee C. & Sean C.		Monthly	Seek consistence ongoing presence with Positive informative messages
2.5	Provide guidelines for programs and/or promotions to local public works departments that promote public works in their communities.	Sub Committee of PWAC		On-going	Develop easy “How To” Guidelines
2.6	Identify and advance other programs, promotions, or initiatives to increase public works awareness at the local, state and national level and across all public/private sectors	PWAC		On-going	Continue brainstorming for new, timely ways to get the word out

**Goal # 3-** Promote the use of the Chapter website.

Objective	Description	Who	Budget	Frequency	Comment
3.1	Job Postings	Aimee, Sean, Julie		weekly	Continue job posting services
3.2	PW Resources	PWAC, Julie		At Least monthly	Develop and promote on-going “Library” of resources for membership
3.3	NE APWA Events	PWAC with input from Ed.Com.		Monthly	Continue to develop Professional development meeting offerings: Spring, Summer, Fall

**GOAL # 4** - Provide guidelines and support for the Fallen Comrades Program within the New England Chapter and Nationally and continue work to secure passage of Death Benefits for Public Works professionals.

<b>Objective</b>	<b>Description</b>	<b>Who</b>	<b>Budget</b>	<b>Frequency</b>	<b>Comment</b>
4.1	Fallen PW Professionals	Bereavement Sub Com.		On-going	Continue to coordinate information on those who have died and continue to refine event coordination and virtual memorial;
4.2	Death Benefits Bills	Mass. Reps		On-going	Support efforts of Mass, PW to secure passage of Bill ; Begin efforts in other NE States.
4.3	Establish location for Physical Memorials	Bereavement Sub Com.		On-going	Work with New England Chapter states (CT, MA, RI, & VT) to provide for a location for a State Public Works Memorial to be in each New England Chapter State (similar to NH).
4.4	Fund Raising for Physical Memorials	Bereavement Sub Com. /PWAC		On-going	Work with each State’s (New England) Chapter delegation to begin design and fund raising for the New England Chapter State Memorials
4.5	National APWA Resolution for Wall of Remembrance in Washington DC	PWAC/Ex. Com.		2021	Work with National APWA to implement the National Public Works Fallen Heroes Resolution to provide a National Public Works Fallen Heroes Wall of Remembrance – APWA will develop a plan for the creation of a “Public Works Fallen Heroes Wall of Remembrance” to be in Washington, DC, or Kansas City, MO, and in Toronto, Ontario
4.6	National APWA Resolution for Federal and State Benefits	PWAC/Ex.Com.		On-going	Work with National APWA to implement the National Public Works Fallen Heroes Resolution to provide for Federal and State Benefit Acts – APWA will work to adopt Federal Survival Benefit Legislation like police and fire, and further, APWA will assist chapters in adopting state Survival Benefit Legislation or will work to include public works in police and fire legislation

**GOAL # 5--** Encourage, support, and develop inclusion and diversity in the NE APWA Chapter activities and membership. Work with the YP's to promote greater involvement of young public works professionals at all levels in APWA.

<b>Objective</b>	<b>Description</b>	<b>Who</b>	<b>Budget</b>	<b>Frequency</b>	<b>Comment</b>
5.1	Diversity and Inclusion Efforts	PWAC, YP		Ongoing	Develop efforts to expand and include all levels of public works professionals both private and public sector