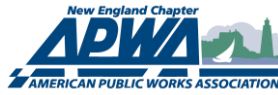




**National Public Works Week**

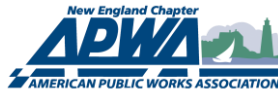
May 20-26, 2018

# **Event Planning Guide For Communities**



## Outline

- What/When
- Purpose
  - Elements of the Event
  - How to Get Started
  - A Planning Schedule
  - Examples of How to Collect Food
  - Opportunity to Thank and Provide Department Info
  - How to Promote Event Ideas
    - Pre-Event Media
    - Day of the Event Media
    - After the Event Media
  - Reporting Your Success to NE APWA
- Appendix A - Event Planning Schedule
- Appendix B- Participation Form
- Appendix C- Example of Food and Other Items that Could be Collected
- Appendix D- Pre-Event Sample Press Release and Flyer
- Appendix E- After Event Sample Press Release
- Appendix F- Example Thank You and Local DPW Program Brochure Handout



## Local Guide for the Annual Fill-A-Public Works Truck Event

### What/When:

Annual Food Drive Event taking place during National Public Works Week.

### Purpose:

To collect food and household provisions for local community food banks and raise awareness of Public Work Department's Operations; including highlighting the things that residents can do to "help" the DPW crews do their jobs (example; the things that create the most problems during plow operations). This is an opportunity to unite all Public Works Departments during a positive annual event.

Food and goods donations are especially critical during the early summer months as schools get out; many children and families may get some assistance during the school year. Many other groups and people already have food drives around the traditional holidays. National Public Works Week occurs near the end of most school years and is a time when many Public Works Departments already have public outreach events planned, making the implementation of this event a little easier.

### Elements of Event:

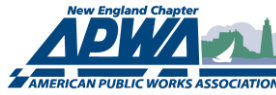
- This is an event that all DPWs can do that doesn't involve money-just a commitment of time. It can be done on its own or in combined with a local Public Works Week Celebration Event. It can be publicized locally and regionally, as something Public Works is doing as a Profession to give back to the residents/community.
- Local DPWs are encouraged to contact their local food pantry/shelters, Human Services Departments, local church groups, or other food relief organizations in their town or region or county during the winter/spring to determine willingness to be involved and determine their specific needs (see NE APWA website for a list of Food Banks in your State- [www.neapwa.org](http://www.neapwa.org))

### The Event Schedule:

*In Appendix A there is an Example Event Planning Schedule your Department may use as a guide to participate in this Event.*

### Examples of how to collect food:

- Drop off at DPW Facilities (week long),
- Station DPW truck at the local grocery store for a day (DPW to coordinate with the store)



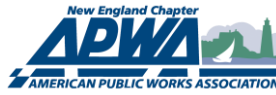
- One-day collection on weekday or weekend
- Involve schools and “pickup” donated goods
- Have “clean” truck with plow or other public works truck available at event for collection of donated foods and goods
- Ask Town Officials to donate food goods during a Town Meeting
- Ask other Town/Agency/Firm employees to donate food and goods

#### Opportunity to Thank and Provide Department Info:

- Have prepared Public Works Informational Brochure (unique to the community or standard available on APWA website) resident “Tips” or Community’s own DPW Winter Operations Brochure or other info to hand out to everyone that donates
  - Other ideas are available on the NE APWA “Tips” webpage-  
[www.newengland.apwa.net](http://www.newengland.apwa.net)

#### How to Promote Event:

- Pre-event media blitz to bring attention to Food Drive
  - NEAPWA Public Works Departments contact their NEAPWA State Event Coordinator( see below) to confirm that they will be participating in the Event so NEAPWA can publicize
  - Local DPW contacts media to provide info on how, where, when food and goods to be collected (see example Pre-Event Press Release Appendix A)
    - Use Facebook, Twitter, press releases, mailers, community brochures, local TV, radio, etc.
- Examples of media on the day of food delivery to charity
  - Invite Local Officials
  - Highlight goods donated and need for food for community
  - Highlight a few important “Winter Tips” and where additional info can be found
  - Have press releases
  - Post pictures on local web site, Facebook, Twitter, etc..
  - NEAPWA to provide total number of participating Public Works departments across New England and blast that information.
- After Event media
  - See Example Press Release Appendix E.



- Those participating will be placed on the NEAPWA website “**Wall of Giving**”(page on **NEAPWA website for listing /map of participating Public Works Departments from across New England**)

#### Feedback/Questions:

- Please provide feedback or direct any questions you have to the NEAPWA State Event Coordinator.

For 2018 the State Event Coordinators are:

- **Connecticut:** Michael Gantick, (860)644-2511 x 242; fax (860) 644-7280; [michael.gantick@southwindsor.org](mailto:michael.gantick@southwindsor.org)
- **Massachusetts:** Jeremy Marsette, (508)647-6550; fax (508)647-6560; [jmarsette@natickma.org](mailto:jmarsette@natickma.org)
- **New Hampshire:** Jennifer Pelletier, (603)669-5555 x133, [jpelletier@hoyletanner.com](mailto:jpelletier@hoyletanner.com)
- **Rhode Island:** Tony Garro, (401)333-2382;Fax (401)333-9225; [TGarro@BETA-Inc.com](mailto:TGarro@BETA-Inc.com) and Aimee Couture, (401)333-2382; [ACouture@BETA-Inc.com](mailto:ACouture@BETA-Inc.com)
- **Vermont:** Lisa Schaeffler, (802)878-1239; [lschaeffler@willistonvt.org](mailto:lschaeffler@willistonvt.org)

A follow-up form will be provided to report your event’s success.

**Thank You for Taking Part in this United Effort across New England by your Fellow Public Works Professionals!**



## Appendix A

# Event Planning Schedule



### Fill A Public Works Truck Food Drive Event Planning Schedule

	<b>Task</b>	<b>Date</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>
1	Review Event Guide	Jan - Feb	X						
2	Contact Your Local Food Bank	Jan - Feb	X	X					
3	Fill out part one of Participation Form – Send in	March – May 7th			X	X			
4	Determine how/when to collect	Feb - March		X	X				
5	Send out pre-event press release and contact media	End of April – May 20th				X	X		
6	Collect food & other items	May 20 <sup>th</sup> – May 26 <sup>th</sup>					X		
7	Fill out part two of Participation Form – send in	May 27 <sup>th</sup> – June 1 <sup>st</sup>					X		
8	Send out After Event press release	May 27 <sup>th</sup> – June 7 <sup>th</sup>						X	
9	Review Event & Plan for next year	June						X	



## Appendix B

Participation Form available here:

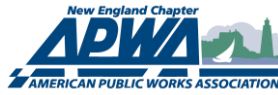
<https://www.surveymonkey.com/r/N7SFWBL>





## Appendix C

# Examples of Food and other Items that could be Collected



## Example of Needs for Fill-A –Public Works Truck Event

Snacks for kids/juice for kids

Cereal/Oatmeal

Toilet Paper/Paper towels/tissue

Shampoo/Soap

Rice

Jar Spaghetti sauce

Canned fruit

Tuna Fish/canned chicken

Jelly

Hearty soups and stews/chili

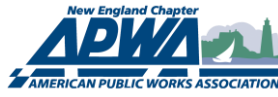
Condiments

Canned pastas such as raviolis/spaghetios

Toothpaste

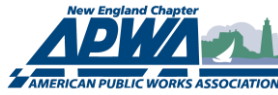
Cleaning products (dish soap, laundry detergent)

Diapers in larger sizes (5,6)



## Appendix D

# Pre-Event Sample Press Release and Flyer



Sample Press Release two weeks Prior to National Public Works Week:

Fill-A-Public Works Truck Annual Food Drive

The (Your Town Public Works Department) is joining hundreds of Public Works Departments from across New England to collect food and household goods to support our local community food bank needs. Our Fill-A-Public Works Truck Food Drive will be occurring during National Public Works Week, from May 20-26, 2018 and will support the (name of Food Bank or place receiving the donated goods). Help us help our neighbors and friends. Our collection will take place (describe how, what, when, where you will collect food and household items).

On behalf of (Your Town Public Works Department) we thank you in advance for your support of this critical community need. Further questions on how you can help may be directed to(name of Your department Contact Person for this Event).



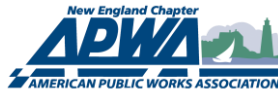
**Help the <Your Town and Department Name here> put an end to hunger during National Public Works Week.**

Drop off non-perishable goods to <location>  
When: May 20<sup>th</sup>-26<sup>th</sup>  
Where: <Insert Location>  
All collected items will go to <insert local pantry here>

**Follow us on Twitter @NEAPWA**

**Use the hashtag #FillaPWTruck to join the convo!**

*This event is sponsored by the*



*New England Chapter of the American Public Works Association.*

## Appendix E

### After Event Sample Press Release



Sample Press Release after Food Collection Event

Fill-A-Public Works Truck Annual Food Drive

The (Your Town Public Works Department) would like extend our appreciation for everyone that helped make Our Fill-A-Public Works Truck Food Drive a success during National Public Works Week! We were able to collect (amount of food and household goods), which is supporting the (Name of Food Bank or place receiving the donations). Throughout New England (x –number to be provided by NEAPWA) Public Works Departments participated in this year’s Annual Fill-A-Public Works truck Food drive! (if available provide a total number of truck loads?)

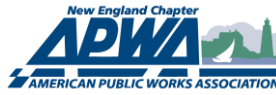
Together we are all helping make our community strong.



## Appendix F

# Example Thank You and Local DPW Program Brochure Handout





**Thank You for Your Donation! You are helping our Community to meet the needs of some of our fellow citizens. Together we can continue to make a difference!**

Your Public Works Department remains committed to delivering the most cost effective quality services to our community. We remain open to your feedback. You can find information on town services and contact us on service questions via our **Connect South Windsor** App. **Connect South Windsor** is our online and mobile tool that makes it easy for you get information about Town activities and to contact us for Town services. It is SIMPLE and FREE. It is a mobile version of our website and has many easy to use features! Using our quick links, adding new requests for service, and contacting town officials and departments has never been easier! **Connect South Windsor** can be accessed from your computer, laptop, or from the Town's website; [www.southwindsor.org/Publicstuff](http://www.southwindsor.org/Publicstuff). Access is also available on any mobile phone device or tablet using Apple, Android or Windows – Just search under “Connect **South Windsor**” in your devices App store and download it for FREE!

In case you are wondering what some of the things we do for you:

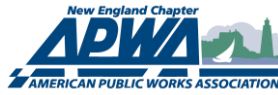
- Emergency Response during Hurricanes, Winter Storms, Floods and Wind Events
- Refuse and Recycling
- Leaf Collection
- Snow removal
- Road maintenance and construction
- Storm Water Management
- Waste Water Treatment
- Engineering and support to Planning and Zoning and Inland Wetlands Commissions'
- Support to Capital Budget Committee, the Energy Committee, and the Open Space Task Force
- Maintenance of all Town Building (excluding the Schools) and VMP Pool
- Maintenance of Police vehicles, Human service Buses, Parks Equipment, Fleet vehicles and Dump trucks and street construction and maintenance equipment
- Street Sign Upkeep
- ...And More!

Thank you again for your donation!

Your South Windsor Public Works Team,

Michael J. Gantick, P.E., P.W.L.F.  
Director of Public Works  
1540 Sullivan Avenue  
South Windsor, Ct 06074  
(860) 644-2511 ext. 242  
[Michael.gantick@southwindsor.org](mailto:Michael.gantick@southwindsor.org)

January 2018



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