

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)

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)



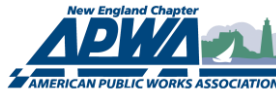
- One-day collection on weekday or weekend
- Involve schools and “pickup” donated goods
- Have “clean” truck with plow or other public works truck available at event for collection of donated foods and goods
- Ask Town Officials to donate food goods during a Town Meeting
- Ask other Town/Agency/Firm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

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
- **Massachusetts:** Jeremy Marsette, (508)647-6550; fax (508)647-6560; jmarsette@natickma.org
- **New Hampshire:** Jennifer Pelletier, (603)669-5555 x133, jpelletier@hoyletanner.com
- **Rhode Island:** Tony Garro, (401)333-2382;Fax (401)333-9225; TGarro@BETA-Inc.com and Aimee Couture, (401)333-2382; ACouture@BETA-Inc.com
- **Vermont:** Lisa Schaeffler, (802)878-1239; 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!