



National Public Works Week

May 17-23, 2020

Event Planning Guide For Communities

Outline

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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:

- Place sign above Food Collection Container/bin at Town Buildings
- Drop off at DPW Facilities ,
- Station DPW truck at the local grocery store, transfer station 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 touch a truck 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 /departments 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) including 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 local 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, town website, mailers, community brochures, local TV, radio, etc.
 - Have Local Town Governing Body present a Proclamation celebrating Public Works Week in your Town/City and announcing the Fill A Public Works Truck Food Drive(se example in Appendix G)
- 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 **“Map of New England”**

Feedback/Questions:

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

For 2020 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:** Kürt D. Blomquist, (603) 352-6550; kblomquist@ci.keene.nh.us; or
Kevin Sheppard, (603) 624-6444; KSheppard@manchesternh.gov
- **Rhode Island:** Steve Mattscheck, (401) 295-1983; publicworks@town.exeter.ri.us
- **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!

Appendix A

Event Planning Schedule

Fill A Public Works Truck Food Drive Event Planning Schedule

	Task	Date	Jan	Feb	March	April	May	June	July
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 17 th – May 23 rd					X		
7	Fill out part two of Participation Form – send in	May 27 th – June 1 st					X		
8	Send out After Event press release	May 27 th – June 7 th						X	
9	Review Event & Plan for next year	June						X	

Appendix B

Participation Form available here:

<https://www.surveymonkey.com/r/JKBL82H>

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:

February 2020

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 17-23, 2020 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 17th-23rd
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

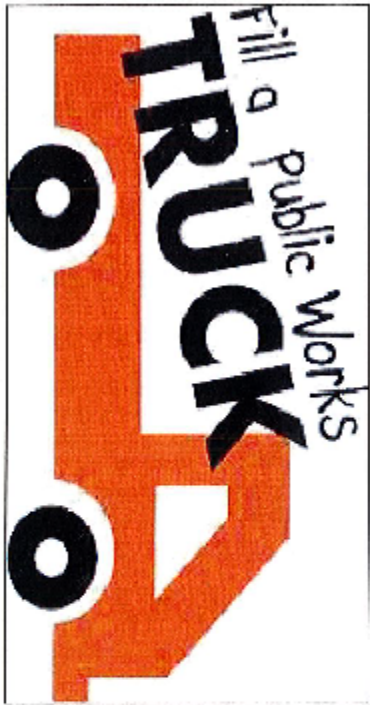
After Event Sample Press Release

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.



National Public Works Week May 20-26, 2018

All collected canned and dry goods will benefit the Willington Food Pantry.

Where can I donate?

Wednesday May 23rd Transfer Station, 9am-3pm
 Thursday May 24th, Willington Public Library, 9am-4pm
 All Week at the Town Office Building, 40 Old Farms Road, during business hours

Suggested Donations:

Canned ravioli, spaghetti	Boxed macaroni and cheese mix	Juice
Cereal	Pasta and Rice	Canned fruit
Snacks for kids	Canned carrots	Jar spaghetti sauce
Canned potatoes	Soap	Shampoo
Crackers	Peanut butter and jelly	Tuna

For questions regarding the food pantry, please contact Willington Human Services Department

- One in 5 kids in Connecticut is hungry or at risk for hunger.
- The summer months are difficult for families in need, who rely on schools for free or reduced price breakfasts and lunches.
- The Willington Food Pantry sees a 5% increase of usage June through Sept.



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. 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 Public Works Team

February 2020

Appendix G

Example of Local Proclamation

WHEREAS, *the Public Works Divisions of Administration, Engineering, Facilities, Highway Maintenance, Fleet Services, Refuse and Recycling, and Water Pollution Control provide services that are vital to the health, safety and comfort of the community; and*

WHEREAS, *pursuant to Homeland Security Presidential Directive, Public Works employees are designated First Responders, responsible for the protection of life, property, and the environment; and*

WHEREAS, *during emergency events like snow storms, hurricanes, floods and other natural disasters, the Public Works Department are not only First Responders but remain on the scene and provide services until normalcy is restored to the community; and*

WHEREAS *the men and women of Public Works are committed to providing quality services, have been innovators and leaders in the Public Works community both statewide and nationally, and are proud to be of service to the Town/City of _____; and*

WHEREAS, *May _____ is National Public Works Week, and*

WHEREAS, *Public Works Departments from across New England are participating in the First Annual 'Fill A Public Works Truck Food Drive' to support local food banks,*

NOW, THEREFORE, BE IT RESOLVED that I _____, (Mayor/First Selectman) of the Town/City _____, acting on behalf of the (Town/City Council/Board of Selectmen) and the residents of _____ do hereby formally designate May _____ as the Public Works Week in the Town/City of _____ and encourage the citizens of (Town/City) to support the "Fill A Public Works Truck Food Drive' and

BE IT FURTHER RESOLVED offer this citation to publicly salute the service of the members of the (Town/City) Public Works Department to the residents of our community.

Mayor

May _____