



National Public Works Week
May 17-23, 2009
Revitalize, Reinvest, Renew

Dear National Public Works Week Celebrants:

Over the past few years, participation and interest in the CPWA National Public Works Week program has grown dramatically and CPWA has seen many new and innovative programs and events that are being held in celebration of National Public Works Week.

With the 2009 CPWA National Public Works Week of May 17-23, 2009 fast approaching, we wanted to take time to thank you for your past involvement and let you know that we look forward to your continued involvement this year.

As you know, the purpose of CPWA National Public Works Week is to reach a wide audience with information about the crucial role that public works plays in the quality of community life. Equally important is promoting the choice of public works as a career choice for the working force of the future.

For 2009, we are embracing the theme of the campaign "*Revitalize, Reinvest, Renew*" and we are expanding our recognition categories to include the recognition of "first time" submissions as well as a new category for large "metropolitan" submissions. This will enable CPWA to recognize five winning municipalities for their NPWW efforts. The submission categories for 2009 will be:

First Time Entry:

Any community submitting their NPWW events for judging for the first time.

Small Centres:

Populations: 75,000 and Under

Medium Centres:

Populations: 75,001 - 250,000

Large Centres:

Populations: 250,001 - 650,000

Metropolitan Centres:

Populations: Over 650,000



And remember, every municipality celebrating National Public Works Week is a winner! Public works awareness is an awfully good thing to spread among our citizens, legislators, and especially our young people who will be the engineers, public works managers, specialists and workers of tomorrow.

Sincerely,

Paul Smeltzer
National Public Works Week Chairman
CPWA Board of Directors



2009 CPWA National Public Works Week Award Criteria

In order to assist the CPWA NPWW Evaluating Committee, each submission will be rated using the weighted criteria outlined below. Please ensure that your submission contains enough factual information to allow the rating committee to assign a rating to each category.

Public Outreach (1-5) -- 25%

What spectrum of people were reached?

- City Staff (1)
- City Staff and Families (2)
- Captive Audience – e.g.: Schools (3)
- General Interest Attendance (4)
- City Wide Event (5)

Education (1-5) – 25%

Was there an education component?

- Small “what we do” component (1)
- Showing how “Public Works” works component; school visits and demonstrations (2)
- Hands-on activities, equipment climb-on opportunities (3)
- Tours of public works facilities and projects (4)
- Educate and enhance perception of public works as a career choice (5)

People Reached per Population (1-5) – 10%

How many people in the community participated?

- 0.50% (1)
- 1.00% (2)
- 1.50% (3)
- 2.00% (4)
- 2.50% (5)

Staff Involvement (1-5) – 15%

Was there a large involvement of Public Works staff and Union personnel?

- Little (1)
- Average (3)
- Many (5)

Political Involvement (1-5) – 15%

Was there a large political presence involved in the Public Works Week activities?

- Proclamation (1)
- Presentations/Awards (3)
- Active Participants in Events (5)

Charity (1-5)—5%

Was the week accompanied by a charitable event?

- Silver Collection (1)
- Canned Goods/Clothing Items Drop Off (3)
- Volunteer Effort Involved in Fundraising (bake sales, bbq's, face-painting, etc) (4)
- Fundraising for an environmental or public works related charity (5)

Creativity – 5%

- Basic public works awareness program (1)
- Creative use of marketing, technology and the media to promote events and participation (2)
- Use of creative hands-on activities, demonstrations, tours for attendees (3)
- Creative education/marketing of public works as a career choice (4)
- Your creative innovation: _____ (5)



2009 critères d'attribution des prix dans le cadre de la Semaine nationale des travaux publics de l'ACTP

Afin d'aider le Comité d'évaluation de l'ACTP, chaque candidature sera évaluée en fonction des critères pondérés décrits ci-dessous. Veuillez vous assurer que votre dossier contient assez de renseignements concrets pour

permettre au comité d'évaluation d'attribuer une note à chaque catégorie.

Public touché (1-5) – 25 %

Quelle catégorie de personnes a été touchée?

- Le personnel de la Ville (1)
- Le personnel de la Ville et leur famille (2)
- Un public captif – les étudiants, p. ex. (3)
- Le grand public (4)
- Événement à l'échelle de la ville (5)

Pédagogie (1-5) – 25 %

Y avait-il une composante pédagogique?

- Petite partie sur « ce que nous faisons » (1)
- Composante décrivant le fonctionnement des « travaux publics »; visites et démonstrations dans les écoles (2)
- Activités pratiques, équipement à escalader (3)
- Visites guidées d'installations et de projets de travaux publics (4)
- Conscientisation et amélioration de la perception des travaux publics comme choix de carrière (5)

Nombre de personnes touchées par population (1-5) – 10 %

Combien de personnes de la collectivité ont-elles participé?

- 0,50 % (1)
- 1,00 % (2)
- 1,50 % (3)
- 2,00 % (4)
- 2,50 % (5)

Participation du personnel (1-5) – 15 %

Quelle a été la participation du personnel des travaux publics et des membres du syndicat?

- Faible (1)
- Moyenne (3)
- Élevée (5)

Participation politique (1-5) – 15 %

Y avait-il une forte présence politique lors des activités de la Semaine des travaux publics?

- Proclamation (1)
- Présentations/remises de prix (3)
- Participation active aux activités (5)

Charité (1-5) – 5 %

Est-ce qu'une activité caritative a été menée pendant la semaine?

- Collecte de dons en argent (1)
- Dépôt d'aliments en conserve ou de vêtements (3)
- Bénévoles participant aux activités de financement (ventes de pâtisseries, barbecue, maquillage pour enfants, etc.) (4)
- Campagne de financement pour une œuvre de charité reliée à l'environnement ou aux travaux publics (5)

Créativité – 5 %

- Programme de base de sensibilisation aux travaux publics (1)
- Utilisation créative du marketing, de la technologie et des médias pour faire la promotion d'événements et accroître la participation (2)
- Utilisation d'activités pratiques, de démonstrations et de visites guidées créatives pour les participants (3)
- Activités créatives de conscientisation et de marketing des travaux publics comme choix de carrière (4)
- Votre innovation créative : _____ (5)