



May 16-23, 2016

www.infrastructureweek.org

#InfrastructureMatters





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Agenda

- Infrastructure Week Overview
- VOW's leadership
- Raising Water's Profile
- How to Get Started
- Ideas & Questions

Infrastructure Week is:

- A national week of
 - Events
 - Education and advocacy
 - Social media and press engagement
- Supported by nearly 120 Affiliate organizations
- Dedicated to elevating the principle and message that



Vice President Joseph Biden keynotes the Infrastructure Week 2015 Launch Event

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The **Value of Water Coalition**, which builds national will for investment in water infrastructure and water resources, has participated in Infrastructure Week for the last few years. This year we joined the Steering Committee to further raise awareness about critical challenges facing water infrastructure.

Infrastructure Week is proudly led by our Steering Committee



AFL-CIO





During Infrastructure Week, our Affiliates and partners:

- Elevate infrastructure as a national priority
- Inform/educate the public and elected officials about how

#InfrastructureMatters to

- Our economy
- Our public health and safety
- Our communities
- Celebrate achievements and success stories
- Highlight critical needs and priorities



Why should YOU participate?

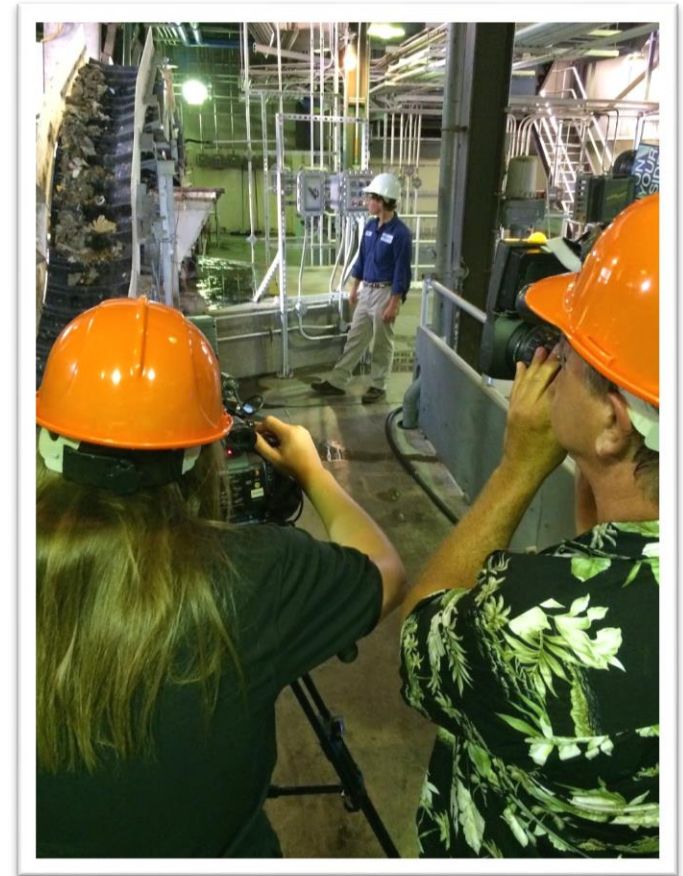
Because water infrastructure is often invisible, it is important to use an opportunity like Infrastructure Week to engage decision-makers and the public.

Ways to participate

- Plan an event
- Advocacy Day in Washington, D.C. on Wednesday, May 18th
- Get infrastructure in the news
- Social Media: Join the *#InfrastructureMatters* campaign!

Important Note:

- *Infrastructure Week does not ask its participants and Affiliates to agree on policy positions*
- *Infrastructure Week does not provide funding, event spaces, or event planning services.*



Plan An Event

- **Infrastructure Field Trips:** host a tour of a water or wastewater treatment plant, do a “hard-hat tour.”
- **Press events:** hold a rally, announce a new project, plan a ribbon-cutting. Invite leaders and elected officials.
- **Policy forums:** Convene local and national leaders to discuss challenges and opportunities facing water infrastructure in your community.
- **Lobby your State Legislature:** Is your state legislature in session? Plan a day of meetings with legislators. Partner with other groups - such as a local Chamber or ASCE chapter.



Advocacy Day in Washington, D.C.

- Join the 2nd annual Infrastructure Advocacy Day in Washington, D.C.
- Wednesday, May 18
- For more information on participating, email us at: advocacy@infrastructureweek.org
- **Note: Participants must make their own travel and lodging arrangements**



More than 30 mayors from around America joined Infrastructure Advocacy Day on Capitol Hill in 2015, led by Bill De Blasio (NYC) and Mick Cornett (Oklahoma City). Above, former Transportation Secretary Ray LaHood (far right) Salt Lake City Mayor Ralph Becker (second from right), and National Association of Manufacturers President and CEO Jay Timmons (center left), and others deliver remarks to the press at the steps of the U.S. Capitol. Credit: National League of Cities

If you can't make it to Washington, tell your elected leaders how infrastructure matters to you! Download ASCE's [Save America's Infrastructure app](#), available at the Android Play or Apple Store, to easily write to your Member of Congress!

Get Infrastructure in the News

- Op-ed or blog post
- Editorial Board Meeting
- Radio and TV
- Release a paper

Social Media

- Follow us on Twitter @InfraWeek
- Before and during the Week, use #InfrastructureMatters
- Use sample graphics and tweets provided in our toolkit

How far Cleveland Water has come: Radhika Fox (Opinion)

Cleveland's water-intake crib, 3.5 miles off the downtown shore. (Gus Chan, Plain Dealer file photo)

By Guest Columnist/Cleveland.com
on May 15, 2015 at 5:21 AM, updated May 15, 2015 at 5:22 AM

In 1969, the water situation in Cleveland was dire. [The Cuyahoga River fires](#) made Cleveland the symbol of our nation's environmental woes. Forty-six years after images published by Time magazine and National Geographic of the river ablaze were seared into the nation's collective consciousness, Cleveland should be applauded for the staggering progress you've made.

Radhika Fox, Director, Value of Water Coalition

Back then, Cleveland was the poster child for our nation's polluted waterways; now, it is a gleaming example of the positive transformation of a region through clean water investments.

Many entities have been a driving force behind the improvements to Greater Cleveland's waterways, including the Northeast Ohio Regional Sewer District. For more than 40 years, the sewer district has been aggressive, progressive and open to investments in new infrastructure, reducing structures overflows...

Job Videos

Ohio University
Director of Development

Pentair
2nd Shift Industrial

Petitti Garden
Center

Powered by DMC, Inc. ®

EDITORIAL CARTOON

Buckeye state may trip up Trump

... Jeff Darcy's cartoons

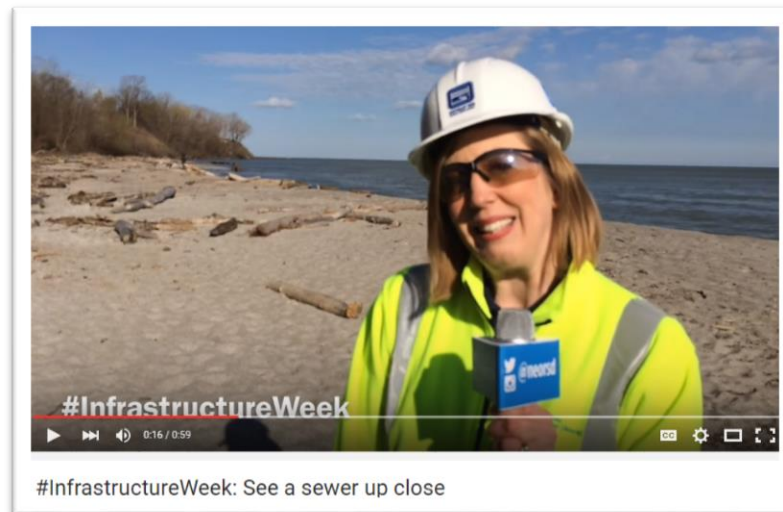
OPINION FEATURES

Read letters to the

Northeast Ohio Regional Sewer District: Follow the Flow Tour (Infrastructure Week 2015)



- Series of in person tours
- Social media and video amplification
- Great earned press



Legislative Event – Arizona



- Arizona Report Card Release - Phoenix, Arizona, May 13, 2015
- ASCE released this report as a part of Infrastructure Week 2015

Construction/Site Tour – Alaska and Louisiana



Policy Forum – Pennsylvania

- ASCE partnered with the Pittsburgh Section to bring in great speakers and local leaders to a policy forum
- Event focused on Chamber participation and decision-maker audience
- Great for recent State Report Card states or states with pending legislation

PITTSBURGH ON THE MOVE

WEDNESDAY, MAY 13, 2015
3:00 - 4:45PM

CARNEGIE MELLON UNIVERSITY
PORTER HALL,
ROOM 100

Leslie Richards, Acting Secretary of Transportation, Pennsylvania Department of Transportation

Edward G. Rendell, former Governor, Pennsylvania, and co-chair, Building America's Future

The Pittsburgh region faces some daunting infrastructure challenges, with commerce depending on aging bridges and congested inland waterways. Yet, the region is also positioning itself as a transportation technology hub, developing innovations with the potential to transform and modernize our nation's transportation network. Join local and state leaders for a dynamic discussion on the major issues facing our region today and the most promising developments around the corner.

R.S.V.P.
www.iop.pitt.edu/Infrastructure2015

Next steps:

- Become an Infrastructure Week Affiliate
 - Join us at: www.infrastructureweek.org/affiliates
 - Register to become an Affiliate (no cost)
 - Send us your logo
 - Download the Affiliate Toolkit
- Plan an event/action to take during Infrastructure Week
- Identify partners in your community: engineering colleagues, local Chambers of Commerce and labor groups, local utilities, mayors and city council offices, etc.
- Let us know by April 1st what you'd like to do during the Week
 - There is no deadline for participating, but the earlier you start, the more effective you can be.



To learn more about participating in Infrastructure Week, visit:

www.infrastructureweek.org/participate

Download our Affiliate Toolkit to access resources and templates, including:

- Template Proclamation
- Template Press release
- Template op-ed/blog post
- Draft tweets
- How to guide: plan your own Infrastructure Field Trip
- Download our logo
- Message Guide



QUESTIONS?

Email us with questions, ideas, and information
on how you plan to participate:

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