May 16-23, 2016
www.infrastructureweek.org
#InfrastructureMatters

Value of Water Coalition
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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

#InfrastructureMatters
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.
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.
Get Involved

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 Involved

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
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


• 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
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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