



CITY OF SURREY: Proud hosts of the 2016 Public Works Week and Doors Open Event

June 12 to 18 2016



Goal

The City of Surrey's main objective for hosting our Public Works Week event was threefold:

1. To promote public awareness and education about the value and importance of municipal public works in our every day lives;
2. To honour the staff that have dedicated their lives towards providing public works services; and
3. To promote Public Works as an exciting and rewarding career choice.

About Surrey



With the shortest transportation routes from Asia to North America, British Columbia (BC) has an up to 58 hour shipping transport lead over other West Coast ports. British Columbia also offers duty-free access to the United States for products and services included in the North American Free Trade Agreement (NAFTA). Other key Surrey advantages include:

- A gateway location to regional, national and international markets.
- Access to transportation networks that include close proximity to 2 international airports, major highways, rail access, 2 ports and 2 border crossings.
- Largest supply of available industrial land in the region.



METRO VANCOUVER REGION

Located along Canada's west coast in the province of British Columbia.

2nd largest city in BC and the 12th largest city in Canada with an growing population of over 520,000.

We're set to become the most populated city in British Columbia by 2020, as people from around the world continue to move to one of the youngest and most culturally diverse cities in Canada.

Public Outreach And Education

At the City of Surrey, we recognize that ongoing public outreach and education are fundamental to raising awareness of public works related services that we provide to our community on a day-to-day basis.

The following slides reflect examples of initiatives that we had engaged accordingly over the course of Public Works Week from June 12th to 18th

Public Outreach And Education

School Tours: Students from grades 5 to 7 received tours of our new state-of-the-art Operations Facility and received presentations on public works as a career choice.



Public Outreach And Education

Snow Plow Painting:

Elementary grade students from across Surrey participated in snow plow painting...



...Kids were taught about the importance of snow removal and how the City carries out its snow & ice operations.

Public Outreach And Education



Public Water Wagons:

Used at all of our City special events, including Public Works Week. It promotes the consumption of “free” water (reducing use of plastic from bottled water), and raises awareness of our water systems. All water stations reflect messaging relating to how our water is “mountain fresh”.

Public Outreach And Education

Popsicle Stick Bridge Building and Coloring Contest: Raises awareness of public works as a career choice with fun activities to make it easier to understand the process of building and maintaining engineering infrastructure.



Public Outreach And Education



Week long Educational Booth at Surrey's City Centre Library:

Two scaled models per displayed at Surrey's Central Library over the course of Public Works week. Each model illustrated different aspects of the function of public works in our daily lives.

Events Held

Events held during Public works week gave us a real chance to meet with the public in a different fashion and have some fun. Below are some of our great events:

- Three school tours;
- City Centre Library week long educational booth;
- Snow Plow Painting;
- Operations Centre Cup (Team Building Event);
- Saturday Doors Open Event.



Staff Involvement

Public Works Staff at all levels were both involved and enthusiastic in making our Public Works Week a huge success. Below is a summary:

- Planning the Events involved 25 staff
- 62 staff volunteered to assist at our Doors Open Event



- Our inaugural “Operations Centre Cup Challenge” had 10 staff organize the event and over 100 staff participate;
- Weekly tours involved 10 staff.

Political Involvement



- Surrey Council was involved in planning events by attending monthly organizing meeting and providing input;
- Surrey Council participating in events;
- Mayor Hepner's May 2nd, 2016 Proclamation for Public Works Week;
- Mayor & Council address at the grand opening of our Operations Centre on the day of our Public Works/Doors Open Event.

Charity Events

The City of Surrey has a long standing relationship with Charity organizations. Below are some examples of the charity organizations that we engaged with during Public Works Week:

- Donating bus services for City School Tours;
- Donating supplies for City plow painting;
- United Way Booth at our Doors Open event;
- Non perishable Food Bank Drive during Doors Open Event.



Creativity

- We hosted a “Public Works Theatre” at our Public Works Open house/Doors Open event to showcase our services and Departmental award winning initiatives such as the City’s Rethink Waste Program and Renewable Natural Gas Biofuel Facility (see video on the next slide)
- School tours demonstrated all available technology at the Operations Centre(Fleet hoists, screens etc.);
- Snow Plow Painting (hosted at **7** schools);
- Public works colouring contest;
- Operations Centre Cup (team building initiative that was a popular hit with Public Works employees)
- Festival at Doors Open (Face painting, bouncy castle, balloon animals, equipment demonstrations, etc.);
- Dynamic full-scale water and sewer models that demonstrate how our infrastructure works (sewer model comes complete with a flushing toilet!). See photos on slide 16

Creativity

City of Surrey's
Renewable
Natural Gas
Biofuel facility
(click to play
video)



Creativity



Marketing

Our marketing campaign was extensive, below are some examples:

- Social media;
- Doors Open poster;
- Multiple venue advertisements (schools, libraries, post secondary institutions)
- Newspaper ads;
- Radio commercials advertising our Doors Open event.
- Photo booth at Party for the planet (dress up as construction worker);
- Coloring contest and flyer combination;

CITY OF SURREY OPERATIONS CENTRE

OUR DOORS WILL BE OPEN!

We are celebrating "National Public Works Week" with a free family event during Surrey Doors Open!



Saturday June 18th, 2016 | 10am-3pm (Mayor's remarks at 12:30 p.m.)
Operations Centre | 6651 148 Street

Ever wonder how our roads get fixed? Or what happens to your kitchen scraps when you recycle them? Find answers to your questions at a fun, behind-the-scenes tour of our City's Operations Centre.

Join us for a family friendly open house with fun activities while you learn more about what keeps our city running.

SURREY
doorsopen

For more info visit:
www.surrey.ca/city-government/19338.aspx

Heavy Equipment Demonstrations
Bouncy Castle · Balloon Artist
Firemen and firetrucks · Painted Snow Plow Display
Search and Rescue Exhibitions
Food Trucks · Selfie Station · Crafts

Plus, enter our colouring contest for a chance to win a One (1) Year Family Wellness Pass!

www.surrey.ca/doorsopen

CITY OF SURREY
The Future Starts Here.

Thank You

We would like to take this opportunity to thank CPWA for hosting this campaign. Staff at all levels put in tremendous effort and enjoyed every minute.

Below are links to additional information relating to our events:

- City of Surrey Public Works Week Website: <http://www.surrey.ca/city-government/19338.aspx>
- City of Surrey Doors Open Event website : <http://www.surrey.ca/culture-recreation/11056.aspx>