



2019 STRATEGIC GOALS & ACTIVITIES

VISION

We believe in the philosophy of mutual support among our members through the development of lasting friendships, the sharing of experiences and the exchange of information province-wide regarding problems and solutions.

STRATEGIC GOALS

PWABC is a chapter of the American Public Works Association. The Board has decided to adopt these strategic goals of APWA and develop activities to implement these goals in BC and the Yukon.

VALUE

Define the value of public works and enhance its visibility/awareness

VOICE

Be the voice of public works to government leaders and media

EDUCATION & CREDENTIALING

Ensure excellence in education and credentialing

MEMBERSHIP

Create a dynamic local chapter and engage our members



2019 STRATEGIC GOALS & ACTIVITIES

| GOAL | ACTIVITIES | EXPERTISE AND RESOURCES |
|--------------------------------------|--|--|
| VALUE | <ol style="list-style-type: none"> 1. Develop social media strategy and update our current information 2. Enrich content on website 3. Formalize conference and event sponsorship 4. Enhance Technical Content for Annual Conference | Chair Website: Scott Lamont Contact: slamont@squamish.ca Chair Conference: Brian Carter Contact: bcarter@burnaby.ca Danielle Johannes |
| VOICE | <ol style="list-style-type: none"> 1. Legal: Investigate/define our legal relationship with APWA 2. Governance – develop clear roles and policy/procedures 3. Finance: Financial planning with revenue & sponsorship targets 4. Grow awareness of awards; define roles & criteria | Chair: Chris Anderson Contact: chris.anderson@westkelownacity.ca Pat Miller Deryk Lee Stacey Neves |
| EDUCATION & CREDENTIALING | <ol style="list-style-type: none"> 1. Define the role for Emerging Leaders in the association and the connection to the Board 2. Re-deploy Public Works Supervisor Program to meet industry needs 3. Expand educational offerings 4. Work to define member training needs via outreach and surveys | Chair: David Lundberg Contact: dave@smallpausecoach.com Lisa Grant Dylan Myers Meryl Ditchburn Heinz Justin Hall |
| MEMBERSHIP | <ol style="list-style-type: none"> 1. Develop strategy for outreach to: non-member municipalities in BC & Yukon, and Emerging Leaders 2. Streamline data from APWA 3. Update database of members & make contact information available publicly 4. Develop membership analytics | Chair: Matt Brown Contact: MKBrown@surrey.ca Andrew McKillop |