



INFRASTRUCTURE FIELD TRIP GUIDE

In 2017, we want to illustrate why it is **#TimeToBuild** America's infrastructure, from coast to coast. Infrastructure matters to every element of our lives – to our businesses and workforce, to health and safety, to our commutes and vacations, to our regional and global competitiveness. In past years, Infrastructure Week field trips and infrastructure tours have built awareness in host communities, demonstrated why increased investment is critical, and provided a tangible opportunity for media to spotlight important projects and assets.

Who can host a tour? Airports, seaports, transit centers and metros, energy and water utilities. Construction firms and local contractors. Mayors offices and city councils; metropolitan planning organizations and convention and visitors' bureaus; chambers of commerce and labor groups.

What should you do? Pick an infrastructure project or facility that is important to you and your community. It could be existing, new, under construction, or failing and in need of repair. Infrastructure Week is inclusive of many modes of infrastructure – from sea, land, and air transportation, to water and wastewater treatment, to the energy grid and the internet.

When should I host a Field Trip? Any time during Infrastructure Week: **May 15-19, 2017**. Consider inviting U.S. Representative or Senator when they are home in their districts, typically over the weekend before or after Infrastructure Week too!

Event Outline:

1. **Pick a time and date** during Infrastructure Week. Roughly a two-hour window to include a briefing and tour/press event. If costs permit, provide a light breakfast or box lunch.
2. **Identify partners.** Many organizations in your community can be valuable partners in highlighting projects, building an audience, providing speakers or venues, and attracting the press. Examples of local partners include your local Chamber of Commerce, American Society of Civil Engineers Chapter, local labor unions and general contractors, civic organizations and convention and visitors' bureaus.
 - a. Idea: Every four years, the American Society of Civil Engineers puts out its Report Card on America's Infrastructure. The 2017 Report Card will be fresh off the presses during Infrastructure Week, and ASCE leaders in your community can give a great overview presentation at your event, offering a great national context to your local event! Contact us for more information or to connect with your local ASCE section.
3. **Pick a slate of two or three speakers, plus your event host.** Speakers should:
 - a. Introduce the event and welcome the crowd
 - b. Provide an overview of community/region/state needs
 - c. Discuss the relevant infrastructure issues/challenges/opportunities, and how this project or facility is important to the community
 - d. If relevant, highlight what local business leaders, citizens, and other can do to take action
4. **Invite** the press, your city council, local business and labor groups, schools, and/or the general public.
5. **Schedule** an hour-long tour of the facility/project that highlights the benefits of investing in our community's and nation's infrastructure.

Let us know what you're doing! We can connect you with other organizations and leaders in your state or city who may already be planning to participate in Infrastructure Week, and can help you build your audience and partners. If you plan to host a field trip or other event during Infrastructure Week, contact us at partnerships@infrastructureweek.org. We'll also make sure to include your event on our national calendar of events during Infrastructure Week!