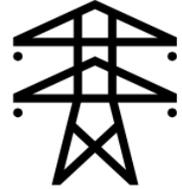




INFRASTRUCTURE WEEK – LOCAL EVENT/FIELD TRIP GUIDE



Infrastructure Week’s local events—facility tours, roundtables, and field trips—have delivered real value for our affiliates. These activities build new awareness of the role infrastructure projects play in their communities, demonstrated their importance to the economy, and provided an opportunity for the press, elected leaders, and asset managers to highlight important projects. In 2017, more than 100 events around America engaged local and national leaders across the public and private sectors, and highlighted successfully completed projects and areas where greater fixes, modernization, or new investments are needed.



Infrastructure Week is the ideal platform and time to tell your story. Your projects and needs may be local, but they are part of the national narrative that we tell during Infrastructure Week. Our job is to make sure that leaders in Washington, state houses, and in the national media are listening to your stories. We encourage you to plan an event, highlight your infrastructure issues, and communicate their impacts on your community.



IMPORTANTLY: Infrastructure Week staff is here to help. Please use us as a resource. We’re happy to provide examples of what groups have done in the past, and to make connections with potential partners, hosts, and affiliated groups. Don’t hesitate to reach out to us at partnerships@infrastructureweek.org.



Who can host an event/tour? Airports, seaports, inland ports, transit centers and transportation authorities, energy and water utilities; construction firms and contractors; mayors, city councils, county executives and county councils; metropolitan planning organizations, convention and visitors’ bureaus; chambers and labor groups; parks and recreation departments, and more.



What should you do? Don’t be afraid to brag, be a squeaky wheel, or get creative! Tell the story of an infrastructure project or facility that is important to your community. Get students to talk about what infrastructure means to their futures, or host a school infrastructure art competition! Talk about the impact of new policies and investments, or an upcoming push for new changes your community is trying to make. It could be about infrastructure that is old, new, under construction, or failing and in need of replacement or rebuilding. Infrastructure Week is inclusive of all modes of infrastructure – from sea, land, and air transportation to water and wastewater to the energy grid and the internet.

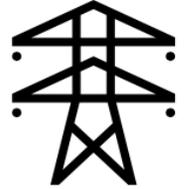


When should you host an event? Any time during Infrastructure Week: May 14-21, 2018. Also consider inviting your Member of Congress to host a “field hearing” over the weekend. Plan for roughly a 2-hour window to include a briefing and tour/press event. If costs permit, consider providing a light breakfast or box lunch.

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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, labor unions and general contractors, schools, and convention/visitors' bureaus. *If you're not already connected to these groups in your community, please reach out to us – we can help!*



Pick a slate of speakers: Usually just 2 to 3, plus the host. Speakers may include:

1. General Managers/CEOs of your infrastructure asset (airport, seaport, metro system, etc.)
2. Local ASCE Section leads: highlight the American Society of Civil Engineers' 2017 Report Card for America's Infrastructure. ASCE Chapters members are trained to give presentations on the results of the report card, which comes out every four years, and highlights America's infrastructure deficiencies, progress, and the economic impacts of investing – or failing to do so. This presentation, broken down by specific modes, can be a great overview to add to your event. Many states and communities also have their own specific report cards.
3. Local/regional Chamber of Commerce leaders/members – get local businesses involved. From the contractors who build it to the employers, restaurants/coffee-shops, manufacturers, and retailers who depend on it. Everyone depends upon reliable and affordable access to your community's infrastructure asset for their own businesses' success, and they have a powerful story to tell.
4. Your mayor, state representatives, or city council members – those who field questions and feedback on infrastructure from their constituents, and who look to infrastructure as a key component of your community's economic and social vitality.
5. Your Member of Congress. Many are in districts on Monday, Friday, and over the weekend, and enjoy the opportunity to be a part of local events. Field hearings are easy – invite them to host a meeting where local business, labor, and other leaders tell their stories for the Member to bring back to Washington.



Invite: local press, business and labor groups, schools, and/or the general public.



Access our toolkit – more materials added as we get closer to IWeek! Check it out now for help messaging, logos and branding suggestions, draft invitation letters to elected leaders, press releases, and more.



Get social. Talk about what you're doing on social media – tell us at @InfraWeek, and tag it with #TimeToBuild. And whenever you can, use photos and visuals!

Let us know what you're doing! If you plan to host a local event, tour, or field trip during Infrastructure Week, contact us at partnerships@infrastructureweek.org. We'll include your event on our national calendar of events during Infrastructure Week, and may want to highlight your work in a blog post or in our Morning Tipsheet during the Week.

