

CANADIAN PUBLIC WORKS ASSOCIATION (CPWA)

National Public Works Week Award Submission

City of Vaughan

2023 National Public Works Week





TABLE OF CONTENTS

• Message from the Mayor.....	4	• Details.....	16
• Message from the City Manager.....	5	• Creativity, marketing, media and technology	16
• Message from the Deputy City Manager, Public Works	5	• Public outreach and events.....	20
• National Public Works Week in the City of Vaughan.....	6	• Education	21
• Overview of Events	8	• Political involvement.....	22
• Opening ceremony and flag-raising event.....	8	• Staff involvement	22
• Vaughan City Hall flag-raising event and illumination	9	• Conclusion.....	23
• Staff appreciation barbecue.....	10		
• Community open house.....	12		
• Pathways to Public Works.....	13		
• Women in Public Works	14		

Message from the MAYOR



The City of Vaughan’s Public Works portfolio is essential to ensuring our city runs smoothly and residents are kept safe. Vaughan’s hard-working Public Works professionals are passionate about what they do and contribute to a higher standard of living in our community.

Vaughan’s Public Works team works continuously to implement new technologies that improve service delivery and maximize taxpayers’ hard-earned dollars. Our Public Works professionals are vital to delivering efficient, reliable, creative city-building.

Their achievements continue to receive national recognition for innovative thinking, the implementation of best practices and the delivery of Service Excellence, with numerous awards won over the past year.

During National Public Works Week and beyond, I am pleased to recognize their dedication to our shared commitment to putting residents first in everything we do. On behalf of the residents of Vaughan, I want to express my gratitude to every member of Vaughan’s Public Works team for working hard to make our city the best it can be.

A blue ink signature of Steven Del Duca, written in a cursive style.

Steven Del Duca

Message from the CITY MANAGER



The City of Vaughan’s Public Works departments work around the clock to keep our city safe, clean and moving. National Public Works Week is a time to recognize and celebrate these dedicated and hard-working professionals.

Throughout the year, these teams are on the ground maintaining our parks and roads, facilitating waste services, providing efficient emergency response and so much more. These individuals support our community, day in and day out.

I want to thank our more than 420 Public Works professionals for delivering on Council-approved city-building initiatives that enhance the quality of life for Vaughan residents, businesses and visitors.

A black ink signature of Nick Spensieri, written in a cursive style.

Nick Spensieri

Message from the DEPUTY CITY MANAGER, PUBLIC WORKS



This year’s theme, “**Connecting the World Through Public Works**,” perfectly encapsulates the dedication and commitment of the City of Vaughan’s Public Works team. Over the past year, these hard-working individuals have shown unwavering dedication

in their efforts to connect our community and enhance its infrastructure. They have consistently demonstrated their resilience and willingness to go above and beyond to ensure Vaughan thrives. As we celebrate this week, let us acknowledge and honour the remarkable staff members across all departments in Public Works for their unwavering commitment and invaluable contributions. Their tireless efforts play a vital role in connecting our city and fostering its growth, and for that, I am immensely grateful.

A black ink signature of Zoran Postic, written in a cursive style.

Zoran Postic

NATIONAL PUBLIC WORKS WEEK IN THE CITY OF VAUGHAN

Every year, the City of Vaughan celebrates National Public Works Week to honour the contributions made by Public Works professionals within our city and beyond and educate the community about the many services this portfolio provides.

This year's theme, "Connecting the World Through Public Works," highlights how Public Works professionals connect us physically, through infrastructure, and inspirationally, through service to our community.

Vaughan's Public Works professionals help keep our community strong by providing services in transportation, water, wastewater and stormwater treatment, solid waste management, public buildings and spaces, parks and grounds, emergency management and first response. They make our community a great place to live, work and play.

The City's Public Works team is made up of three departments: Environmental Services; Transportation and Fleet Management Services; and Parks, Forestry and Horticulture Operations. Together, they provide:

- forestry and horticulture services
- management of all City vehicles and equipment
- management of garbage, recycling, organics and leaf and yard waste collection
- maintenance of municipal roads, sidewalks and pathways
- maintenance of parks, boulevards and open spaces
- traffic services and administration of the school crossing guard program
- water distribution, wastewater collection and stormwater management services



CONNECTING
THE WORLD
THROUGH PUBLIC WORKS

OVERVIEW OF EVENTS

Planning for this year's National Public Works Week commenced in February. The City's National Public Works Week Organizing Committee planned and hosted various in-person events and outreach and educational opportunities, including:

Opening ceremony and flag-raising event

To kick off the week-long celebrations, the City held its annual opening ceremony and flag-raising event on Tuesday, May 23 at the Joint Operations Centre – home base to the City's 427 dedicated Public Works staff. More than 150 people attended the event, including City staff and the Mayor and Members of Council.



A local regional arts high school student opened the ceremony by performing the national anthem. The Mayor and Deputy City Manager of Public Works highlighted staff's daily contributions, spoke about the importance of Public Works services and emphasized the positive impact these individuals make on the quality of life in our community. The ceremony concluded with cake and refreshments.



Vaughan City Hall flag-raising event and illumination

In conjunction with the event at the Joint Operations Centre, the National Public Works Week flag was raised at Vaughan City Hall, and later that evening, the building was illuminated orange as part of the official proclamation.



Staff appreciation barbecue

Every year, the City hosts a staff appreciation barbecue during National Public Works Week. This event has taken a different form in recent years due to the global COVID-19 pandemic. This year, we were able to bring back the full in-person event.



More than 400 staff members – including the Mayor and Members of Council – gathered to enjoy a catered lunch and spend time with colleagues. The Mayor and Deputy City Manager of Public Works made opening remarks by expressing their appreciation for the work that Public Works professionals perform each day.

In addition to the catered lunch, there was an ice cream truck on site and lawn games (including jumbo Jenga and Connect Four, cornhole, checkers and ping pong). Each Public Works staff member received a lunch bag and was entered into a raffle to receive Tim Hortons gift cards.



Community open house

In addition to the annual staff appreciation barbecue, the City takes pride in hosting a community open house every year to celebrate National Public Works Week. This is an opportunity for the community to come out and visit the Joint Operations Centre, learn about the great services Public Works provides, and enjoy games and activities. Like the staff appreciation barbecue, this event has been provided in an alternate format for the last few years due to the COVID-19 pandemic. This year, we went back to an in-person event, which took place on Saturday, May 27 from 10 a.m. to 2 p.m.



The community was invited to drop off textiles for the donation bin, exchange damaged City-issued blue boxes and green bins or purchase new ones, get their face painted and meet and greet animals from Reptilia Zoo. Residents were also encouraged to take home a free Canna lily plant and up to three free bags of mulch (from pruned trees). The City takes pride in our environmental sustainability efforts of reusing and repurposing resources for the benefit of the community.

In addition, the event included an ice cream truck, a water truck (for residents to refill their reusable water bottles) and staff department booths with information on current projects.



Pathways to Public Works

New this year, the National Public Works Week Organizing Committee launched Pathways to Public Works. This educational component illustrates the steps from high school to post-secondary for students who may be interested in pursuing a career in Public Works. The team launched the first learning video featuring a business analyst during National Public Works Week, and more videos will be released throughout the year.

The video was promoted across the City's social media channels (Twitter, Facebook, Instagram and LinkedIn).



Women in Public Works

[Women in Public Works](#) was a feature introduced last year. Based on the success and positive feedback from the launch, the National Public Works Week Organizing Committee decided to revamp it this year by featuring three new women.

This webpage is dedicated to educating the community about the opportunities and benefits of working in Public Works as a woman. The City believes representation matters, and that women belong in all aspects of the community, city and business. By featuring these women, we hope to inspire younger generations to follow in their footsteps.

Posters were also developed and placed around the hallways of the Joint Operations Centre for staff without access to email.



Celebrating Women in Public Works

Sari Liem, Project Manager,
MoveSmart Mobility Management Strategy,
Transportation and Fleet Management Services

“For many years, much of my work has been to improve the quality of life and healthy active living for other communities across Canada and internationally. As a Vaughan resident, it is rewarding to work where I live and see how our work is helping make it easier, safer and more comfortable for our families, neighbours and fellow residents.”

Read Sari's full feature online.



Celebrating Women in Public Works

Stacey Holt, Project Manager,
Water Services, Environmental Services

“What I find most rewarding about working in Public Works is the feeling of making an impact on Vaughan's residents. It is clear the entire Environmental Services department cares deeply about what they do, and it is very inspiring. The work is often fast-paced and collaborative and it's rewarding when we can come together as a team to solve problems.”

Read Stacey's full feature online.



Celebrating Women in Public Works

Silvana Giansanto, Operations Administrative Assistant, Business Excellence and Operational Performance

“I enjoy providing solutions to resident inquiries, ranging from offering education on the City's service levels to escalating cases when needed to the appropriate department or staff. As a lifelong resident of Vaughan, I take great pride in providing operational support to ensure the city remains beautiful and safe.”

Read Silvana's full feature online.



DETAILS

Creativity, marketing, media and technology

The City continues to enhance the activities of National Public Works Week to attract more people each year – to attend the in-person events and visit our online features. Creativity and innovation were evident throughout our 2023 week-long celebrations and were essential to raising awareness and interest in the services Public Works provides. The National Public Works Week Organizing Committee works closely with the City’s Corporate and Strategic Communications (CSC) department and other departments across the City to bring various visions to life, including:

- **Local library displays:** Displays were created at the City’s 12 Vaughan Public Library branches, showcasing various books involving Public Works and the environment.
- **Women in Public Works:** A webpage showcasing the journey of women in Public Works and the successes they have achieved in a male-dominated industry. This feature also aims to promote diversity and inclusion and reduce gender discrepancy.

- **Community open house:** This event was an opportunity for the community to come together, celebrate National Public Works Week and the City’s Public Works professionals, recycle textiles, pick up free mulch and exchange City-issued blue boxes and green bins.
- **Activity book for kids:** The City’s Public Works department shared an activity book for kids, which provides a fun and engaging way to educate youth on Public Works programs and services. The book was handed out to attendees at the community open house.



MARKETING

The City’s CSC department promoted National Public Works Week using a range of communications tactics, including a public service announcement, news release, Council communications packages, educational videos, proactive media outreach, eNewsletters, social media, website content, signage and much more.

Below are some highlights of how the week was supported with written and visual communications pieces across various channels:

- **Council communications packages** were provided to the Mayor and Members of Council throughout May. Many Members of Council used this content in their eNewsletters and across their social media channels.
- **Posters** were displayed at the Joint Operations Centre.



- **Daily email blasts** during National Public Works Week were sent to the Public Works portfolio from the Deputy City Manager of Public Works.
- **Graphics** were designed for vaughan.ca, the City’s digital sign network, and on City Hall and community centre TV screens.
- A large **banner** was displayed outside the Joint Operations Centre.
- **Newspaper ads** were placed in the Vaughan Citizen and Thornhill Liberal.





- **Postcards** were distributed to community members at community centres.
- **Mobile signs** were placed at high-traffic intersections across the city (two per ward; 10 in total).
- **MapleNetwork digital ads** were placed to enhance online traction and traffic to the City's National Public Works Week webpage.
- **Large flower planter displays** sat outside the Joint Operations Centre.
- A **large (8 ft. by 10 ft.) pop-up backdrop** with the National Public Works Week theme was created and used for photo opportunities.
- **Pop-up banners** were created for in-person events throughout the week.
- **Photo and video support** was provided throughout the week.



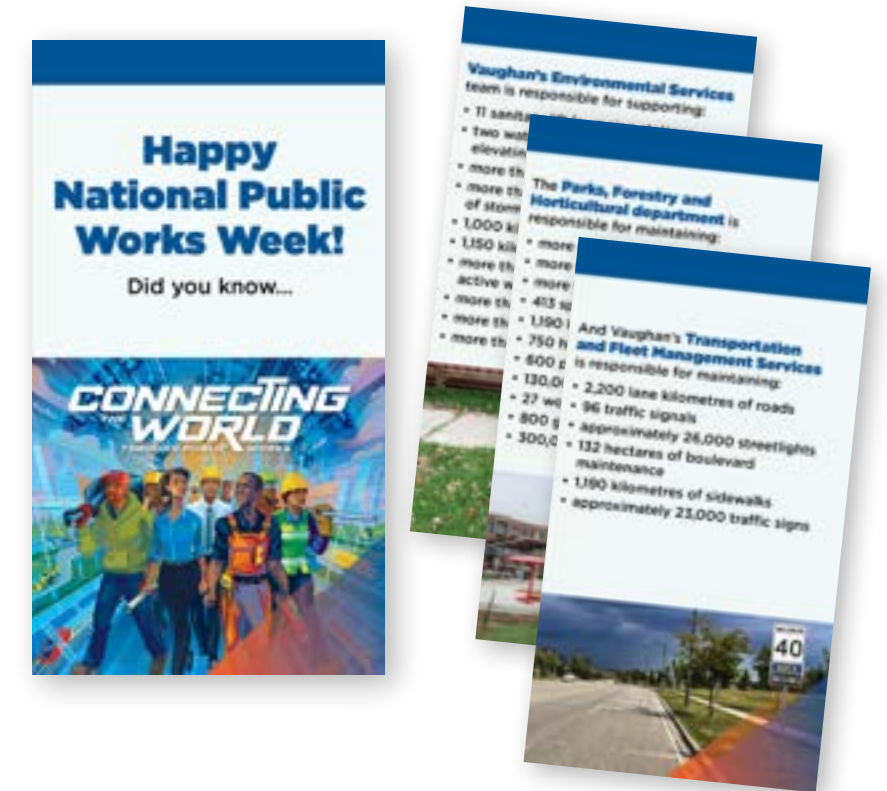
MEDIA

The City's CSC team implemented the following media products:

- News release: **115 views**
- Public service announcement: **212 views**
- Vaughan News: **3,805 subscribers**
- **Social media campaign:** Throughout National Public Works Week, the City's CSC team promoted the week-long celebrations with organic campaigns like Pathway to Public Works and Women in Public Works. Live social media was also posted from the opening ceremony and flag-raising event, and community open house. An extensive social media plan focused on Public Works initiatives and services, including facts and statistics about Public Works in Vaughan, and promoting the City's Public Works initiatives like MoveSmart and Green Guardians.
- Organic social media posts (Facebook, Instagram, Twitter): **84,555 impressions** (across the City's four corporate social media accounts, which have more than 73,000 followers combined)

TECHNOLOGY

- On-site photo and video support at every event
- Video support for Pathways to Public Works
- Photography support for Women in Public Works
- Dedicated [webpage](#) for National Public Works Week



Public outreach and events

National Public Works Week in Vaughan was a city-wide event. Community members got involved on social media and in person at our community open house.

Below are some statistics from our public outreach efforts:

Social media

(Facebook, Instagram, Twitter and YouTube):

- Total organic social media posts: **20**
 - Retweets: **4**
 - Shares: **44**
 - Comments: **50**
 - Impressions: **84,555**
 - Engagements: **1,714**
- Instagram stories (live social from flag-raising and community open house): **20**
- Pathways to Public Works video views: **50**

vaughan.ca:

- National Public Works Week webpage: **754 views**
- Women in Public Works webpage: **227 views**
- News release: **115 views**
- Public service announcements: **212 views**

Library displays:

- Public Works book displays at Vaughan Public Library branches: **12**
- Number of people that visited Vaughan Public Library branches (12) during National Public Works Week: **78,953**

Community open house:

- Blue boxes exchanged: **212**
- Canna lily plants handed out: **350**
- City department booths: **11**
- Green bin exchanged: **92**
- Mulch bags given out: **1,000**
- Weight of clothes/textiles donated: **428 pounds**



Education

Education is a core part of the City's National Public Works Week celebrations. Our goals included raising awareness about Public Works services provided by the City, providing information and support to the community on ways to protect our environment in our day-to-day lives and inspiring others to consider careers in Public Works.

This year, like previous years, our education campaign aimed to accommodate all learning styles – visual learners, auditory learners and kinesthetic learners, which was evident in the in-person and virtual demonstrations staff organized throughout the week.

The **opening ceremony and flag-raising event** featured Public Works vehicles and equipment.

The **community open house** allowed the public to visit the Joint Operations Centre, and tour Public Works vehicles and equipment, including firetrucks. Community members could also pick up free mulch and plants, and exchange damaged City-issued waste bins for new ones.

An important aspect of our National Public Works Week celebrations involves promoting and elevating Public Works as a career choice. Various tactics were used to achieve this goal:

- The [Pathways to Public Works](#) component provides a day-in-the-life view of a career within the Public Works portfolio, along with the educational steps students can take to work toward that career.
- The [Women in Public Works](#) feature has been updated with new women for 2023 and lives on the City's website. This webpage is dedicated to educating the community about the opportunities and benefits of working in Public Works. The City believes representation matters, which is why we refreshed this feature in 2023, with the hope of ensuring girls and women of all ages know they can have a place in Public Works.
- **Vaughan Public Library branches** also showcased Public Works careers in dedicated book displays during National Public Works Week.

Political involvement

This year, there was significant political involvement in the National Public Works Week activities. Before National Public Works Week, Vaughan Council was instrumental in promoting the community open house through their events calendars, social media channels and eNewsletters.

In April 2023, the Mayor and Members of Council approved the proclamation of National Public Works Week, which was posted on the City’s website.

The Mayor and Members of Council actively participated and addressed staff and the community at National Public Works Week events, including the annual opening ceremony and flag-raising event, staff appreciation barbecue and community open house.



Staff involvement

National Public Works Week and the services Public Works provides are impossible without the hard work and dedication of the 427 individuals who work across the City’s three Public Works departments.

The City’s National Public Works Week celebrations are planned and executed entirely by staff. The National Public Works Week Organizing Committee was chosen for this year’s celebrations in January. Planning began in February with the committee meeting every three weeks.

The committee is made up of four groups. Each group focuses on planning separate elements of National Public Works Week, including the opening ceremony and flag-raising event, the staff appreciation barbecue, the community open house event and the education and outreach component.

During biweekly meetings, each group provides updates on the progress and preparation for their respective events. There is also a communications sub-committee which consists of the leads from each of the teams, the chair and sponsor of the event, and our partners from CSC. The sub-committee ensures the Organizing Committee



stays on track with promotional requests, advertising, graphics creation, communications material review and so much more.

The execution of the various events held during National Public Works Week consists of staff in multiple levels of the organization, from administrative, managerial and union. More than 50 City staff members from 11 City departments and four community partners participated in the 2023 planning endeavours, promotions, education, events and/or outreach.

This year’s National Public Works Week required significant staff involvement to ensure the success of the return of in-person events. Many staff volunteered their time to organize and plan the various events, in addition to performing their regular duties.

CONCLUSION

The 2023 theme “**Connecting the World Through Public Works**” best describes Vaughan’s Public Works professionals. National Public Works Week is dedicated to celebrating the City’s more than 400 dedicated individuals who continue to serve the Vaughan community by providing seamless service to the community and, in doing so, connecting our city and advancing its growth.

Check out a recap of our 2023 National Public Works Week events:





City of Vaughan

Public Works

2800 Rutherford Rd.
Vaughan, ON, Canada L4K 2N9
905-832-2281

vaughan.ca

