

# National Public Works Week Bruce Brunton Award / Roger Brown Award Criteria Form

**Purpose** Instituted as a public education campaign by APWA in 1960, National Public Works Week calls attention to the importance of Public Works in community life. The Week seeks to enhance the prestige of the often unsung heroes of our society - the professionals who serve the public good every day with quiet dedication.

The National Public Works Week (NPWW) Awards were established to

- encourage participation and to recognize the efforts of Ontario municipalities who participate in National Public Works Week;
- promote excellence in programs and events which create awareness of the Public Works Profession; and,
- illustrate the important role that all public works employees play in the everyday health and well-being of the Public.

**Eligibility** Three awards are available:

- The Bruce Brunton Awards for municipalities with populations of more than 150,000;
- The Roger Brown Award for municipalities with populations of 150,000 or less; and,
- First Time Entry for regional and local area municipalities who have not previously submitted for a NPWW award (or who have not submitted within the previous ten (10) years).

**Nomination Process** Nominations must be made by the organizing committee or the municipality responsible for organizing, promoting and supporting the programs and events around National Public Works Week in their community. These materials can be submitted online at:

<https://opwa.ca/awards/>

Submissions can also be made by email, uploaded to the OPWA FTP site or made available on an external FTP site for download by the OPWA Awards Committee. For more information on alternate submission methods, please contact:

Adam Lachhman – Awards Committee Chair  
[Adam.Lachhman@york.ca](mailto:Adam.Lachhman@york.ca)

Matt Fisher  
[Matthew.Fisher@GMBluePlan.ca](mailto:Matthew.Fisher@GMBluePlan.ca)

**Selection** Each submission will be rated using the weighted criteria outlined on the following page. Please ensure that your submission contains enough factual information to allow the rating committee to assign a rating to each category:

**Deadline** August 9, 2019

**Presentation** OPWA Will be in contact with the successful Municipality for details of the presentation of the award and a framed certificate.

## Selection Criteria

<b>Public Outreach</b>	<b>25% of Score</b>
Spectrum of People Reached	
• City Staff	1/5
• City Staff and Families	2/5
• Captive Audience (e.g. Schools)	3/5
• General Interest Attendance	4/5
• City-Wide Event	5/5
<b>Education</b>	<b>25% of Score</b>
• Small "What We Do" Component	1/5
• Showing How "Public Works" Works Component (e.g. School Visits and Demonstrations)	2/5
• Hands-On Activities, Equipment Climb-On Opportunities	3/5
• Tours of Public Works Facilities and Projects	4/5
• Educate and Enhance Perception of Public Works as a Career Choice	5/5
<b>Number of People Reached per Population</b>	<b>10% of Score</b>
• 0.50%	1/5
• 1.00%	2/5
• 1.50%	3/5
• 2.00%	4/5
• 2.50%	5/5
<b>Staff Involvement</b>	<b>15% of Score</b>
• Little	1/5
• Average	3/5
• Many	5/5
<b>Political Involvement</b>	<b>15% of Score</b>
• Proclamation	1/5
• Presentation / Awards	3/5
• Active Participation in Events	5/5
<b>Charity</b>	<b>5% of Score</b>
• Silver Collection	1/5
• Canned Goods / Clothing Items Drop-Off	3/5
• Volunteer Effort Involved in Fundraising (e.g. Bake Sale, Barbeque)	4/5
• Fundraising for and Environmental or Public Works Related Charity	5/5
<b>Creativity</b>	<b>5% of Score</b>
• Basic Public Works Awareness Program	1/5
• Creative Use of Marketing, Technology and the Media to Promote Events and Participation	2/5
• Use of Creative Hands-On Activities, Demonstrations, Tours for Attendees	3/5
• Creative Education / Marketing of Public Works as a Career Choice	4/5
• Creative Innovation	5/5