

Town of Newmarket Selected for CPWA National Public Works Week Award

OTTAWA, ON – November 22, 2016 – The Town of Newmarket, ON has been selected by the Canadian Public Works Association (CPWA) to receive the highest award for their 2016 National Public Works Week (NPWW) campaign and celebration. Newmarket's 2016 NPWW celebration competed for the national award with other Canadian municipalities that entered the contest in the "First Time Entry" category for municipalities.

The award will be presented by the President Elect of the CPWA Ontario Chapter, Michelle E. Albert, P. Eng, Director of Water/Wastewater Operations at WSP Canada Inc., during the November 28 Committee of the Whole Meeting at 1:30 PM at the Council Chambers, 395 Mulock Dr., Newmarket, ON, L3Y 4X7. Accepting the NPWW award for the Town of Newmarket will be Mayor Tony Van Bynen, Members of Newmarket Council and Town of Newmarket Staff.

National Public Works Week annually recognizes the tens of thousands of men and women in North America who provide and maintain the infrastructure and services collectively known as public works. In May of each year, municipalities throughout the US and Canada celebrate National Public Works Week with open houses, project and facility tours, education, school visits, and career events. Municipalities also use public works week to recognize their staff – the women and men who play such an important role in a community's vitality.

"National Public Works Week is one of the best ways to increase public awareness about the importance of public works in the provision of services to our towns and cities," said Ms. Albert. "The Town of Newmarket's public works events provided opportunities to educate residents on a variety of municipal services at their Open House, demonstrated how public works professionals are 'always there' at the Public Works Challenge, and recognized staff at the Spring Luncheon."

Approximately 2,000 residents and their families attended the Touch-A-Truck and Community Open House Event at Newmarket's Operations Centre to meet the people who provide important Public Works services. Visitors were invited to 'Touch-A-Truck' while staff answered any public works related questions and helped children in and out of the fire truck, snow plough, street sweeper, backhoe, tractor, and other vehicles.

"CPWA is very impressed with Newmarket's public outreach in the community. This year's NPWW events were promoted through Newmarket's local paper, various community calendars, Twitter, Facebook, Instagram, Council meetings, a special events guide and advertisements around town. Newmarket also created a webpage dedicated to the Touch-A-Truck & Community Open House Event and stationed a snow plough truck at the downtown Riverwalk Commons public space with a banner on its side promoting the event. The Town of Newmarket's NPWW program was an excellent outreach and public relations effort," Albert said.

The NPWW Award evaluators also credited the Town of Newmarket for the participation of Newmarket politicians, including Member of Parliament, Kyle Peterson, Member of Provincial Parliament, Chris Ballard, Mayor Tony Van Bynen and members of Newmarket Council. Newmarket

staff also implemented a social media campaign, in which the social media team produced a video of the Touch-A-Truck & Community Open House event for the Town's Instagram account, live-tweeted the event and actively engaged attendees in participating through social media.

“CPWA is honoured to recognize the Town of Newmarket's efforts for National Public Works Week. Public works services, personnel, and our infrastructure assets are essential to our communities but do not always enjoy a high level of public awareness. The high caliber of Newmarket's NPWW program goes a long way to providing that awareness,” Albert said.

About CPWA: *The Canadian Public Works Association (CPWA), or Association Canadienne des Travaux Publics, was founded in 1986 to enhance the services of APWA to the Canadian public works community and to improve the quality of public works products and services to Canadian citizens. CPWA's more than 2,250 members in Canada, plan, build, operate, maintain and sustain the public works and infrastructure that improve our quality of community life.*