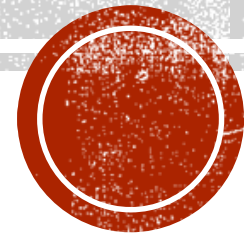


**PUBLIC WORKS
INSTITUTE
YOUR BEST VALUE IN CONTINUING
EDUCATION**

APWA NorCal Chapter Public Works Conference
Richmond, November 8, 2017



OUTLINE

- **History and Overview of NorCal PWI** (3 minutes)
 - Bob Guletz, Retired, Past President
- **PWI Course Summaries – a Sampling** (8 minutes each)
 - **“Working Effectively with the Public”**
 - Andrew Clough, Interim DPW, City of Emeryville
 - **“Buddy to Boss – Making the Transition”**
 - Rich Cunningham, Public Works Operations Manager, City of Emeryville
 - **“Ethics in Public Works”**
 - John Lisenko, Retired
- **PWI Graduate Testimonials - PWI Changed My Career !** (8 minutes each)
 - John Medlock, Alameda County Public Works
 - Jimmy Mach, City of Oakland
- **Why YOU should take the PWI**, Bob Guletz (3 minutes)



BRIEF HISTORY OF PWI

- NorCal chapter started in 2002
- Helped create the 92-hour National program in 2006
- Attendees to date: 1418 in 30 modules - *each sold out*
- From 10 counties, 55 cities, 6 special districts
- Range from junior engineers to maintenance workers to PW directors
- 215 PWI graduates (17% of national total)
- Nationally 19 chapters have PWIs, representing 2/3 of total APWA membership
- 5 local chapter authors contributed to the APWA PWI text books:
 - “PW Administration: Supervision and Management”
 - “PW Administration: Operations”



WORKING EFFECTIVELY WITH THE PUBLIC

- **Public Works** - Making a Difference Every Day
- **Community Outreach** - Engagement and Participation
- **Customer Service** - The customer is not always right, but they have a right to be treated with respect
- **Elected Officials** - Transparency
- **Public Relations** - Telling Our Story
- **Listen**

Andrew Clough, City of Emeryville



BUDDY TO BOSS – MAKING THE TRANSITION

- Think "manager" or "leader" instead of "boss"
- Think "achievement" rather than "authority"
- Start delegating as quickly as possible - include those you don't like
- Start teaching as soon as possible
- Empower your team to watch you as much as you watch them - the \$100 game



ETHICS IN PUBLIC WORKS

- What is Ethics?
- How are ethical values developed?
- Ethics and the law
- What is an ethical dilemma
- How does one resolve an ethical dilemma

John Lisenko, Retired



HOW ETHICAL BEHAVIOR EVOLVES

...OR ALL I NEED TO KNOW I LEARNED IN
KINDERGARTEN

- Share everything.
- Play fair.
- Don't hit people.
- Put things back where you found them.
- Clean up your own mess.
- Don't take things that aren't yours.
- Flush.



ETHICAL DILEMMAS

- You want to do the right thing...but you may have to pay the price...
 - Lose the game
 - Lose a friend
 - Lose your job



ETHICAL REALITY

To believe that the world will treat you well because you are a good person is like believing an angry bull won't charge at you because you are a vegetarian



CONFLICTING VALUES DILEMMAS

You want to be all these things, but you have to choose between being:

HONEST or COMPASSIONATE

RESPONSIBLE or LOYAL

LOYAL or PROFESSIONAL



LOYAL TO WHOM?

- Friend, co-worker, or boss?
- “Cat vs. Dog” loyalty



PWI GRADUATE TESTIMONIALS – PWI CHANGED MY CAREER !

- John Medlock, Alameda County Public Works Department
- Jimmy Mach, City of Oakland



WHY YOU SHOULD TAKE THE PWI

- Expands your PW knowledge base
 - Learn about aspects of PW beyond your current position
 - 77 subjects taught at PWI
- Opens up career growth opportunities
 - Employers value those who show initiative to learn and grow
- Get to know your classmates and share work experiences
- Manageable time obligation
 - 92 hours in four three-day modules; take in any order; three offerings a year
- Incredible dollar value
 - \$395/module for APWA members = only \$17 per hour !

