



# TALKING POINTS

## October 2025

### PUBLIC VISIBILITY

Recognize National First Responders Day, October 28

#### PUBLIC WORKS

Support public works visibility in your local community by celebrating National First Responders Day (NFRD). We've updated and added new elements to our [NFRD toolkit](#) to help you spread the word. You'll find:

- » A customizable sample proclamation to submit to your governor's or mayor's office
- » New NFRD-themed photo frame designs, sample social media posts, and a suggested posting schedule

- » A [video](#) featuring APWA President Vic Bienes that you can add to your agency website or post across social platforms
- » New, ready-to-use 15- and 30-second radio PSAs to share with local stations

#### FIRST RESPONDER

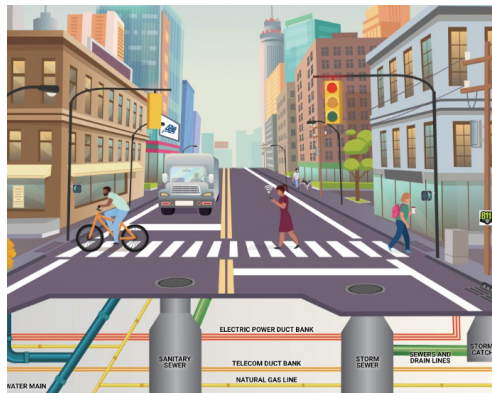
### NEW RESOURCES!

#### Public Works Benchmarks Available

Public works benchmarks for [winter maintenance](#) and [facilities and grounds management](#) are in the Resource Center. APWA conducted a pilot benchmarking survey in 2022 of 150 agencies across the US. These documents present detailed overviews of key metrics from this survey.

#### What's in a Right-of-Way? Webpage and Infographic

Managing the right-of-way (ROW) extends beyond what is visible. This [infographic](#) illustrates the ROW and the many elements it encompasses. Its accompanying [webpage](#) includes overviews of key areas of ROW management, along with links to educational resources and further information on each topic.



### MEMBERSHIP

30,319

### ACCREDITATION

- » Henderson, Nevada Public Works Department 3rd accreditation

### Certification Corner

The Certified Stormwater Manager (CSM) update is progressing. The Job Task Analysis (JTA) was completed in September. The next phase of the project will include updating the *Stormwater Management Manual* and developing the education and assessments for the new microcredentials. If you are interested in participating in the next phase of this project, email [certification@apwa.org](mailto:certification@apwa.org).

The Certified Public Works Professional-Supervision (CPWP-S) and Certified Public Works Professional-Management (CPWP-M) program update kicked off in September with the start of the JTA. The JTA is expected to be completed by February 2026.

### Quick Links

[Focus on Public Works](#) | [Tell Your Story](#) | [Education/Credentialing Center](#) | [Technical Committees](#)  
[Groups and Committees](#) | [Council of Chapters](#) | [Washington Report](#) | [Legislative Action Center](#) | [Ottawa Report](#)

## CONFERENCES

### This Friday Is the Deadline to Submit a Proposal



NORTH AMERICAN  
**SNOW**  
CONFERENCE

Share your knowledge, experiences, and vision at the 2026 North American Snow Conference in Cleveland, Ohio,

April 26–29, 2026. The deadline for proposal submission is **October 3**, and will not be extended.

[Click here](#) for more information.

## WEBINARS

### Defining and Implementing Levels of Service for Winter Maintenance Operations

**October 23**

This live virtual program will guide you through the process of evaluating, establishing, and refining level of service standards that consider your agency's unique operation context and community needs.

[Click here](#) to register.

## CERTIFICATE PROGRAMS

### Winter Maintenance Operator Certificate

**November 4–5**

This virtual four-hour certificate program targets staff who perform winter operations, including operators, crew leaders, and forepersons.

[Click here](#) to register.

### Host a Certificate Program at Your Chapter

Discover the many benefits of hosting a certificate program and get everything you need to put on a successful event.

[Click here](#) for more information.

## ACCREDITATION

### Accreditation Open Forum: Preparing for a Successful Evaluation

**October 4**

Learn tips and strategies to help you get ready for your agency's evaluation.

[Click here](#) to register.

## GOVERNMENT AFFAIRS

- » The APWA Government Affairs team is visiting chapters this month. Andrea Eales, Director of Government and Public Affairs, will participate in the Nevada Chapter's 60th anniversary conference, October 1–3. She will later visit the Washington Chapter, October 15–17. Government Affairs Media Manager Mark Shade will visit the Missouri Chapter, October 1–2. Contact Andrea at [aeales@apwa.org](mailto:aeales@apwa.org) to schedule your chapter's training or briefing.
- » The Engineering & Public Works Roadshow will be in San Diego, October 4, to celebrate a massive public works project: [Pure Water San Diego](#). APWA President Vic Bienes will represent the association and speak during the presentation.
- » From October 7–8, Andrea will participate in a fly-in on Capitol Hill supporting the [Coalition Against Bigger Trucks](#) (CABT). APWA is an active member of CABT along with more than 4,000 law enforcement officers, independent truck drivers, elected officials, engineering, and infrastructure organizations advocating for highway safety and sound transportation policies since 1995.
- » [LinkedIn](#) is where you can find the latest advocacy updates, commentary, and interactions. Of course, we're also on [X](#).

## EXECUTIVE COMMUNICATIONS

[Click here](#) to review the bulleted summary from the APWA Board of Directors' meeting held August 15 and 20, 2025 in Chicago.