

DEPARTMENT OF
PUBLIC WORKS



AGENDA: AUGUST 4, 1998

COUNTY OF SANTA CRUZ

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GOVERNMENTAL CENTER

JOHN A. FANTHAM
DIRECTOR OF PUBLIC WORKS

July 24, 1998

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: OUT-OF-STATE TRAVEL

Members of the Board:

The 1998 American Public Works Association (APWA) International Public Works Congress and Exposition is being held in Las Vegas, Nevada, from September 13 - 17, 1998.

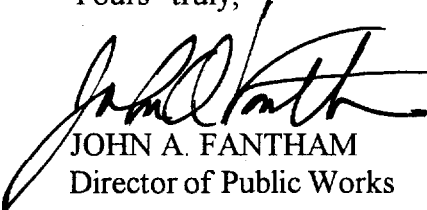
The Department of Public Works is requesting Board authorization to send Charlie Jones, Assistant Director of Public Works, as our representative to APWA's 1998 Congress. Charlie Jones sits on the Board of Directors of the local Monterey Bay Chapter of APWA. He serves as the Chapter Delegate, the liaison between the chapter and the national APWA Board of Directors. The annual meeting of Chapter Delegates will be held in conjunction with APWA's 1998 Congress. The Department of Public Works and the County will both benefit from the knowledge and expertise gained from being represented at APWA's 1998 Congress.

APWA's 1998 Congress will feature more than 100 educational sessions related to public works and management (see attached agenda). Sessions will cover such topics as funding alternatives for public works projects, the new stormwater management regulations, and Federal Highway Administration reauthorization of the Intermodal Surface Transportation Efficiency Act (ISTEA).

The Monterey Bay Chapter of APWA has provided Charlie Jones \$1,100 to pay for the out-of-state travel expenses involved in attending the 1998 APWA Congress. These expenses include the \$365.00 registration fee, airfare, hotel and meals.

It is therefore recommended that the Board of Supervisors authorize out-of-state travel for one Assistant Director of Public Works to attend the 1998 American Public Works Association International Public Works Congress and Exposition in Las Vegas, Nevada, from September 13 - 17, 1998.

Yours truly,

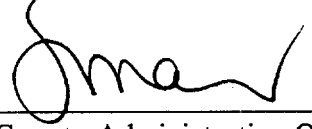


JOHN A. FANTHAM
Director of Public Works

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Attachment

RECOMMENDED FOR APPROVAL:



County Administrative Officer

Copy to: Public Works

International Public Works Congress and Exposition

September 14-17, Las Vegas, NV

Sponsored by the American Public Works Association

Let this be your introduction to the 1998 APWA International Public Works Congress and Exposition in Las Vegas, Nevada, September 14-17. After all, there's a great deal to explore.

For example, there are four full days of educational sessions on virtually every issue impacting public works agencies and professionals in the '90s. You'll hear from more than 200 industry experts and renowned speakers. And you'll see the largest display of public works products and services in North America.

What's more, to be sure you get the most out of your attendance, you'll find educational sessions divided into eight categories based on what Congress attendees and APWA members want to know most.

So plan now to explore the world of public works at APWA's 1998 Congress.

It's easy finding the best educational sessions. Just explore by category.

You'll find all 100-plus educational sessions at APWA's 1998 Congress organized into eight interest categories. This way, you can browse through the categories for those sessions that interest you personally. But don't stop there! The information you're looking for may be listed under another interest category. So don't limit your exploration!

The eight categories include:

Operational Practices

If it deals with day-to-day operations, you'll find it here. Sessions on how public works departments can better serve your constituency in a budget-tightening climate or, how fleet managers can improve their traffic management can be found.

Management Practices

This category covers sessions that tackle the tough issues facing managers and supervisors at all levels from diversity, sexual harassment and drug testing to public/private partnerships, the Internet and agency accreditation.

Regulatory Compliance

Regs are relentless. Explore the latest and best ways to comply in these sessions that span the spectrum of regulatory compliance. From ISTEA to ADA to the new stormwater regulations, find out what you don't know before it's too late.

Career Enhancement

Today, it's your job to manage your career. Learn how to take charge in these sessions centered around career enhancement. Topics include how to improve your communication and leadership skills, elevate your skill set, reduce stress and achieve a happy balance between work and home.

Better Business Tools

Helping you fulfill your organization's mission is what this group of sessions is all about. Topics range from embracing change and maintaining integrity to instilling a collaborative environment that brings out the best in your people.

Technology

What's hot? What's happening? It's all here in this always popular category. This year is shaping up to be a big one with topics like wireless communications, Internet, GPS, trenchless technology, pavement management systems, asset management and more.

Dollars & Sense

This category offers sessions on bottom line issues. Specifically, you'll hear case studies on what has worked and can be duplicated in other agencies, as well as tips and tricks for finding funds and accomplishing projects.

Practical Solutions

Here, you'll discover sessions dedicated to the nuts and bolts of solving real problems. Speakers will share how they handled a crisis, solved a sticky problem, or how they challenged their community or agency to work together to solve a troublesome situation. The problems will hit home and the solutions are ones you can take home.

The 1998 education program has been uniquely designed to meet a variety of learning needs. It will provide both in-depth exploration of subject matter in two-hour or more time-blocks, as well as quick informational programs in 50 minutes. Be sure to review the chart carefully to determine the sessions that will be most beneficial to you personally.

Please note: Educational topics are subject to change.

Educational Sessions for the International Public Works September 14-17, Las Vegas NV • Sponsored by the

	Operational Practices	Management Practices	Regulatory Compliance	Career Enhancement
Monday 9-14	2:00-2:50 pm The Art and Science of Traffic Management (2-hour session) Fleet Management in the 21st Century	Disaster Stress The Trauma That Does Not Bleed (Session repeats) Diversity Moving From Awareness to Action (2-hour session) Corruption in Local Government-Your Problem, Your Solution (2-hour session) Public Outreach and Promotion of Solid Waste Management	Practical Applications for ADA Compliance Workshop (2-hour session- Session repeats) Public Policy on Public Works: What's New? What's Coming?	Is Bad Listening a Problem?
	3:00-3:50 pm The Art and Science of Traffic Management (Conclusion) Beauty with Efficiency-Keeping Both the Gardens and the Coffers Green	Corruption in Local Government-Your Problem, Your Solution (Conclusion) Innovation & Trends in Infrastructure and Public/Private Partnerships Diversity: Moving From Awareness (Conclusion)	Local Government Survival-Reform? Amalgamate? Privatize? Racing with Alternative Fuels: The Public Works Focus Practical Applications for ADA Compliance Workshop (Conclusion)	Modern Mentoring, A Tradition Transformed
Tuesday 9-15	9:00-11:00 am Improved Multi-Use Greenways Through ISTEA Issues in Solid Waste Collection Efficiency	Summerlin: A Public/Private Partnership Total Productive Maintenance (TPM) (Session repeats)	Indoor Air Quality-Comfort vs. Costs	Ethics: Doing the Right Thing When You Don't Have To (3 1/2 hour session) Making Theory Real
	2:00-2:50 pm Outsourcing is Not a Four-Letter Word (2-hour session) Las Vegas' Integrated Approach to Pavement Management (2-hour session)	A Pragmatic Approach to the Internet and Information Management	Utility Deregulation-It's Coming Your Way From the Legal Front: ADA Update and Lessons Learned	Ethics: (Continued) Disaster Stress The Trauma That Does Not Bleed (Repeated session) How to Translate Your Experiences Into Articles for Peer Review
	3:00-3:50 pm Outsourcing is Not a Four-Letter Word (Conclusion) Las Vegas' Integrated Approach to Pavement Management (Conclusion)	One Call Systems: The Municipality's Dual Role Manager's Toolbox: Increasing Effectiveness Through Self-Assessment	FHWA Reauthorization of ISTEA Environmental Management Systems That Work	Ethics: (Conclusion)
Wednesday 9-16	2:00-2:50 pm Recycling Today Clean Streets = Clean Cities = Clean Environment	Sexual Harassment-Preventive Policies	When It Rains, Where Does All the Water Go? Stormwater Phase II Will Tell (2-hour session)	
	3:00-3:50 pm Performance Measures of Public Buildings-How Does City Hall Compare to Corporate America? C&D Waste: The Silent Majority	Emergency Management for Hazardous Materials and Natural Disasters Negotiation The Art of Knowing What to Overlook (Session repeats)	When It Rains, Where Does All the Water Go? Stormwater Phase II Will Tell (Conclusion)	How To Be a More Effective Leader
Thursday 9-17	9:00-9:50 am FHWA Traffic Calming	Drug Detection and Deterrence Think Like a CEO-Competitive Leadership	Retrofitting a Closed Landfill to Current Regulatory Compliance	Negotiation: The Art of Knowing What to Overlook (Repeated session) Communicating Why Doesn't Anyone Ever Listen to Me?
	10:00-10:50 am		The Environmental Regulations Handbook for Local Government	Media Interview Savvy! How Savvy Are You? (2-hour session)
	1:00-1:50 pm Give Them a Break! Brake for Construction Safety in Highway Work Zones (Repeated session)	Spotlight on the First Accredited Agencies		Media Interview Savvy! How Savvy Are You? (Conclusion)

Public Works Congress & Exposition

the American Public Works Association

Monday	Business Tools	Technology	Dollars & Sense	Practical Solutions
	Effective Leadership is Success (2-hour session)	Asset Management—Meeting the Needs of the 21st Century (2-hour session)	"Readiness 2000": Infrastructure Disaster Management (2-hour session)	What You Should Know About Detecting and Preventing Antitrust Violations Developing Sewer Overflow Response Plans
	Resolving Disputes Through Other Alternatives Effective Leadership is Success (Conclusion)	Asset Management—Meeting the Needs of the 21st Century (Conclusion) Building Partnerships With Your Information Technology Manager	"Readiness 2000": Infrastructure Disaster Management (Conclusion)	Pedestrian Safety. "Walkable Communities"
	Preparing Public Works Organizations for the 21st Century	Manager Watch, The "Hot" Information Technologies Computerized Fleet Management Systems Paving the Way for Smooth Riding	The Steady-Flow Water System. Minimizing Costs for Water Supply in Rural Areas	Debris Management in the Aftermath of-a Disaster Handling Media Controversy
Tuesday	Pick Up Your Stuff and Go Home! The Telecommuting Advantage What "Surfing the Net" Can Do For Public Agencies (Session repeats)	Creating a Winning Hand with Trenchless Technologies (2-hour session) Setting the Standard for Integrated Information Systems	Capital Facilities Assessment-You Won't Know Unless You Look	Cooperative Solutions in Solid Waste Management (2-hour session) Innovations in Bridge Repair (2-hour session) Critical Infrastructure Protection President's Commission Report
	Play Big Leaders Who Make a Difference	Creating a Winning Hand (Conclusion) An Intro to the Internet and Web Searching Using Wireless Communication to Improve Business	Performance-A True Measure for Management	Cooperative Solutions in Solid Waste Management (Conclusion) Innovations in Bridge Repair (Conclusion) Streamlining the Building Process Planning for Disaster Recovery
Wednesday	How to Build Effective Teams in Your Organization Why Can't We Make Effective Public Works Decisions? (2-hour session)	What "Surfing the Net" Can Do For Public Agencies (Repeated session) Restoration of Utility Cuts (2-hour session)	Teamwork Counts in Emergency Management (2-hour session)	Damage Prevention is More than One Call—Expanding the Mission of OCCs Mitigation An Emerging Tool for Emergency Management (2-hour session) Total Productive Maintenance (TPM) (Repeated session) Practical Applications for ADA Compliance Workshop (Repeated session 2-hour session)
	Why Can't We Make Effective Public Works Decisions? (Conclusion) The Competitive Edge-May the Best Program Win	GPS Vehicle Monitoring Systems Restoration of Utility Cuts (Conclusion)	Teamwork Counts in Emergency Management (Conclusion) Create a Vision! Master Transportation Plan Funding for Success	Give Them a Break! Brake for Construction Safety in Highway Work Zones (Session repeats) Finding and Fixing Critical Pipes Practical Applications for ADA Compliance Workshop (Conclusion)
Thursday	From Pitch to Publication: Getting Media Coverage The Challenges of Small Cities and Rural Communities Forum (3-hour session)	Smart Streets. Intelligent Transportation Systems (ITS) Workshop (4-hour session beginning at 8 a.m.) Trunk Sewers—Maintenance Now Prevents Problems Later	Mechanic Pay Based on Flat Rate Standards Funding Alternatives for Public Works Projects	Urban Road Repair (2-hour session) Debris Management Workshop (3-hour session) Reducing Workers Compensation Liability
	The Challenges of Small Cities and Rural Communities Forum (Continued)	Smart Streets, Intelligent Transportation Systems (ITS) Workshop (Continued)		Urban Road Repair (Conclusion) HITEC Delivers Solutions Debris Management Workshop (Continued)
	The Challenges of Small Cities and Rural Communities Forum (Conclusion)	Smart Streets. Intelligent Transportation Systems (ITS) Workshop (Conclusion at 12:00 p.m.) The World's Second Oldest Profession—Public Works Director	Electronic Commerce—High Tech Ways to Pay for Services	Debris Management Workshop (Conclusion)

General Session Speakers

Monday, September 14

John G. Stoessinger, Ph.D.

The United States, Spaceship Earth,
and the Struggle for a Cleaner
Environment

Tuesday, September 15

Peter de laager

Managing 00—Is Your Computer
R e a d y ?

Wednesday, September 16

**Patrick Buechner, Public
Relations Manger, Maxis, Inc.**

SimCity Makes Virtual Cities into
Reality

Thursday, September 17

Ambassador Andrew Young

Serving the Public Interest Through
Strong Infrastructure

Added Bonus

**Stormwater Workshop –
Sneak Preview Phase II of
the National Pollutant
Discharge Elimination
System (NPDES)**

**Free to Congress
attendees!**

Final regulations governing
stormwater runoff will be issued in
March 1999. Under a grant from
the U.S. Environmental Protection
Agency, APWA will be conducting
a series of one-day workshops
around the country. These
workshops will offer a
comprehensive explanation of the
regulations, the requirements, the
safeguards for your community and
the liabilities to which your agency
could be exposed. Attend this
abbreviated version of the full
workshop.

**Buying or browsing,
this is it. Visit the
Exhibits!**

At the 1998 APWA Congress, more
than 300 exhibitors will showcase
the largest display of public works

equipment and services in North
America. Over a three-day period
you can see what's new, collect
information to make wiser
purchasing decisions, compare
products and services, witness
hands-on demonstrations, talk to
manufacturers, and network.
Professionally speaking, could it get
any better than this?

Here is a sampling of the products and services exhibited at the APWA Congress

Pavement management
Traffic signs
Snow and ice removal
Street and sidewalk construction
Fleet management/maintenance
Environmental engineering
Utility services
Geographic information
systems/mapping
Field automation
Wireless communications
Building and equipment
maintenance
Storm water maintenance
Waste water maintenance
Waste collection and recycling ,
Consultants and engineering
management services
Sweepers and parts
Sewer maintenance
Survey equipment
Erosion control
Lighting systems
Vehicle equipment and
monitoring systems
And much, much more!

**Beyond the Neon.
A public works view
of Las Vegas**



If Las Vegas only brings to mind
neon, entertainment and gaming,
you're only scratching the surface.
These days, Las Vegas and

southern Nevada are being
described in such terms as, "The
Fastest Growing," "One of the
Best Places to Live," and "the New
Business Hub of the West."

The unprecedented growth of Las
Vegas has given its public works
professionals an enormous
challenge and opportunity.

Consider this:

Water & Waste Water

The southern Nevada Water
Authority is nearing completion of
a \$34.7 million pipeline project and
plans are underway to build
southern Nevada's first Water
Resource Center, a 10-million-
gallon per day facility in the
northwest valley.

Roads & Bridges

Currently in progress is a \$170
million interchange improvement
project at I-15 and US 95 that will
take ten years to complete. A
\$1 billion new freeway loop is also
under construction. The "Super
Arterial" transports 70,000 vehicles
per day beneath the famous Las
Vegas "Strip" since it opened in
1997. The valley's computerized
system that controls traffic signals
is undergoing an \$11 million
upgrade. And the Las Vegas
Boulevard Beautification Project
was designated as America's first
Night and Day Scenic Byway.

Growth in residents

Each month some 6,000 people
move to the Las Vegas valley,
making southern Nevada the
fastest growing metropolitan area
in the nation. Two acres of land an
hour, 24 hours a day, 365 days a
year are being developed.

**For a complete description
of the educational
sessions or for exhibiting
information call APWA at
(816) 472-6100.**

General Sessions

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Monday, September 14

10:00 - 11:30 a.m.

The United States, Spaceship Earth, and the Struggle for a Cleaner Environment

The United States leads the world in the continuing struggle to improve the quality of the environment on Planet Earth. The children of today may not be so much concerned about Russia, China, or the Middle East as they are about whether there will be clean air to breathe and clean water to drink on Planet Earth. John G. Stoessinger, Ph.D. will explore these urgent environmental challenges facing the world and what must be done to meet them. Stoessinger will examine the strengths and weaknesses of the United States' environmental policy and analyze in what regions of the world American leadership would be most helpful. Air and water pollution do not respect national boundaries; the problem must be confronted on a planetary basis. Stoessinger has lived and worked in Europe, Asia and North America. His presentation will be based not only on his profound knowledge of environmental problems, but also on direct personal experience. He will blend information, humor and inspiration.



John G. Stoessinger, Ph.D.

Stoessinger is an internationally recognized political analyst and a prize-winning author of ten leading books on world politics. He holds a Ph.D. from Harvard and has taught at Harvard, M.I.T., Columbia, and

Princeton. From 1967 to 1974, he served as acting director of the political affairs division at the United Nations. He is a member of the Council on Foreign Relations and lectures extensively throughout the world. During the past year, Stoessinger has addressed and entertained audiences

in the 50 states of the United States and in more than 20 foreign countries.

Tuesday, September 15

8:00 - 9:15 a.m.

Managing 00-Is Your Computer Ready?

Peter de Jager is considered the worldwide leader in creating awareness for the Year 2000 Computer Crisis. The description of the problem (two missing digits) and the estimated cost of solving the problem (\$600 billion), foretell a problem that is real and global. But the cost of fixing this problem is not the issue.

The real issue and threat lies in the answers to the following questions:

"What would happen to organizations if they ignored the problem?" and "When was the last time any of these organizations attempted projects of this size, and did they finish on time?"

The problem lies somewhere in the computer. If the system has the wrong date, then all the software has the wrong date. Imagine the following scenarios. On December 31, 1999, more than 80,000 PCs will be switched off as people leave work. When they return, their computers will be all but useless. The effect on the organization will depend on how much they rely on computers. For example, phone companies which rely exclusively on computerized operations would not even deliver dial tones. Traffic signal systems would fail, and embedded systems would bring waste water treatment plants to a standstill.

Over the past six years, De Jager has been active in bringing the Year 2000 problem to the awareness of the world. He has written numerous articles on the subject including the ground-breaking "Doomsday 2000." He co-authored the



Peter de Jager

General Sessions

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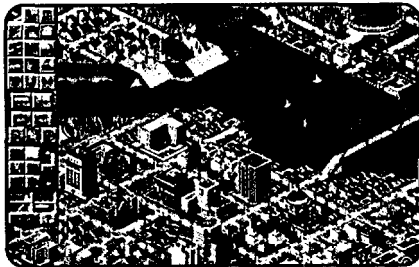
book, *Managing 00* with Richard Bergeon. He has appeared on the CBC show "Venture," the Discovery Channel science series, the "Today" show, and "Inside Edition." His Year 2000 Homepage (www.year2000.com) has been featured on CNN. His focus is purely on making people aware of the problem as he speaks to a variety of audiences throughout the world and writes for magazines and newspapers. He created The Year 2000 Information Center which is considered the premier source for information on this critical issue.

Wednesday, September 16

8:00 - 10:00 a.m.

SimCity Makes Virtual Cities into Reality

Patrick Buechner, Public Relations Manager, Maxis, Inc.



SimCity is a computer game that lets players design, build and govern a city of their dreams. The highly popular SimCity is one of the most successful computer games of all time. More than five million copies have been sold to home PC users, and thousands of copies are in use in schools around the country. As a teaching tool

SimCity offers more than just fun for the professional public works official. After seeing a demonstration of the game and learning about some of the simulation methodology, the audience can learn how to become involved in the National Engineers' Week Future City Competition.

Thursday, September 17

1:00 - 2:15 p.m.

Serving the Public Interest Through Strong Infrastructure

Ambassador Andrew Young has spent more than 35 years in public service. Following his graduation from Howard University and Hartford Theological Seminary, Young actively served in the ministry. In 1961, Young worked as a top aide to Dr. Martin Luther King, Jr., during the civil rights movement.



Ambassador Andrew Young

Young was elected to three terms in the United States Congress. In 1977, Young resigned his seat in the House of Representatives to become United States Ambassador to the United Nations under President Jimmy Carter. During his administration as Mayor of Atlanta, more than half a million jobs were created, and the metropolitan region attracted more

than \$70 billion in private investment and construction. As a result of Young's visibility in both the national and international arenas, he played an instrumental role in bringing the 1996 Summer Olympic Games to Atlanta.

Following his terms as mayor, Young joined Law Companies Group, inc., one of the most respected engineering and environmental consulting companies in the world. Young served as chairman of its subsidiary, Law International, inc., until 1993 when he was appointed vice chairman of Law Companies Group, Inc.

Young is a member of numerous boards: the Howard University Board of Trustees, the Georgia Tech Advisory Board, the Martin Luther King, Jr. Center Board of Directors, the Global Infrastructure Fund, and the Center for Global Partnership.

Young has received many awards during his career: the Presidential Medal of Freedom, America's highest civilian award; the Legion d'Honneur (France); and more than 35 honorary degrees from universities such as Notre Dame, Yale, Morehouse and Emory.

