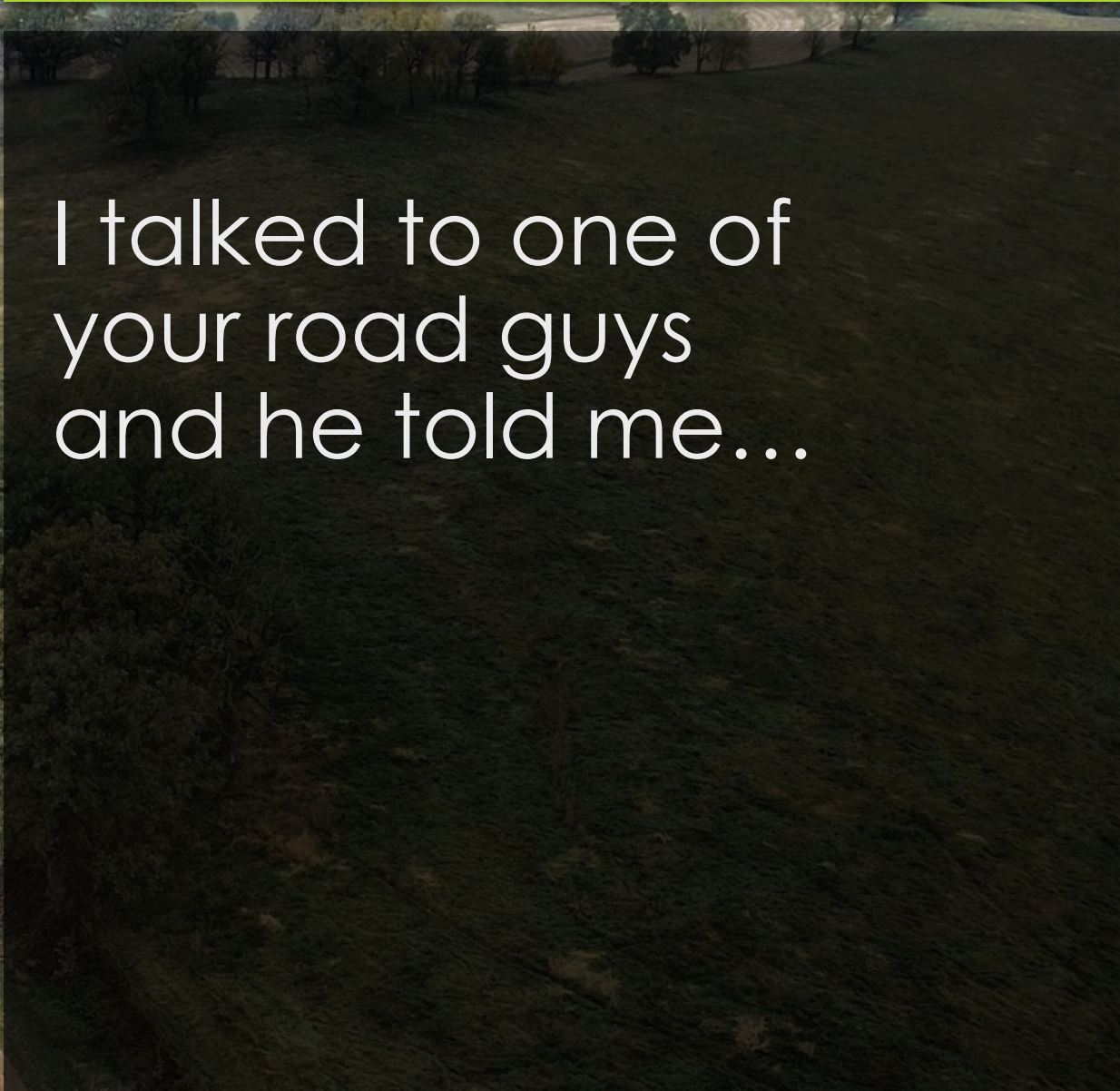


The REAL County Communication Network

WOODBURY COUNTY IOWA

LAURA SIEVERS, P.E. – COUNTY ENGINEER

1,300 MILES | 300 BRIDGES | 51 FT EMPLOYEES | 8 PT EMPLOYEES



I talked to one of
your road guys
and he told me...

Woodbury County Citizens

▶ Will not:

- Read a county performance report
- Attend a board meeting
- See a strategic plan

▶ Who they will talk to:

- Motor grader operators
- Mechanic
- Bridge inspector
- Snowplow drivers

▶ Employees are the face of the road system, because they are

- Neighbors
- Parents
- Volunteer firefighters
- Church parishioners





► The Grassroots Communication Network

They explain:

- Why gravel roads are maintained the way they are
- Why bridges get weight limits
- Why snow routes are prioritized
- Why budgets matter

Informed employees become engaged employees

► They understand:

- the mission
- the priorities
- the budget realities
- the “why” behind decisions

They own the outcome





Your best
communication strategy
is already on your payroll

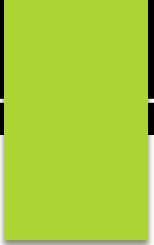


“You don’t work for
me. I work for you.”

~ ME

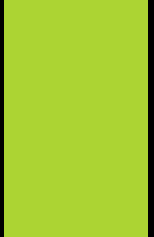


It's an awesome responsibility, to see those around you rise
~ Simon Sinek



Generation	Birth Years	What Shaped Them
Baby Boomers	1946–1964	Strong work ethic, teamwork
Generation X	1965–1980	Independence, technology transition
Millennials	1981–1996	Collaboration, internet, purpose
Generation Z	1997–2012	Digital natives, flexibility, rapid learning

Generational Understanding



Different experiences.

Shared purpose.

One Secondary Roads team.

The strongest teams aren't made of people who think alike.

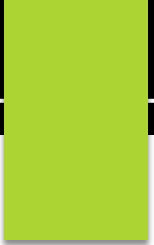
They are made of people who value what each generation brings.

Experienced employees

- ▶ Know every township road
- ▶ Understand past projects
- ▶ Can identify problems before they happen

Newer employees

- ▶ Learn GPS and software quickly
- ▶ Bring new ideas
- ▶ Ask questions that improve processes



Generation	Greatest Strength	Often Prefers
Baby Boomers	Commitment	Meetings, phone
Generation X	Independence	Email, direct conversations
Millennials	Collaboration	Text, Teams, collaboration
Generation Z	Innovation	Quick digital communication

Engineering staff

- ▶ Introduce new technology
- ▶ Improve documentation
- ▶ Support data-driven decisions

Maintenance staff

- ▶ Practical knowledge that cannot be learned from books

How can we work better together?

If you have experience...

- ▶ Teach instead of criticize.
- ▶ Share the "why."
- ▶ Be patient.

If you're newer...

- ▶ Ask questions.
- ▶ Listen first.
- ▶ Respect experience.

For everyone...

- ▶ Assume positive intent.
- ▶ Communicate clearly.
- ▶ Learn from one another.

If you want the public to understand your roads program:

- ▶ Start with your employees
- ▶ Keep them informed
- ▶ Include them in the discussion and the mission

Because when they believe in the work...

- ▶ They become your most credible voice



The ending...

