

ENGINEERING CHANGE LAB USA

Nerd



Communicate

Expert



Involvement

Advisor



Commitment

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HEALTH

SAFETY

WELFARE

What is our responsibility?



To design and construct resilient infrastructure.

Communicate need for improvement or replacement of aging infrastructure.

Advocate for infrastructure funding.

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What is
“infrastructure”? And
what happens when it
is not working?



in·fra·struc·ture

/ˈɪnfɹə, stræk(t)ʃhər/

noun

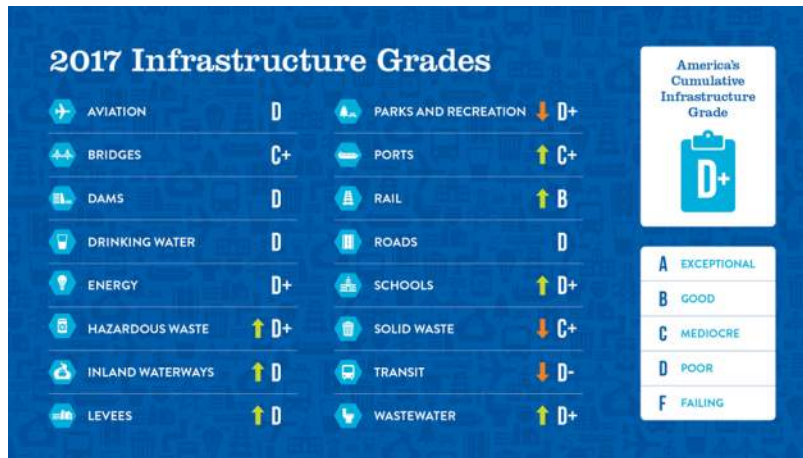
noun: **infrastructure**; plural noun: **infrastructures**

Infrastructure is the general term for the basic physical systems of a business, region, or nation—for instance, transportation systems, communication networks, sewage, water, and electric systems are all examples of infrastructure.

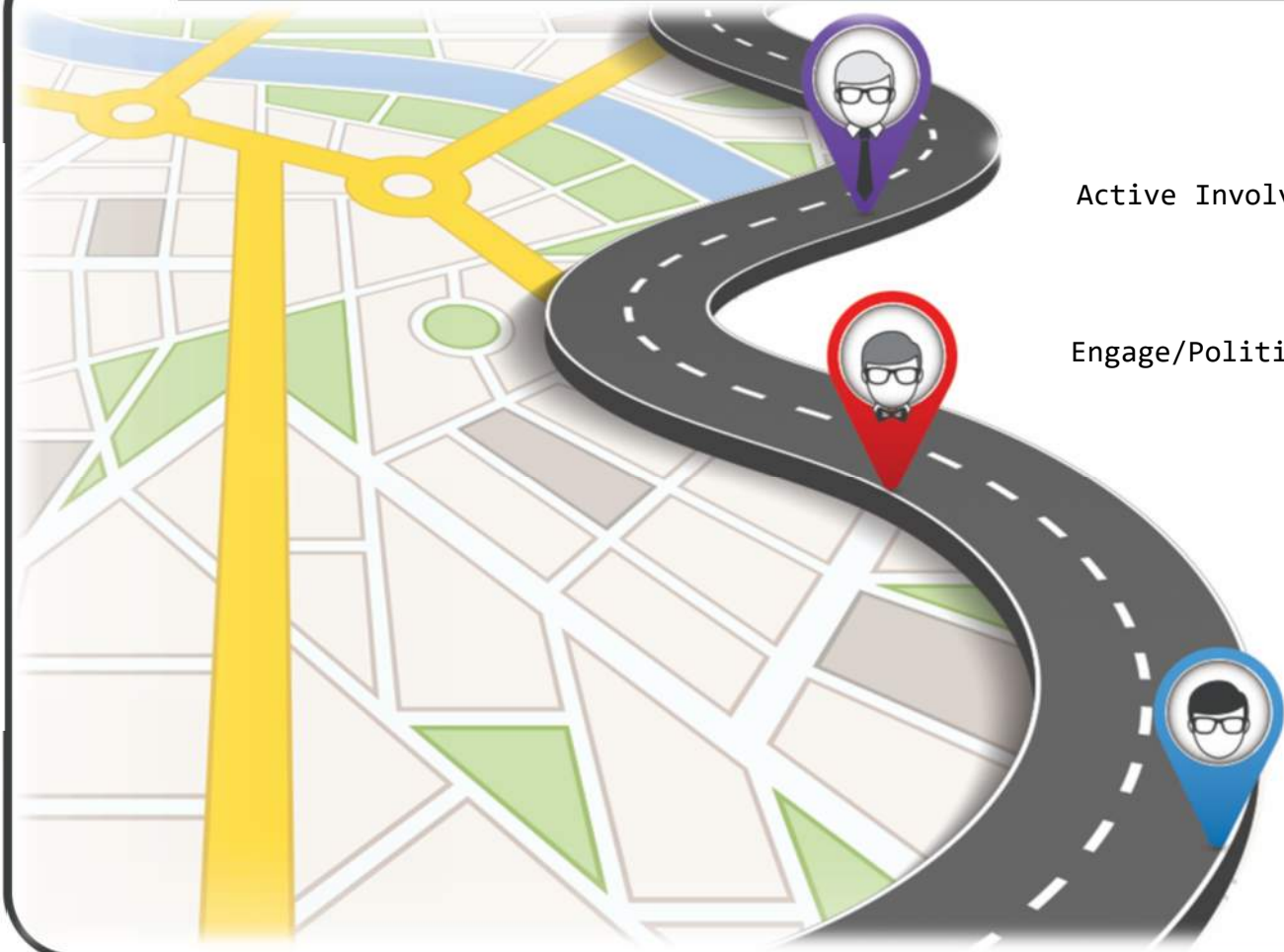
These systems tend to be capital intensive and high-cost investments and are vital to a country's functioning, economic development, and prosperity.

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Are you satisfied with these grades?
How do we communicate the need for better infrastructure?



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CASE STUDY: Rebuild Houston Role of an Engineer

Active Involvement

Define infrastructure need.
Trade Association polling
(multiple). Re-define the
message

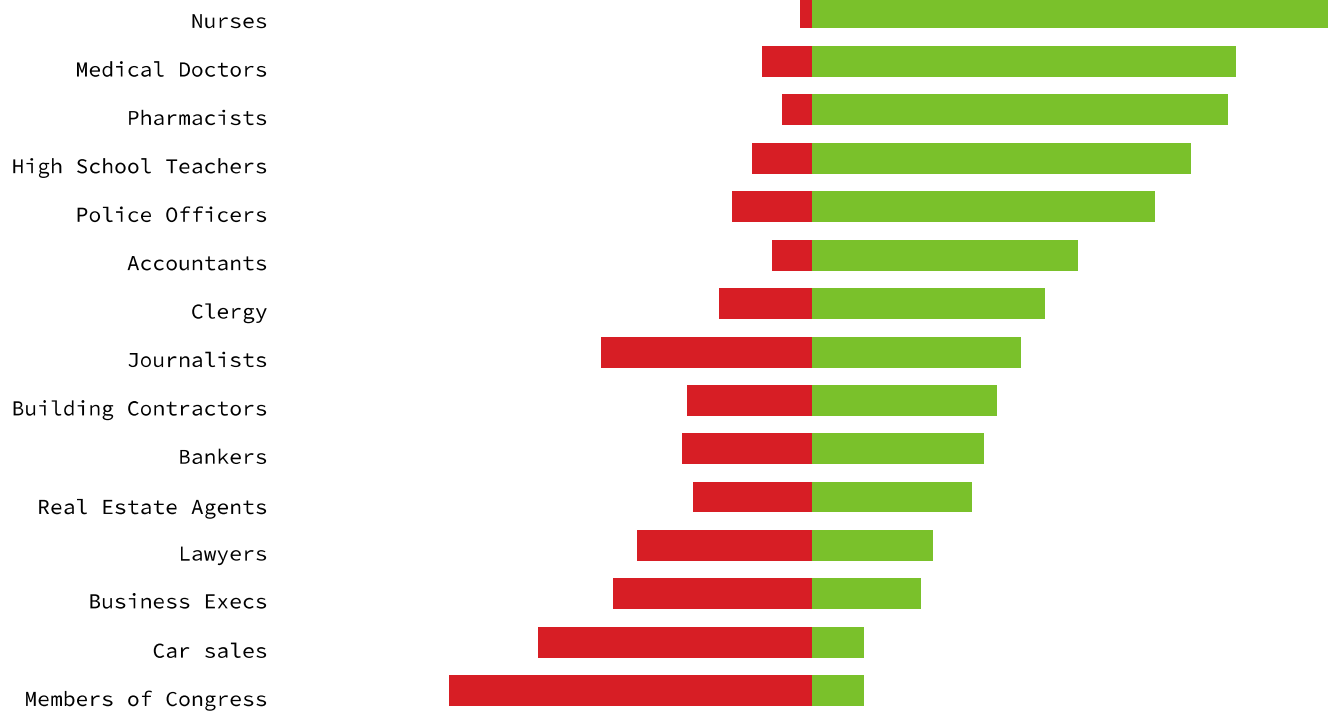
Engage/Politicize

Set up the campaign
Obtain the “bully pulpit”
Pass \$6-8B Program

CONCLUSION: The general public
will support
infrastructure
programs when they
appreciate the
need and how
dedicated funds
are spent
(transparency)

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Rating of selected US professions in terms of honesty and ethical standards
America's most and least trusted professions



Where are the engineers?

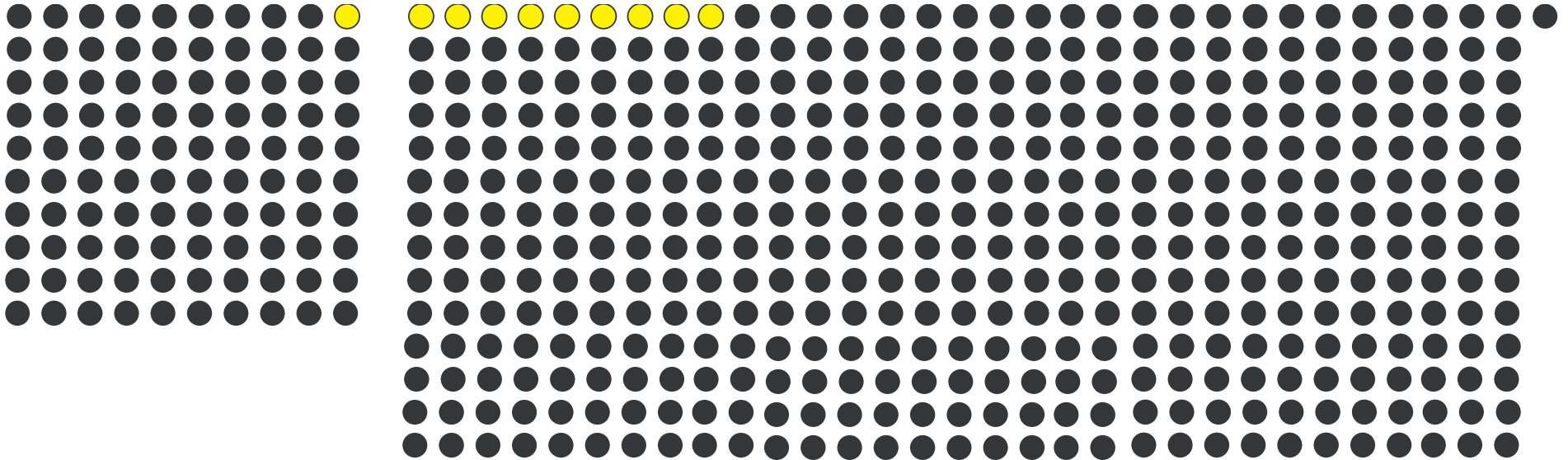
Trustworthy?



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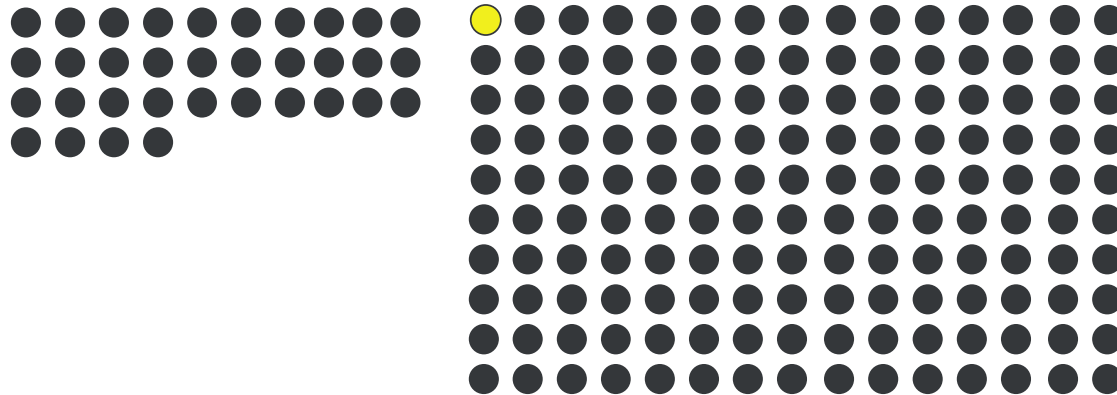
Speaking of Congress, of the 100 Senators and 435 US House Reps, **11 are Engineers - 2%**



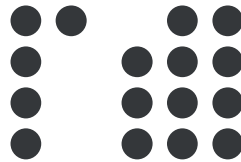
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Of the 31 TX State
Senators and 150 TX
House Reps, **1 is an
Engineer - 0.7%**



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There is something very wrong with this picture.

There are no Engineers on Houston City Council. There has only been 1 in the History of the City - Me.



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