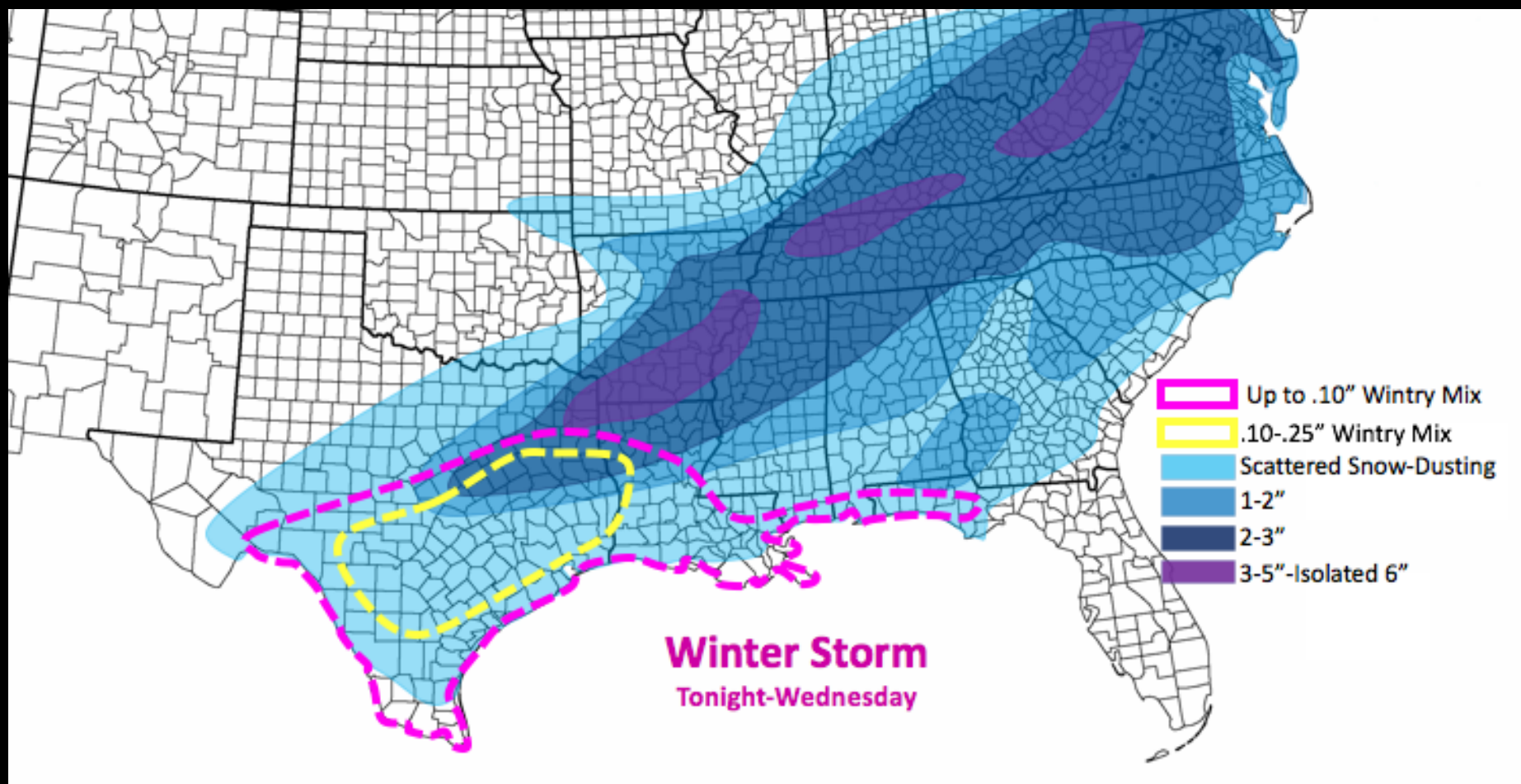# Winter Storm Response
January 31, 2018

Overview

- Emergency Management Coordinator Vencelin Harris

- How does the Town prepare for and respond to storms? TEAMWORK, RESPONSIBILITY, PROFESSIONALISM & SAFETY

- General Storm Overview

- This Storm Response COMMUNICATION & EQUITY

Snapshot of Weather Preparations

- Monitor weather forecasts 3-4 days out
- Communication with internal and external partners
- Staffing Plans
- Determine any pre-treatment measures
- Deploy and stage equipment/contractors

Legend:
- Up to .10" Wintry Mix
- .10-.25" Wintry Mix
- Scattered Snow-Dusting
- 1-2"
- 2-3"
- 3-5"-Isolated 6"

Winter Storm
Tonight-Wednesday

Winter Storm Inga: Jan 17-20

- Storm arrived later than anticipated.
- Significant snowfall, much more than anticipated, in a short period of time.
- Followed by extreme cold which complicated removal and clean-up efforts.

    "January Chapel Hill Snow Event"

Teamwork

Responsibility

Professionalism

Safety

Resources

- 180 Tons Salt
- 120 Tons Sand
- ~50,000 Gallons of Brine
- 1 Ton Ice Melt
- Contractor Equipment
  - 3 Motor Graders, 2 Snow Plows, Smaller Equipment to Clear our Facilities

Equity

Communication

We take part in constructive dialogues and set clear goals and expectations so we may better understand our roles in the workplace. Our organizational values serve as a common language when discussing each other's decisions and actions.

RESPECT

Communication during the storm…

Top Inga Facebook Post

Town of Chapel Hill added 5 new photos
Published by Chapel Hill [?] · January 17 at 5:42p

Winter Storm Inga Update: 5:15 p.m. Wednesday,
public-facing facilities are closed Thursday. Trash
crews work on storm clean-up. Transit service sus
Council meeting canceled. Call-in service available
am and 7 pm Thursday for non-emergency issues
townofchapelhill.org/news. Checking out our photo
tells the story about road conditions. #staysafe #do
#workingaroundtheclock http://www.townofchapel
.../Compon.../News/News/11961/22

Users Reached	13,194
*8,328 paid reach	
* Winter Weather Preparedness was # 2 at 7,981	

Top Inga Tweet

Town of Chapel Hill ✓
@chapelhillgov

#Inga Update #ChapelHill public-facing
facilities closed Thurs.Trash collection
canceled as crews work #aroundtheclock on
clean-up. @chtransit suspended.Call-in
service: 919-969-5005 from 9 am-7 pm
Thursday for non-emergency issues. MORE-
> bit.ly/2DJxXhJ

5:55 PM · 17 Jan 2018

13 Retweets 20 Likes

Users Reached	9,284

ram Post

View Insights   [Promote]

Liked by visitchapelhill, go_chapel_hill_ and
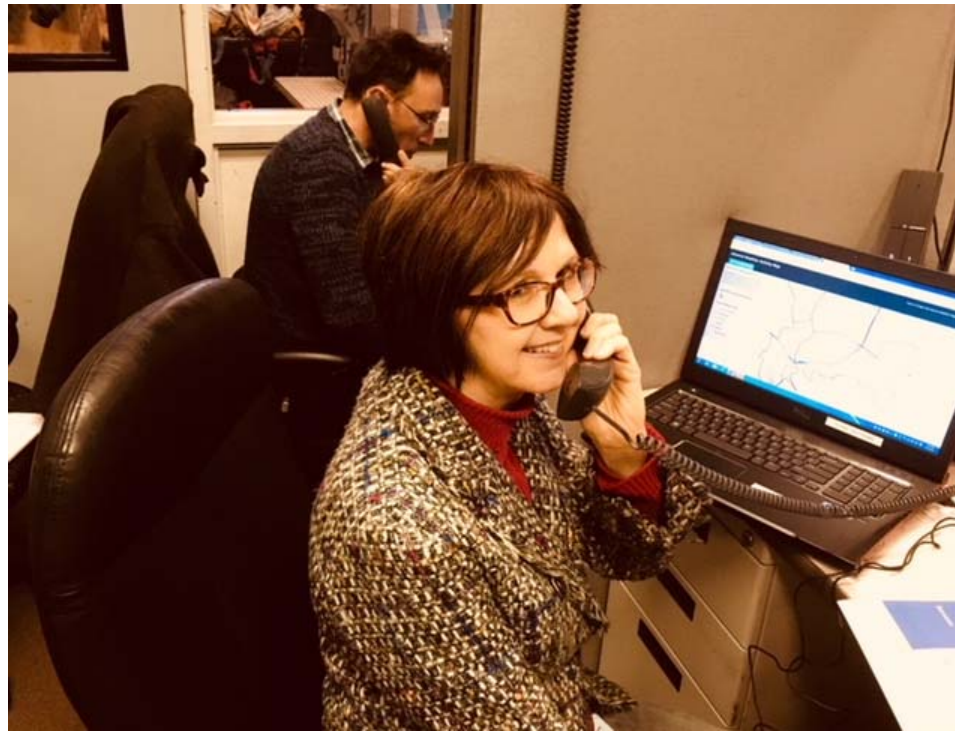166 others

Users Reached	1,099

- 18 News Releases
  - *4,627 subscribers (added 167)*
- 114 Tweets
- 55 Facebook posts
  - *Facebook Live updates from EOC*
- 12 Instagram posts
- Frequent Website Updates
  - *Green banner with highlights*
- WCHL Interviews
  - *Live each morning at 6:30 a.m.*

…didn't stop when the snow stopped

Storm Call Center

~175 Calls.......

Trash Collection

WHERE'S MY BUS?

PLOW MY ROAD PLS!

HELP!

Chapel Hill transit

Why a Call Center?

Reach out and touch someone.

Moving Forward

- Continue to debrief and learn from our responses.

- Further develop the call center concept.

- Continue to refine and enhance our messaging

- Expectation Setting

- Adverse Weather Policy Refinement

Questions or Feedback?