

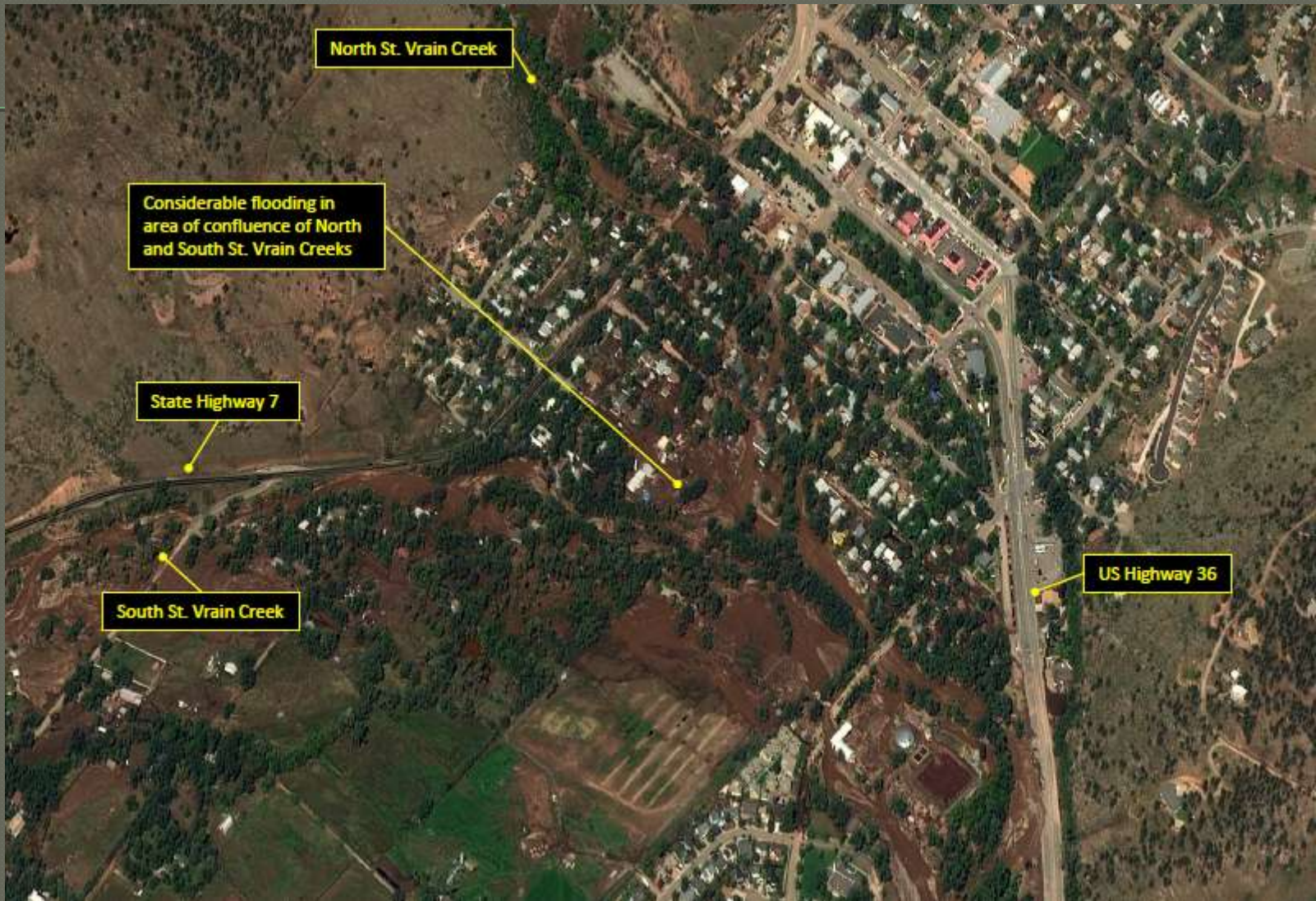
The Colorado Front Range Flood

September 11, 2013



City of Boulder





Damages: Longmont



Damages



Damages: Jamestown



Damages: Jamestown



Damages: Salina



So what did we learn

- ◉ NWS relationship is important.
- ◉ Plans will fail but planning will not.
- ◉ Use all available means to warn.
- ◉ Messaging versus warning and information is always changing.

Content Management, Messaging or Intelligence

○ Pre flood information

- Handouts, websites preparedness content, articles, mailings and community presentations and classes.

○ During the event- as it is developing

- Website is posting messages to increase situational awareness to increase correct decision making by residents.
- Twitter / Facebook blitz the social media space and occupy the attention of users to attach or vet the messages being pushed.
- E-sponder- monitors social media postings and creates trend analysis.
 - Trends are passed to our ESF15 external affairs to assist with messaging.

Content Management, Messaging or Intelligence

- During the Event- Warnings are Launched
 - increasing community intelligence decreases time to act immediately: area, threat, actions
- Website postings, social media, local media immediately focus on repeating the warnings.
- Post warning
 - Bi-forcation of need occurs (1) keeping with the impacted communities and (2) messaging the next community impacted or the next wave of impacts.
 - Surge capability, website hits, and social, media explode so do you have the band width and call center capability