

TOTAL SOLAR ECLIPSE Virtual Peer Exchange April 4, 2018

Greg Ek-Collins, Emergency Operations Manager



ODOT Concerns

- Traffic safety
- Traffic management and movement
- Emergency vehicle response ingress and egress
- Traffic bottlenecks and choke points
- Weather conditions
- Wildfire conditions
- Communications – PIO, JIC and Messaging
- And the list goes on... food, water, fuel, first aid stations, comfort stations etc.

What ODOT did to prepare for the event

- ODOT worked with the Office of Emergency Management and other key state agencies to plan and prepare for this event.
- Key ODOT divisions were brought together as an Eclipse Working Group to manage planning and response efforts for the department.
 - **Highway – Maintenance and Operations, Regions and Districts**
 - **Rail/Public Transit**
 - **Traffic**
 - **Motor Carrier**
 - **DMV**
 - **Communications – PIO, JIC, Messaging**
 - **Safety**

What ODOT did to prepare for the event

- Beginning almost a year out ODOT participated in briefing meetings with the Office of Emergency Management and the other key state agencies.
- Maintenance and Operations (MOB) facilitated regular working group planning meetings and gathered the plans each of the divisions developed
- The MOB compiled all of the individual plans into a Statewide Department plan for the Eclipse which was published and distributed in June
- ODOT participated in the State ECC activation and activated our Agency Operations Center and the Region EOCs for the event

Communications: Messaging

- 9 months out ODOT joined statewide communications team
- Had to ‘wrassle’ with tourism’s “keep ‘em coming” message
- Our knee-jerk message: “Stop ‘em coming, our roads can’t hold ‘em”
- Middle ground found: We embraced Tourism’s goal

***“People will have a good time visiting Oregon,
and will want to come back.”***

- Now our messaging could focus on preparation
- Now our messaging could be positive

Communications: Preparation; Positive; ...POETRY!

1. “Arrive early; stay put; leave late.”
2. “Plan to have a good time watching the eclipse. Plan ahead, so you will.”
3. “This isn’t a game day. Treat the eclipse as a 3-day event, not a 3-hour event.

*“If you wait to arrive
You’ll be late on the drive
And miss the celestial lights.*

*If you hurry to leave
You’ll surely feel peeved
Stick around and see all our sights.”*

- OregonDOT Region 4 will provide a more detailed overview of the planning and operational aspects in preparation, response and recovery for the Eclipse