TOTAL SOLAR ECLIPSE
Virtual Peer Exchange
April 4, 2018
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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