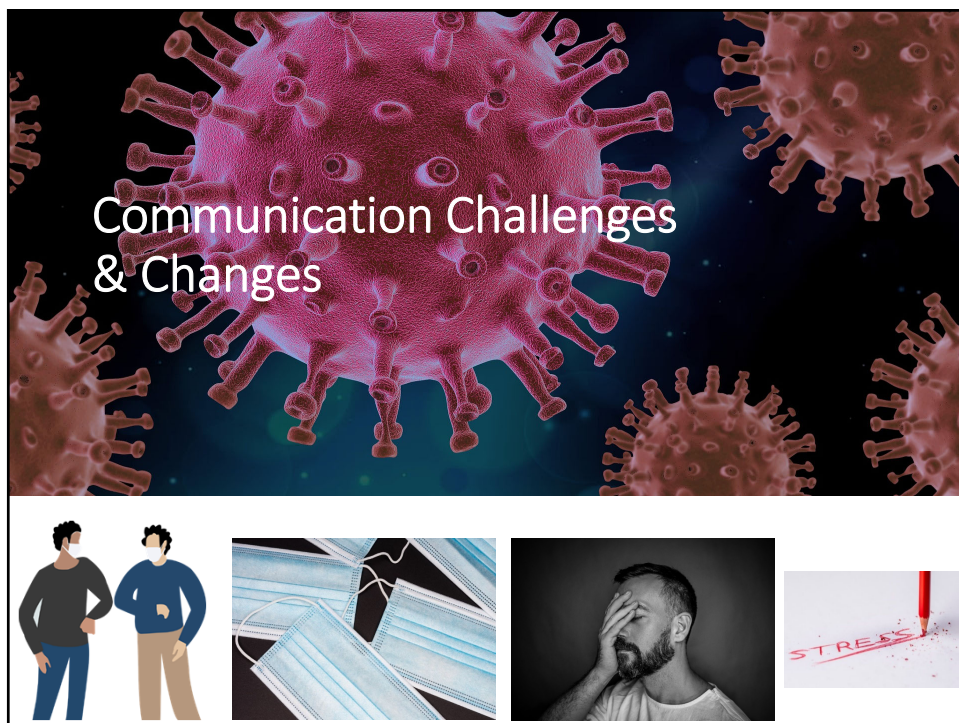


1



2

## What are some issues you face during the winter that make it harder to effectively communicate with your work team? *(Managers, supervisors, co-workers, etc.)*

Long hours and Tired  
 COVID-19  
 Short staffed  
 New people  
 Inexperienced employees  
 Long commutes home  
 Social Distancing




3



## Tips to Strengthen Internal Communication

- Meet as a group before the winter begins
  - Include your mechanics, your operators, your dispatcher, etc.
- Make sure everyone knows the plan, understands the terminology, and knows the expectations
- Show appreciation
- Communicate respectfully with each other

4




**Strong Teams Have Good Interpersonal Communication**

which gives you

**Safer and More Effective Operations on the Job**

5




**More Tips –  
Check For  
Understanding!**

- Are you on the same page?
- Is the message you are communicating being received and interpreted as you intend?

*How do you verify and clarify?*

6



## More Tips – Asking Questions

**Closed – ended questions**

Are designed to clarify and can be answered with a yes or no.

- Is the salt spreader clogged?

**Open– ended questions**


Designed to get more information. Cannot be answered by a simple yes or no.

- What was occurring when the salt spreader clogged?
- What noises did it make?

7

## How are you Using Communication Devices?

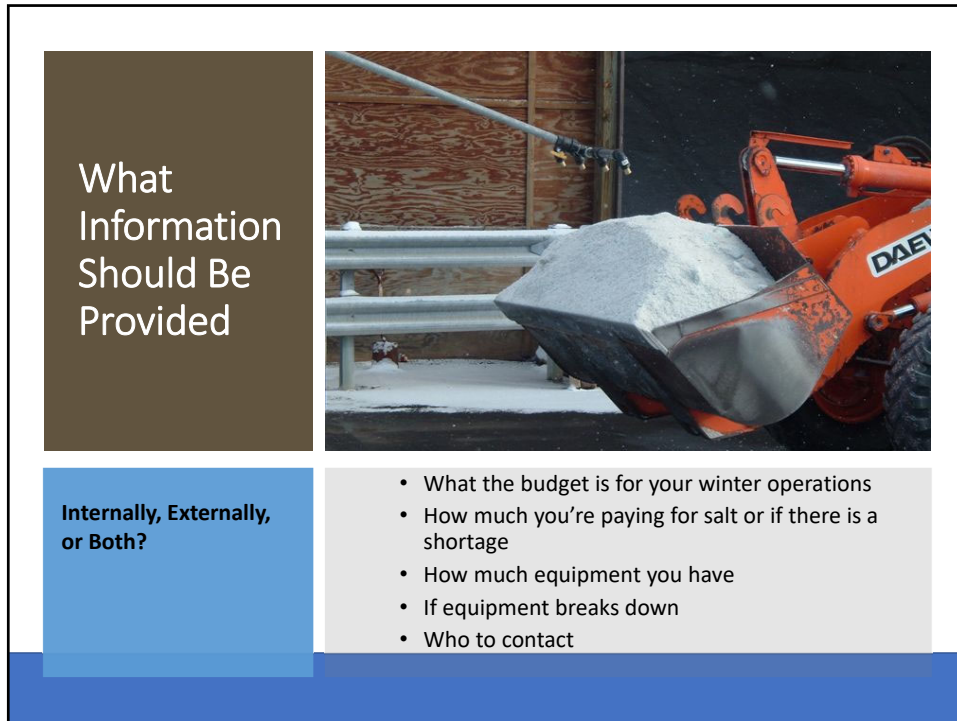
- **Voice and data systems**
  - Telephones – you know, land lines
  - Cellular phones, text, emails,
  - Virtual Meetings
  - Equipment radios
  - GPS
    - Fleet tracking
    - Mobile weather monitoring
    - Plow and material usage
  - Weather stations/monitoring
  - Performance analysis/reporting



AASHTO Guide for Snow and Ice

Winter Maintenance Training – Delaware T<sup>o</sup> Center

8



**What Information Should Be Provided**

**Internally, Externally, or Both?**

- What the budget is for your winter operations
- How much you're paying for salt or if there is a shortage
- How much equipment you have
- If equipment breaks down
- Who to contact

11



**Public Relations and Communication is Vital**

- You don't want to underestimate or undervalue the power and importance of public relations
- Your communication and PR process doesn't have to be complicated, but you do need to have an external communications plan
- You also need to begin it before the winter begins!
- Everyone involved with winter operations has a role!

12



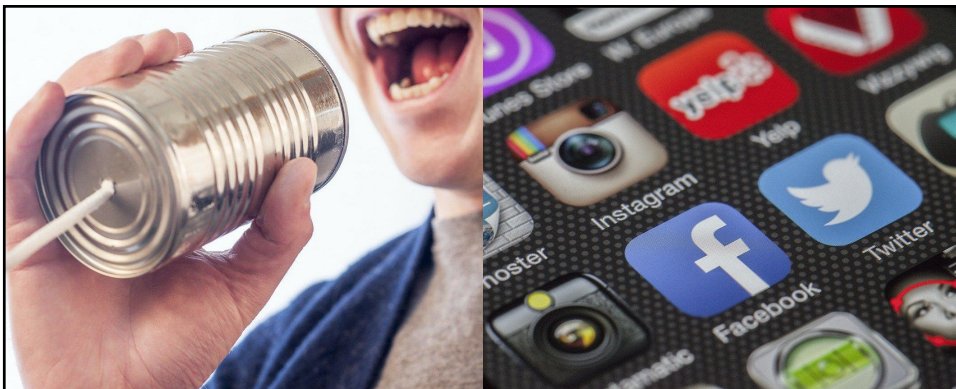
## Developing Your Communication/PR Plan

### Identify Your Audience and Meet with Key Groups

- Focus on Interdepartmental Cooperation
  - Police
  - Fire
  - EMS
  - Other Departments
  - Parks, Sewer, Water



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## Developing Your Communication/PR Plan

### Develop/distribute information

- Website
- Through Bill Mailings
- Local newspaper/Radio
- Press Releases
- Social Media

Do you use social media to communicate with the public? (Facebook, Twitter, etc.)

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## Developing Your Communication/PR Plan

- Is your information easy to access and find?
  - Or is it buried in your ordinance documents, or on your webpage?
- Look at all of your communication information with fresh eyes and from the perspective of someone outside your agency.

15

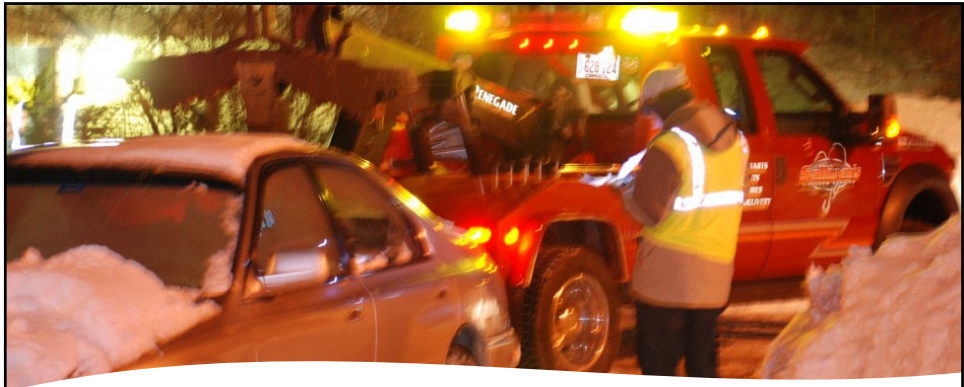


### Avoid the Drifts that Impact Public Communication

- **It's up to you to build and strengthen your relationship with the public.**
  - Increase Trust
  - Increase Respect
  - Provide Easy to Find/Understand Information

*Reality often is - Unrealistic Expectations*

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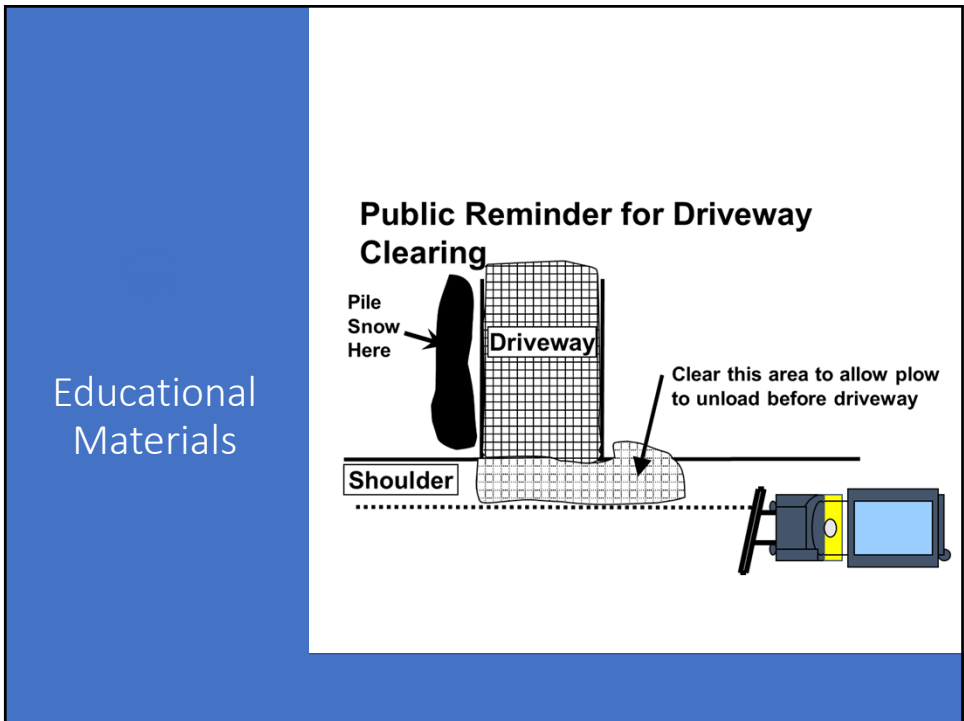


## Public Policies

Keep the message simple.

- Parking Restrictions / Emergency Snow Routes
- Towing of Abandoned Vehicles
- Aid to Disabled or 'Stuck' Vehicles
- Sidewalk Clearing
- Disposal of Snow from Private Property

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Educational Materials


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## Educational Materials

# Road Sleuth


Myths & Facts Revealed



**Myth: Why is the road department spraying water on the roadway during the winter?**

Most people who live in areas that receive snowfall are familiar with the sight of road crews plowing, salting, and using abrasives to help combat snowy and icy conditions. Another technique that some road agencies employ is the use of liquid solutions. If you have ever seen a road crew spraying a clear liquid onto the road just before or during a winter storm, it's not water; they are using what is known as a liquid anti-icing or de-icing agent.

There are several different products available, but two of the more common commercial products use magnesium or calcium chloride. Some agencies also make their own liquid solutions using salt and water, which is typically called salt brine. No matter whether an agency is making its own anti-icing or de-icing product, or using a commercial one, every state and local road agency has to abide by strict federal and state environmental regulations.




Often road crews will pre-treat the roadway prior to a storm – before the first snow has fallen. This means you will see a road crew spraying the liquid on the roadway several hours prior to the impending snowfall. This process helps prevent the ice from bonding to the pavement.

Another technique is pre-wetting the material before spreading it on the roadway. Pre-wetting rock salt prevents it from scattering or being swept off the road by traffic, and it helps the salt begin to melt the ice sooner. Overall, pre-treating and pre-wetting lead to less waste and both of these techniques have been proven to help road agencies increase the effectiveness of the other materials they are using.

So if you see road crews spraying liquid on the roadways this winter, please keep in mind that these employees haven't lost their minds; they aren't spraying water on the roads to turn them into an ice-rink. They are using a process which will enhance the melting of snow and ice and help improve roadway conditions.

Created December 6, 2012 by the WV Local Technical Assistance Program • <http://wvltap.wvu.edu>



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## Reports to City Leaders Residents Visitors

### City Manager Gives Snow Removal Report during Jan. 28th Regular City Council Meeting

- Since January 1, employees in Streets, Signs & Signals, and Vehicle Maintenance at the City Garage have put in **2,802 hours** plowing, salting, treating, and clearing roads, City sidewalks, and public properties.
- There have been **1000+ overtime hours logged this month**
- **11 Trucks – including plow, salt, brine, and pick-up trucks – have traveled 5,686 miles this month** to attend to winter weather business on the City's streets. This is the equivalent of driving to San Francisco, driving back to Morgantown, and then driving to Long Island.
- The City has used **734 tons of salt to date in 2014**. It still has 2200 tons stocked, and anticipates being able to maintain roads through the winter season.
- These numbers do not include any state roads – **just City street work reported**

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**Snow 'Hotline'**

- Request / Complaint Handling Procedure:
  - Receive & record courteously & carefully
  - Investigate & correct promptly
  - Follow-up procedure for tracking & check-off
  - Response back to resident


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**In-the Field  
Request / Complaint  
Handling Procedure**

- Be courteous
- Don't exit your truck to confront someone
- Report threats or violence to the proper authorities
- Be able to provide contact information
- Don't purposefully plow them in
- Try not to hit their mailboxes
  - What if you do?

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## The Media's Role in Your Communication Plan

- Have a process for who will speak to the media
  - Identifying people
- Establish a Positive Relationship with the Media
  - Responding in a timely fashion
  - Provide clearly written facts and your response plan

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## Media Relations



- Pre-winter Proactive News Conference
- Pre-prepared News Releases
- Media Contact Person
- Ride-a-longs

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## Things to Remember

- Open two-way communication, both internally and externally
- Transparency
- Ongoing communication
- Status updates

