



MANAGER'S REPORT FOR AUGUST 26, 2011
GENERAL INFORMATION AND RESPONSES TO MAYOR & COMMISSIONER REQUESTS

Places to be this Week...

There is no Village Council meeting this week.

Future Calendar Reminders...

Tuesday, September 6, 2011 – The Village Council meeting will be held in the Village Council Chambers at 7 pm.

Wednesday, September 7, 2011 - The Village Council will meet to discuss the 2012 Work Plan at Fire Station 2 at 6 pm.

Thursday, September 15, 2011 – The Village will host a Com Ed Town Hall meeting at the Park District Recreational Center on Belmont at 7 pm.

FY12 Budget Workshop – Saturday, October 1, 2011 at Fire Station 2. Time TBD.

Comprehensive Plan Update – The Comprehensive Plan will be placed on a First Reading agenda on September 20, 2011. This item is proceeding to a First Reading because the Council has provided sufficient direction at the two Council review meetings and at the individual discussions with Village staff.

At the August 16, 2011 meeting, the Village Council provided feedback and direction on the policy recommendations found in Chapters 4 – 8 of the Draft Comp Plan. The vast majority of policy issues are included in these chapters. The Council did not discuss as a group the Focus Area Plans, Land Use Plan and Vision Statement. Based on the meetings with individual Council members, it appears that there are few, if any, major comments or concerns about the Focus Area Plans and Land Use Plan. The Vision Statement was re-drafted by staff based on the meetings with individual Council members. The Council has not provided comments on the revised Vision Statement. Please provide your comments on the Vision to the Manager no later than Friday, September 9. Staff may make changes to the Vision Statement based on the comments provided by Council members.

County Stormwater Ordinance Update – DuPage County stormwater department staff plans to release the revised draft of the updated County Stormwater Ordinance on Friday, September 2. The County is expected to allow 45 days for review and comment. Village staff will begin immediately to evaluate the ordinance for its impacts on Village property owners and the redevelopment process. A meeting of the Village's Stormwater Floodplain Oversight Committee is scheduled for Thursday, September 22. This group will review the draft ordinance and the staff report, and then generate recommendations to the Council for its consideration. During its October 4 regular meeting, the Council will receive a presentation on the ordinance and its changes, along with a summary of the Stormwater Committee review and discussion. Comments will be received from Council members beginning that evening and, given the depth of the ordinance and its likely changes, through the rest of that week. Should the Council feel there are changes or endorsements required, this schedule allows

time for Village staff to generate a draft resolution or other correspondence commenting on the ordinance. If a resolution is prepared, it will be considered by Council at its October 11 meeting, and then forwarded to DuPage County before the comment period ends that week.

ComEd Resolution – The September 6, 2011 Village Council Agenda will include a resolution opposing the Energy Infrastructure and Modernization Act (commonly known as the Smart Grid Bill) because the bills fail to provide sufficient performance metrics to guarantee reliability in ComEd electricity delivery. Please let Manager Fieldman know if you have any comments or questions.

BNSF Overnight Work – Overnight work is scheduled on the Burlington Northern Santa Fe tracks west of Forest Avenue for Sunday, August 28 and Monday, August 29 between the hours of 7PM & 3AM for both days. All trains passing through this location will be blowing their horns during these hours.

Social Media and Natural Disasters – Commissioner Barnett requested staff share the following links to Council for review. The links address the use of social media during natural disasters. The information is also included as attachments for your convenience.

http://www.fastcompany.com/1775828/why-text-messages-arent-enough-when-disaster-strikes?partner=homepage_newsletter

<http://www.redcross.org/www-files/Documents/pdf/SocialMediainDisasters.pdf>

<http://www.hhs.gov/news/press/2011pres/08/20110822a.html>

<http://www.colorado.edu/news/r/6d171e8e97e414b30938db91ab279216.html>

In-house Pavement Patching - Pavement patching was completed this week on streets within school zones including Oakwood, Grant, Burlington, Grand and Woodward. Next week we are planning to complete the paving for patched sections of Stonewall, Cornell, Seeley, Montgomery, 67th and Valley View.

ONGOING PROJECTS

Belmont Underpass

Work Performed This Week:

- Trimmed out the northeast & northwest stairwell canopies.
- Placed concrete for south ramp and stairs of exterior walls of the pedestrian tunnel.
- Installed gutters & downspouts and installed ceiling lighting for the pedestrian tunnel north canopy.
- Miscellaneous electrical work for the pump station.
- Placed concrete for retaining wall A footing & wall.

Work Planned For Next Week:

- Frame, reinforce, and place concrete; Install wall drain/underdrain/and backfill; remove sheeting for southeast and southwest stairwells.
- Install northwest stairwell roof for northeast and northwest stairwell canopies.
- Frame, reinforce, and place concrete for south ramp/stairs interior walls for the pedestrian tunnel.
- Apply concrete stain and anti-graffiti coatings; install ceiling lights; and drywall ceiling for the pedestrian tunnel north canopy.
- Install light poles at the south boarding platform.
- Construct east approach pavement for the highway bridge.
- Install electrical, glass block windows, and railings for pump station.
- Remove sheeting for retaining wall A.

- Frame, reinforce, and place concrete for 12 concrete facing panels at retaining wall B/C.
 - Frame, reinforce, and place concrete for footings and walls for retaining wall E.
 - Frame and place concrete for sidewalks along Haddow and Belmont.
 - Excavate Belmont south of tracks.
- The Belmont Road underpass is planned to be open to two lanes of traffic beginning October 15th.
 - Information about the project is provided on the Village's and Metra's web sites.

Percent Complete: 68%

2011 Roadway Maintenance Program, Street Resurfacing (A) Phase 1

Awarded Amount: \$1,832,424.50

Contract Completion Date: 8/5/11

Contract Completion Date for Sod: 9/15/11

Work Performed This Week:

- Some parkway restoration preparation continued in the Devereux area.

Work Anticipated Next Week:

- Additional parkway restoration preparation should continue in the Meade / Revere area and Springside / Bolson area. Depending on the weather, some sod placement may also begin.

Percent Complete 96%

2011 Roadway Maintenance Program, Street Resurfacing (B) Phase 2

Awarded Amount: \$1,676,260.57

Anticipated Start of Construction: August, 2011

Contract Completion Date: 11/17/11

Work Performed This Week:

- Field layout ongoing on the north end of the Village.

Work Anticipated Next Week:

- Concrete curb & gutter, etc removal and replacement operations may begin Venard area week of 8/29 and progress south through Oak Hill Ct, Hickory Ct, Pomeroy Rd area.

Percent Complete: 3%

2011 Replacement Sidewalk Program (S-006-11 & S-006-12)

Awarded Amount: \$186,725.00

Contract Completion Date: August 18, 2011

Work Performed This Week:

- No work was performed.

Work Planned for Next Week:

- Inspection of completed punch list work.

Percent Complete: 98%

2011 Paver Crosswalk Upgrades (S-007-11)

Awarded Amount: \$129,727.50

Contract Completion Date: August 5, 2011

Work started on July 11th.

Work Performed This Week:

- The project was completed on August 19th.

Work Planned for Next Week:

- Inspection of all completed crosswalks with the contractor.

Percent Complete: 99%



WARREN & MAIN BEFORE



WARREN & MAIN AFTER



WARREN & HIGHLAND BEFORE



WARREN & HIGHLAND AFTER



ROGERS & HIGHLAND BEFORE



ROGERS & HIGHLAND AFTER

Lot A (Warren Avenue) Retaining Wall Rehabilitation (P-012-11)

The Lot A retaining wall is located within the Downtown Business District on the south side of Warren Avenue between Main Street & Forest Avenue. The work includes the rehabilitation of a 240' long existing cast-in-place, reinforced, colored concrete retaining wall involving full depth saw cutting of walls and columns, removal of existing decorative ornamental fence, handrails, wall caps, coping, and street light poles, installation of decorative ornamental fence, handrails, wall caps, coping, and street light poles, caulking and sealing of existing wall cracks, and wall resurfacing. Three bids were opened on Thursday, August 4th and a recommendation for contract award will be presented for Council's consideration on September 6th.

2011 New Sidewalk Installation Program

Contract Amount: \$ 248,407.35

Contract Completion Date: August 22, 2011

Work Performed This Week:

- Project is substantially complete and the contractor working on punchlist items.

Work Anticipated Next Week:

- Punchlist.

Percent Complete: 95%

Storm Sewer Rehabilitation Project - Prospect Avenue Lincoln to Chicago

Contract Amount: \$ 65,946.00

Scheduled Start Date: August 1, 2011

Contract Completion Date: August 30, 2011

Storm sewer cleaning and televising has been completed. Following the review of the sewer video the sewer lining material will be manufactured to fit the specific diameter and length of existing sewer on Prospect Avenue. Due to the need of the custom fabrication of the liner the completion date for the project has been extended to incorporate the additional fabrication time. Installation of the sewer liner has been tentatively scheduled for the first week of September.

Lacey Creek (Sub D), 39th St., West of Saratoga, SW-075

A draft Drainage Improvement Study report was received from Engineering Resources Associates. Staff is reviewing the identified four alternatives, the estimated costs and benefits for each alternate, and will be sending comments to the consultant to include in the final report.

Maple/BNSF Railroad Grade Reduction

Awarded Amount: \$365,469.28

Contract Completion Date: August 12, 2011

The intersection was completed and opened to traffic last week Friday, August 19th. Minor Punchlist items will be completed this week.

- Percentage Complete: 99%

Street Light Replacement, Concord Square II

Awarded Amount: \$31,930.52

Contract has been awarded and light fixtures have been ordered. Lead time on fixtures is 6 - 8 weeks.

Construction is scheduled to start in September once the fixtures are shipped.

Contract duration is 120 days.

Fire Station #5 Parking Lot Replacement

This project has been scheduled for rebid. Construction to start in the fall.

2nd and Cumnor

Award Amount: \$1,055,141.50

Contract Completion Date: November 4, 2011 (excluding restoration)

Work Completed This Week

- ComEd and Comcast relocations
- Tree removal
- Home demolition and partial foundation removals

Work Anticipated Next Week

- Complete foundation removals and begin watermain construction

Percent Complete: 10%

Prentiss Creek Sub E – Kensington Place

Concept Design Award Amount: \$14,808.00

Draft Concept Design meeting completed 7/14/11. Staff reviewing 90% Concept Design Report.

Washington Street/Sherman Street Stormwater Improvements

Current Contract Amount: \$547,159.12

Contract Completion Date: December 19, 2010

Work Performed This Week:

- Project closeout and punch list items

Work Anticipated Next Week:

- Project closeout and punch list items

Percent Complete: 99%

Davis St Storm Sewer

Current Contract Amount: \$438,292.50

Project approved on August 9, 2011 Council Agenda. Staff gathering insurance certificate and performance bond from contractor.

Neighborhood meeting held at Public Works on August 10, 2011 to discuss final plans and construction activities.

Lacey Creek (Sub G) Stormwater Improvements - 35th St between Saratoga and Venard

Design underway. Staff is currently reviewing draft report and 50% plan set.

SJN Sub B, Storm Sewer on Pershing Ave

Current Contract Amount: \$364,112.00

Contract Completion Date: September 30, 2011

Work Performed This Week:

- Construction of storm sewer

Work Anticipated Next Week:

- Continue construction of storm sewer

Storm Sewer Replacement on Washington Street, Grant to Ogden

Council Award Date: August 9, 2011

Award Amount: \$304,765.00

Anticipated Start of Construction: Late August

Estimated Construction Duration: 60 days

Green Streets/Sustainable Water Program and Downtown Business District Water Quality Enhancements

Design contract amount \$26,397.80

Upon final review, it was decided that it would be optimal to reduce the scope of work of this pilot project and move its construction to spring. The bid documents are in the process of being finalized. A contractor will be acquired over the winter so that the project can be constructed as soon as the weather breaks, with vegetative restoration to follow immediately thereafter. Final report drafts have been delivered and have been reviewed for both the Downtown Business District and Green Streets portions of the project.

Streambank Stabilization - St. Joseph North Branch

Design/Build contract amount \$298,719.00

Preliminary design continues in preparation of upcoming permit submittals.

Streambank Stabilization - St. Joseph South Branch

Design/Build contract amount \$387,750.00

Preliminary design has begun in preparation of upcoming permit submittals.

COMPLETED PROJECTS

Washington Park Stormwater Improvements

Contract Amount: \$3,055,860.23

Project is Substantially Complete

Work Performed This Week:

There are ongoing responsibilities for turf maintenance.

The Park District has installed the ornamental fence adjacent to the parking lot. Other fence-related items on the punch list that have not yet been addressed may be deducted from the contract and the contract closed. The Village and the Park District are discussing final acceptance of this facility.

McCullum Park Stormwater Improvements

Current Contract Amount: \$1,250,204.53

Project is substantially complete except for turf related items which are being discussed by the contractor, the Village and the Park District. The Village and the Park District are discussing final acceptance of this facility.

59th Street Streambank Stabilization

Contract amount \$18,249.50

This project is complete. Three years of vegetative maintenance and monitoring will continue to be performed through 2013.

Lacey Creek Streambank Stabilization

Contract Amount: \$561,200.00

The construction of this project is complete. An ongoing vegetative maintenance and monitoring program will continue over the next 3 years.

2010 Water Main Improvements

Punch list items for this project have been completed.

2011 Preventive Seal

Awarded Amount: \$153,000.00

Contract Completion Date: August 4, 2011

Work Performed This Week:

All crack seal rubber work is complete.

All crack seal fiber work was completed on August 4th.

Work Planned For Next Week:

Punch list items.

2010 Resurfacing (B) Phase 2

Awarded Amount: \$1,843,543.38

Contract Completion Date: Portion postponed until spring 2011

Work Performed This Week:

Final parkway preparation and sod placement completed on 5th St, Florence and remaining part of 6th St.

Project is complete except for sod watering and minor punch list.

Attachments:

Text Messages Aren't Enough When Natural Disasters Strike

Social Media in Disasters and Emergencies

Facebook Personal Preparedness Applications

Public Turning to Social Media Sources for Information

FASTCOMPANY.COM

Where ideas and people meet

Article location: <http://www.fastcompany.com/1775828/why-text-messages-arent-enough-when-disaster-strikes>

August 25, 2011

Tags: [Innovation](#), [Technology](#), [facebook](#), [American Red Cross](#)

Text Messages Aren't Enough When Natural Disasters Strike

By [Neal Ungerleider](#)



When a major earthquake struck the East Coast on Tuesday, residents were taken aback. Mobile networks and social media sites quickly overflowed with the traffic of users trying to confirm the extent of any damages. Thankfully, damages were minimal. The earthquake did, however, raise many questions about critical information and communication systems during times of disaster.

For example: How can we talk to each other during and after a weather emergency if towers and lines go down? Which technologies and media promise the most reliability? Who is reading our tweets when a crisis strikes? Are government agencies and emergency responders paying attention to Facebook more than to Google+ or Foursquare?

The American Red Cross has [released a new survey](#) [1] that claims Americans are increasingly relying on the Internet and social media for disaster information. According to the Red Cross, 18%

of Americans regularly rely on Facebook to obtain disaster information. The survey also claims that the Internet is the third most used medium to find out information about disasters--radio and television are more frequently used.

Facebook appears, by far, to be the most heavily used social media site for finding out disaster information. 91% of respondents polled over the phone and 78% of respondents online said they had used Facebook during natural disasters; another 25% of online respondents also used Twitter. Personal blogs, Flickr and tumblelogs such as Tumblr and Posterous lagged far behind.

A video teleconference on Facebook [2] was held by the American Red Cross to discuss their findings. The conference had been planned a week in advance of the earthquake, and Hurricane Irene. Taking place at Facebook's Washington office [3], the event marks the Red Cross' first video teleconference on Facebook. Much of the discussion focused on the use of smartphone and Facebook applications to distribute emergency preparation information, with participant Stacy Elmer of the Department of Health and Human Services explaining how the agency has crowdsourced potential emergency preparedness apps [4].

The approach of Hurricane Irene--expected (as of press time) to be the most powerful storm to hit the East Coast in years [5]--makes this an even more timely discussion to explore. Coastal states from the New England region to Florida are believed to be at risk for flooding and strong winds, with landfall anticipated in North Carolina Saturday.

Due to the way mobile phone networks are designed, they cannot accommodate the added strain caused by extra callers post-disaster. Mobile phone outages were reported on September 11; they also frequently occur during natural disasters. Landline networks are at risk for a different reason--major disasters often result in damage to the physical infrastructure of the phone network. Following Tuesday's earthquake, FEMA's Rachel Racusen forwarded a statement to the media urging "that members of the public use email or text messages if possible to communicate for the next few hours, except in cases of emergency, so that emergency officials can continue to receive and respond to urgent calls."

For most people reading this article, FEMA's advice makes sense. The use of text messages, email, or social media services such as Facebook or Twitter during or after a disaster is second nature to wide swaths of the population. But for senior citizens, the poor, and people who simply don't have ready access to the Internet or a mobile phone to send text messages with, keeping tabs on friends and family post-disaster is difficult. Using text messages to check up on friends and families following natural disasters represents a significant financial expense for those living paycheck to paycheck or on a fixed income.

The Red Cross' survey reflects this. Respondents who use Facebook and the Internet to gather emergency information tend to reside in metropolitan areas and have both higher incomes and higher levels of education than other respondents. However, there was one interesting finding: Respondents with children in their households tended to be far more likely to use social media.

Keeping in contact via social media and text messages is wonderful in theory and works well during mild events such as the East Coast earthquake. But in genuine emergency situations such as Hurricane Katrina or the recent Mississippi River floods, the time delay caused by typing in SMS text messages or social media updates can cause risks to safety or property. As much as social media evangelists may claim otherwise, sometimes there is no substitute for voice-to-voice

communication.

Instead, social media and text messaging are best suited for different roles during and following natural disasters or other emergency situations. *Fast Company* has written on the Army Corps of Engineers' use of Facebook to offer hyperlocal information to flood victims [6] about flood risks, reconstruction, and insurance issues in their communities. During Hurricane Katrina, social media services were used to distribute aid [7] to residents impacted by the disaster. When mobile phone lines were overloaded during the 2008 Mumbai terrorist attacks, SMS text messages helped relatives obtain information on the safety of hostages [8]. Hotel guests who found themselves besieged by gunmen were able to establish an impromptu communications chain through the use of text messages.

Sadly, during emergencies, some people are "more equal than others" when it comes to communication. Older individuals, the less well-off, Luddites, and those who simply haven't acclimated themselves to the dubious joys of text messages, Facebook, or Twitter will face significant difficulties in keeping tabs on loved ones when the worst happens.

[Image: Talia Frenkel/American Red Cross [9]]

For more stories like this, follow @fastcompany [10] on Twitter. Email Neal Ungerleider, the author of this article, here [11] or find him on Twitter [12] and Google+ [13].

Links:

[1] <http://www.redcross.org/www-files/Documents/pdf/SocialMediainDisasters.pdf>

[2] <https://www.facebook.com/event.php?eid=238978629474464>

[3] <https://www.facebook.com/FacebookDC>

[4] <http://www.hhs.gov/news/press/2011pres/08/20110822a.html>

[5] <http://abcnews.go.com/US/hurricane-irene-category-storm-moves-east-coast/story?id=14369848>

[6] <http://www.fastcompany.com/1753669/army-corps-of-engineers-facebook-flooding-social-media-floodfight-2011>

[7] <http://www.colorado.edu/news/r/6d171e8e97e414b30938db91ab279216.html>

[8] <http://mobileactive.org/terror-attacks-mumbai-mobiles-and-twitter-play-key-role-24-7-reporting>

[9] <https://www.facebook.com/photo.php?fbid=10150241077440071&set=a.10150241076955071.369833.24472055070&type=1&theater>

[10] <http://www.twitter.com/fastcompany>

[11] <mailto:nungerleider@fastcompany.com>

[12] <http://www.twitter.com/nealunger>

[13] <https://plus.google.com/u/0/112680374414703071392/posts?rel=author>

Social Media in Disasters and Emergencies

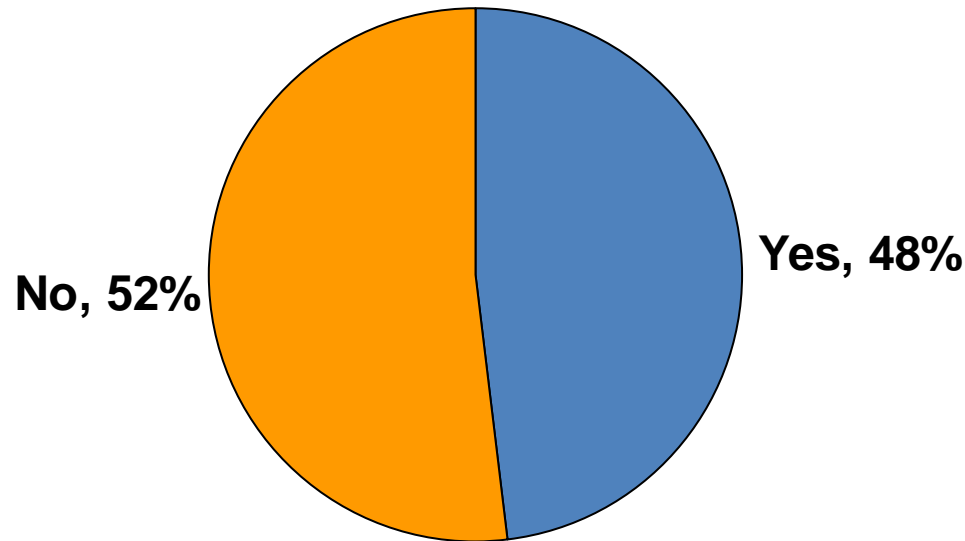
Online Survey of 1,046 respondents and telephone survey of 1,011 respondents.

Report Date: Summer, 2011

Methodology:

- Two similar polls were fielded during the period June 23-27 by CARAVAN® ORC International using two methodologies:
 - Online Survey of 1,046 respondents representative of the US population aged 18 and older on June 23-26, 2011. Respondents for the online survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.
 - Telephone survey of 1,011 U.S. Adults 18 years and older on June 24-27, 2011 conducted by CARAVAN® ORC International. Margin of error is +/- 3.1 percentage points at the 95% confidence level.
- A telephone methodology is industry standard and data from this sample offer insight into perceptions, behaviors, and expectations of the overall U.S. population. In the following poll summary, telephone survey respondents are referred to as the general population. Data from the online sample give a detailed view of perceptions, behaviors, and expectations of people who spend time online.
- Where appropriate, comparisons values have been included from the previous online survey of 1,058 respondents aged 18 and older conducted on July 22-23, 2010 by CARAVAN® ORC International.

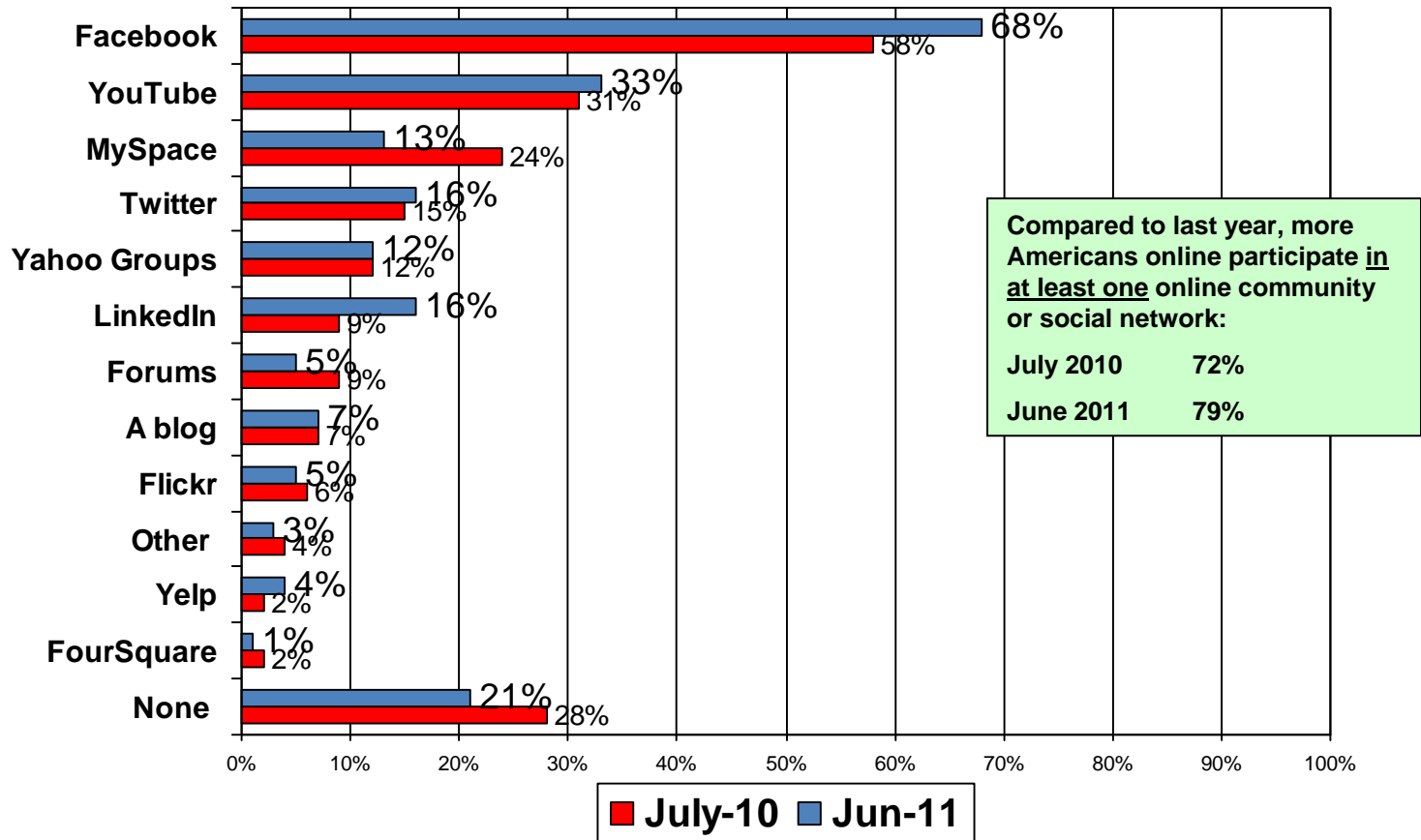
Nearly half of the general population participates in online communities or social networks.



Those in the general population who reside in *metropolitan areas* are more likely to participate in online communities or social networks (51 percent vs. 40 percent for those who reside in non-metro areas).

Do you participate in any online communities or social networks, such as Facebook or Twitter ?

Nearly 8 in 10 (79 percent) of the online population participates in *at least one* online community or social network. Facebook is by far the most popular social media channel.



Which of the following online communities or social networks do you participate in?



For both the general and online populations, differences in who uses social networks are similar.

- Respondents with children in the household are more likely to use social media:
 - Online: 87% vs. 76% for those without children in the household.
 - Telephone: 62% vs. 41% for those without children in the household.
- College-educated respondents are more likely to use social media
 - Online: 83% vs. 73% for those with a high school diploma or less.
 - Telephone: 56% vs. 39% for those with a high school diploma or less.
- Younger respondents are more likely to use social media:
 - Online: 93% of respondents 18-34 vs. 72% of those 35 years and older.
 - Telephone: 79% of respondents 18-34 vs. 37% of those 35 years and older.

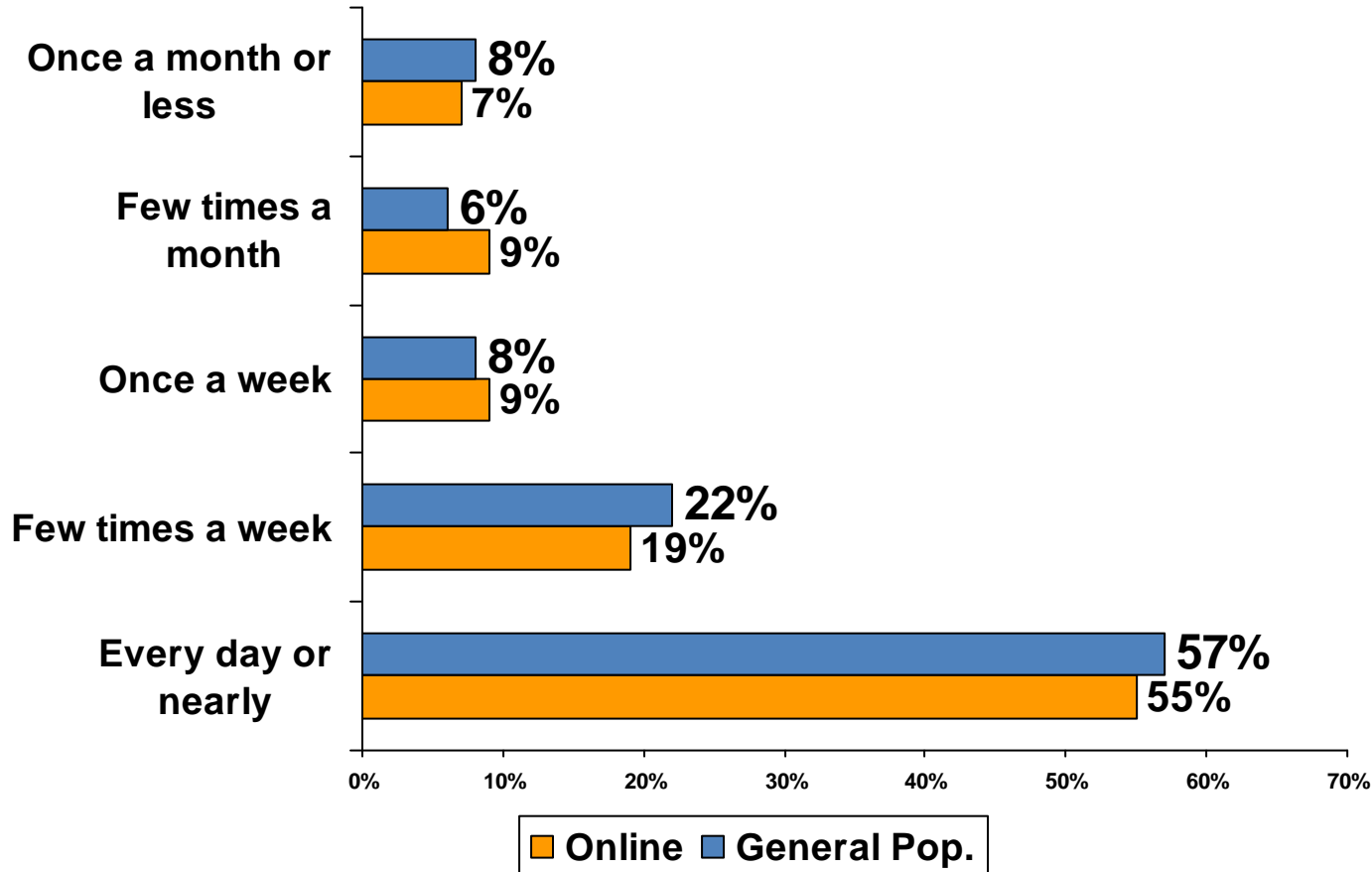
Which of the following online communities or social networks do you participate in?





More than half of those who use social media participate every day or nearly every day.

Base= 79%(online) and 48% (phone) who participate in any online communities or social networks

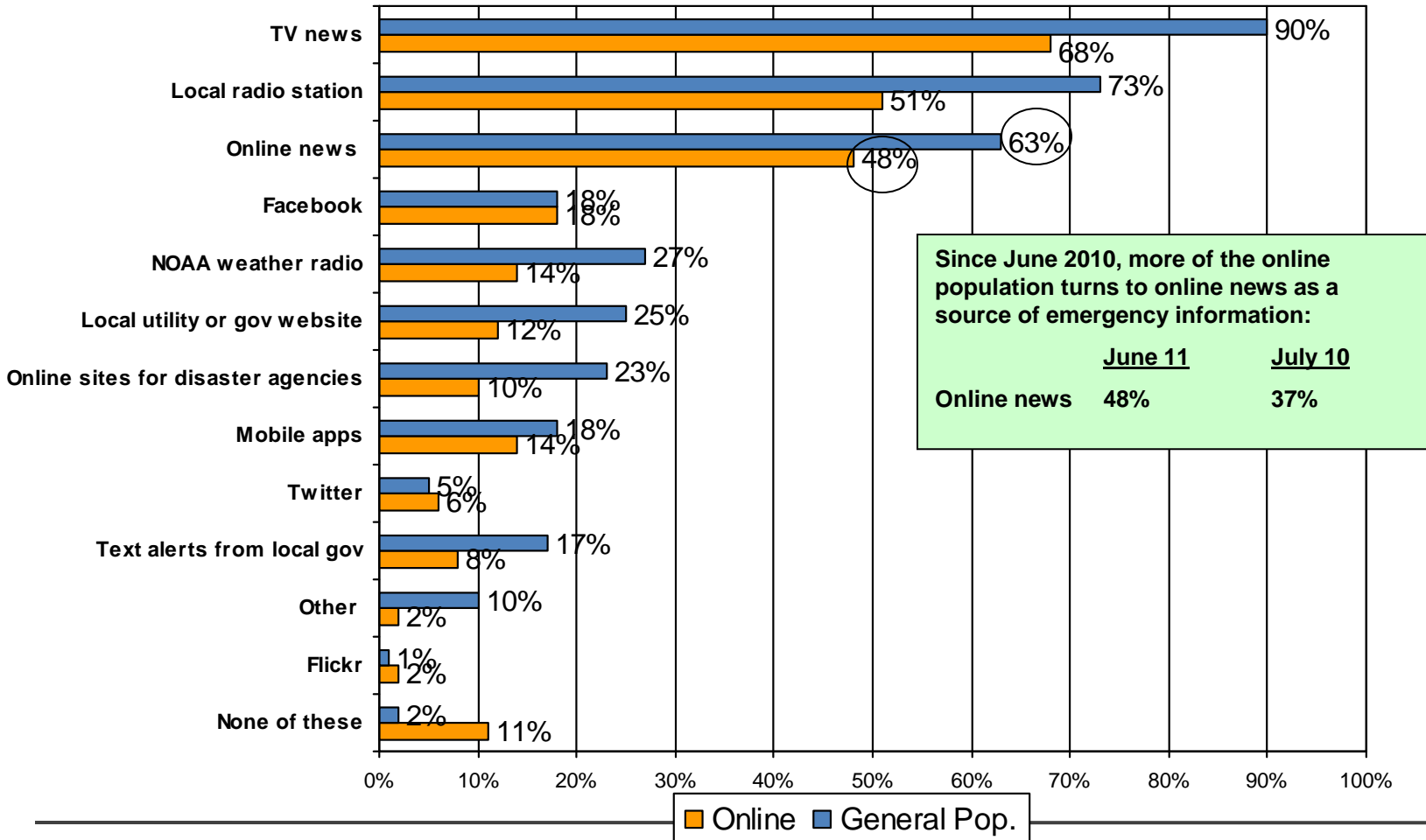


How often do you participate in these online communities or social networks?





While TV news is the preferred source of emergency information for both groups, more than six in ten of the general public and nearly half of the online population rely on online news.

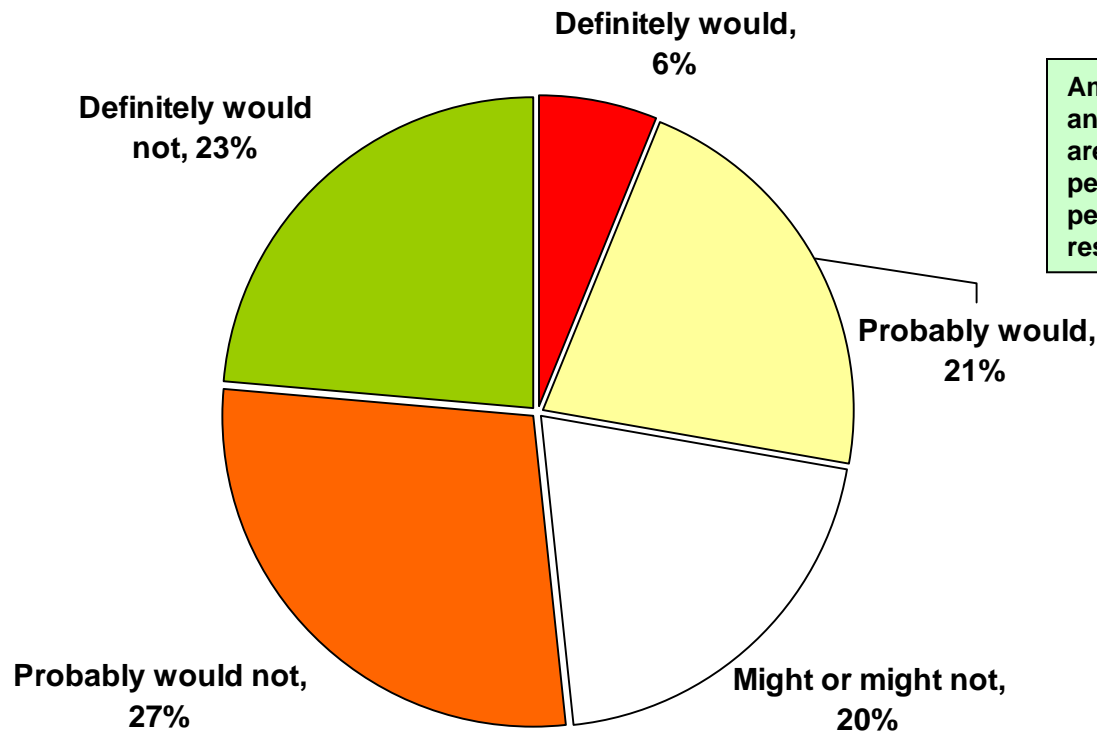


Which of the following communication channels have you ever used to get information about an emergency such as a power outage, severe weather, flash flood, hurricane, earthquake, or tornado?





General population: Nearly half of respondents would sign up for emails, text alerts or applications that provided safety information.



Among the general public, women and those residing in metropolitan areas are more likely to sign up: 32 percent vs. 23 percent for men and 30 percent vs. 20 percent for those residing in non-metro areas.

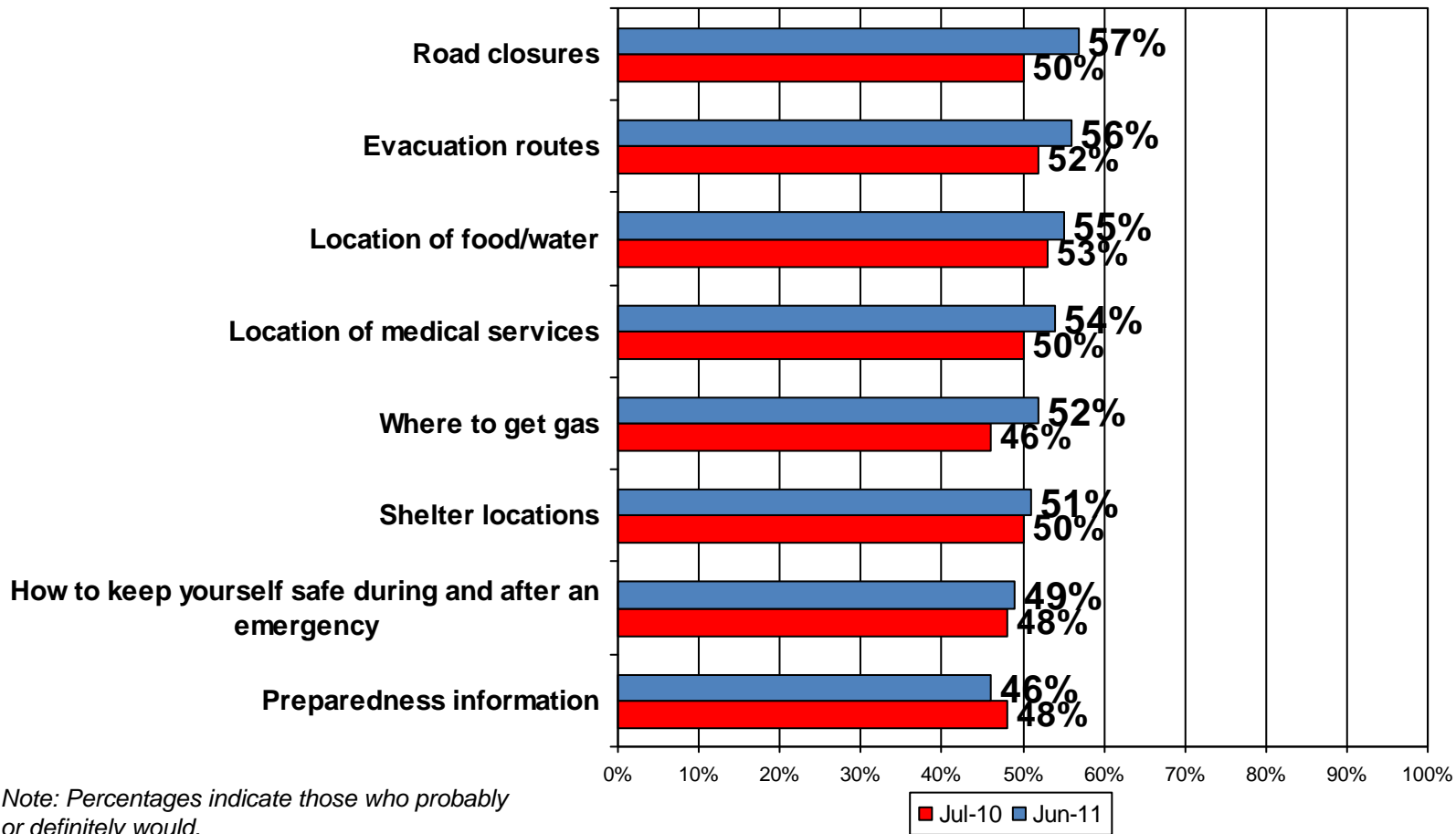
Balance=Don't Know

How likely would you be to sign up for emails, text alerts or applications that provided you with information on how to keep yourself safe during and after an emergency? Would you say you...?





Online population: Compared to last year, more respondents would sign up for emails, text alerts, or applications for information on road closures.



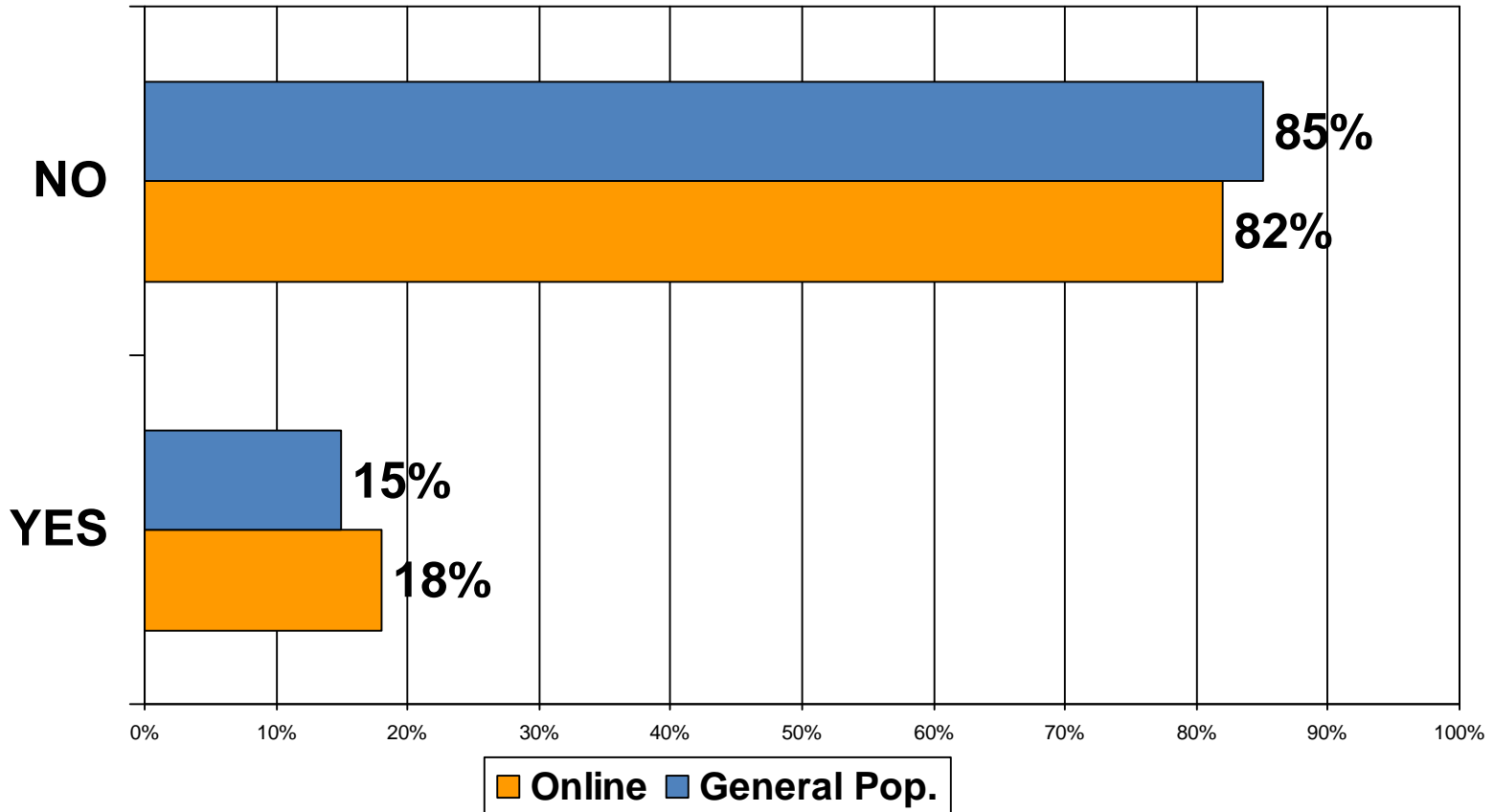
How likely would you be to sign up for emails, text alerts, or applications that provided you with the following information in an emergency?





Nearly one in five online and one in seven general public respondents experienced an emergency or witnessed a newsworthy event and posted information or photos about that event to a social media site.

Base= 79%(online) and 48% (phone) who participate in any online communities or social networks



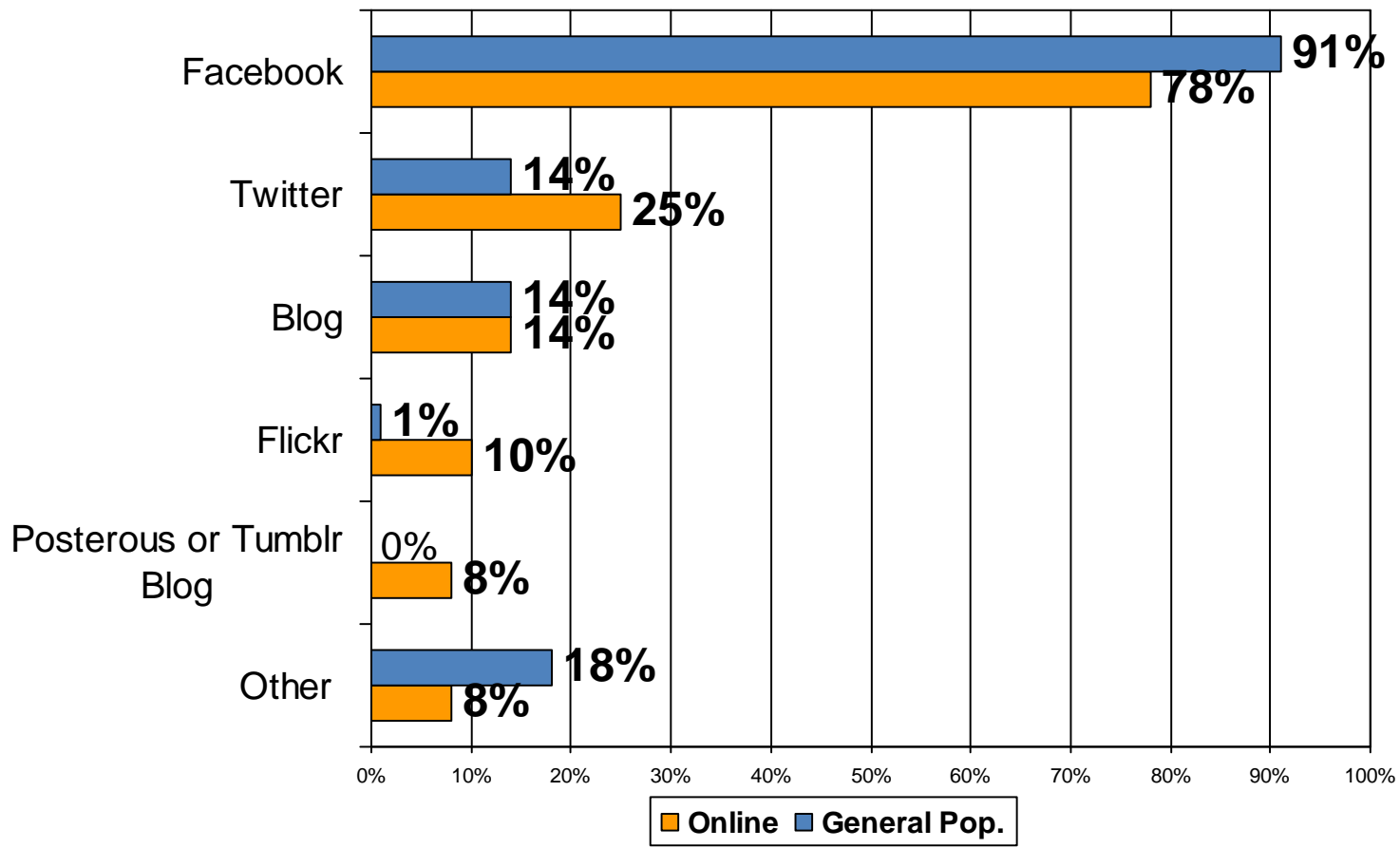
Have you ever experienced an emergency or witnessed a newsworthy event and posted information or photos about that event to a social media site?





Facebook was the most popular site by both the general and online populations for posting emergency or newsworthy information. The online population was more likely than the general public to post on Twitter, Flickr, or Posterous/Tumblr blogs.

Base=Those who use social media channels have posted information or photos about an emergency or newsworthy event to a social media site.



On which sites did you post this event? (Select as many as apply.)



If unable to reach local EMS, more than one in five of the general public would try to use an online channel to convey their need for help.

- Online usage (e.g. send email, post on website) 22%
- Walk to nearest police, fire or EMS station 20%
- Drive 15%
- Cell Phone/Phone 8%
- Text Message 3%
- In person/Walk there 3%
- Send someone/Have someone else contact them 2%
- Smoke signals 1%
- CB Radio/Ham radio 1%
- Social Networking Channels 1%

Imagine that someone you know needs help urgently and you haven't been able to reach the local emergency medical services, police or fire department by telephone. What other ways would you try to get in touch with local emergency services to ask for help? Anything else? (Open-ended)



About one in four of the online population would try an online channel for help, if unable to reach local EMS.

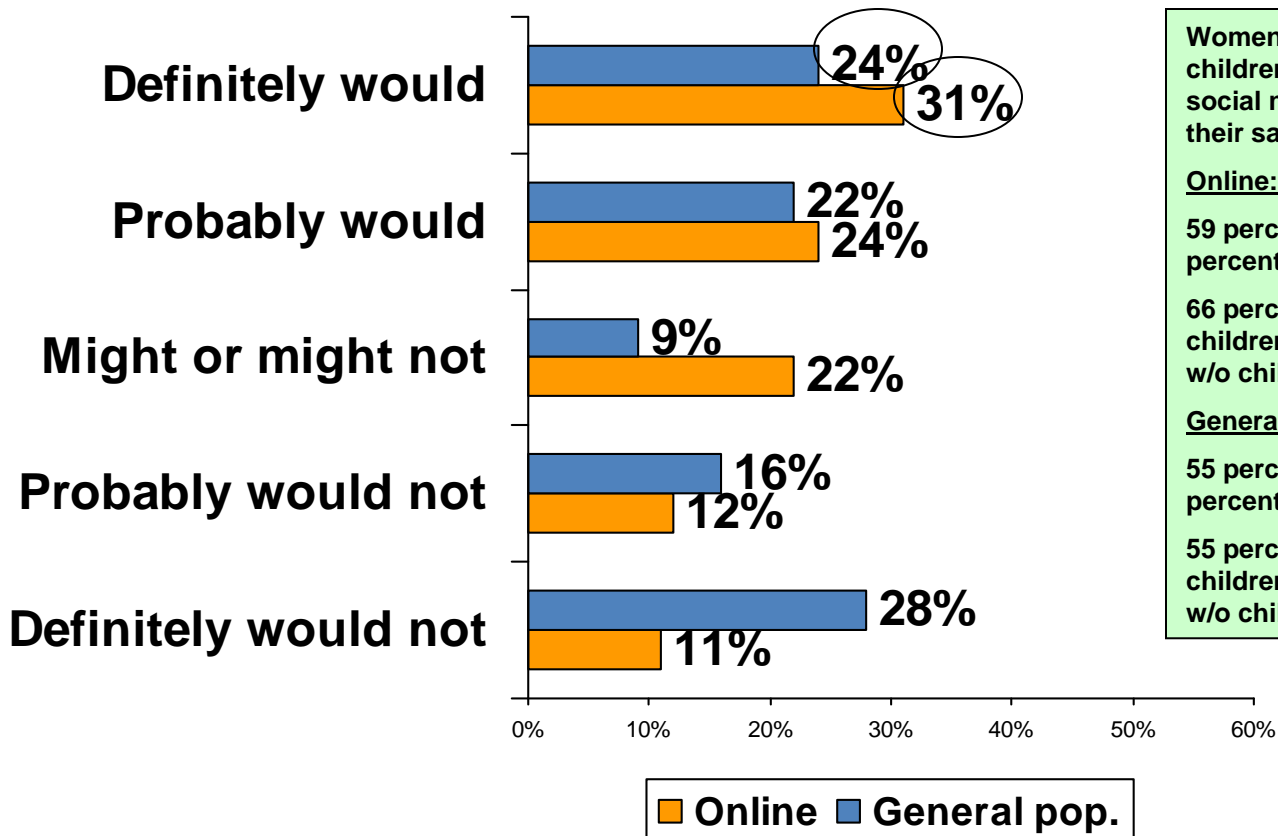
- Online usage (e.g. send email, post on website) 26%
- Drive 20%
- Phone/Cell phone 16%
- Social Networking Channels 9%
- Text Message 9%
- Send someone/Have someone else contact them 6%
- In person/Walk there 6%
- Walk to nearest police, fire or EMS station 2%
- CB Radio/Ham radio 2%

Imagine that someone you know needs help urgently and you haven't been able to reach the local emergency medical services, police or fire department by telephone. What other ways would you try to get in touch with local emergency services to ask for help? Anything else? (Open-ended)





Nearly a fourth of the general public and a third of the online population would definitely use social media to let loved ones know they are safe.



Women and households with children are more likely to use social media channels to inform of their safety.

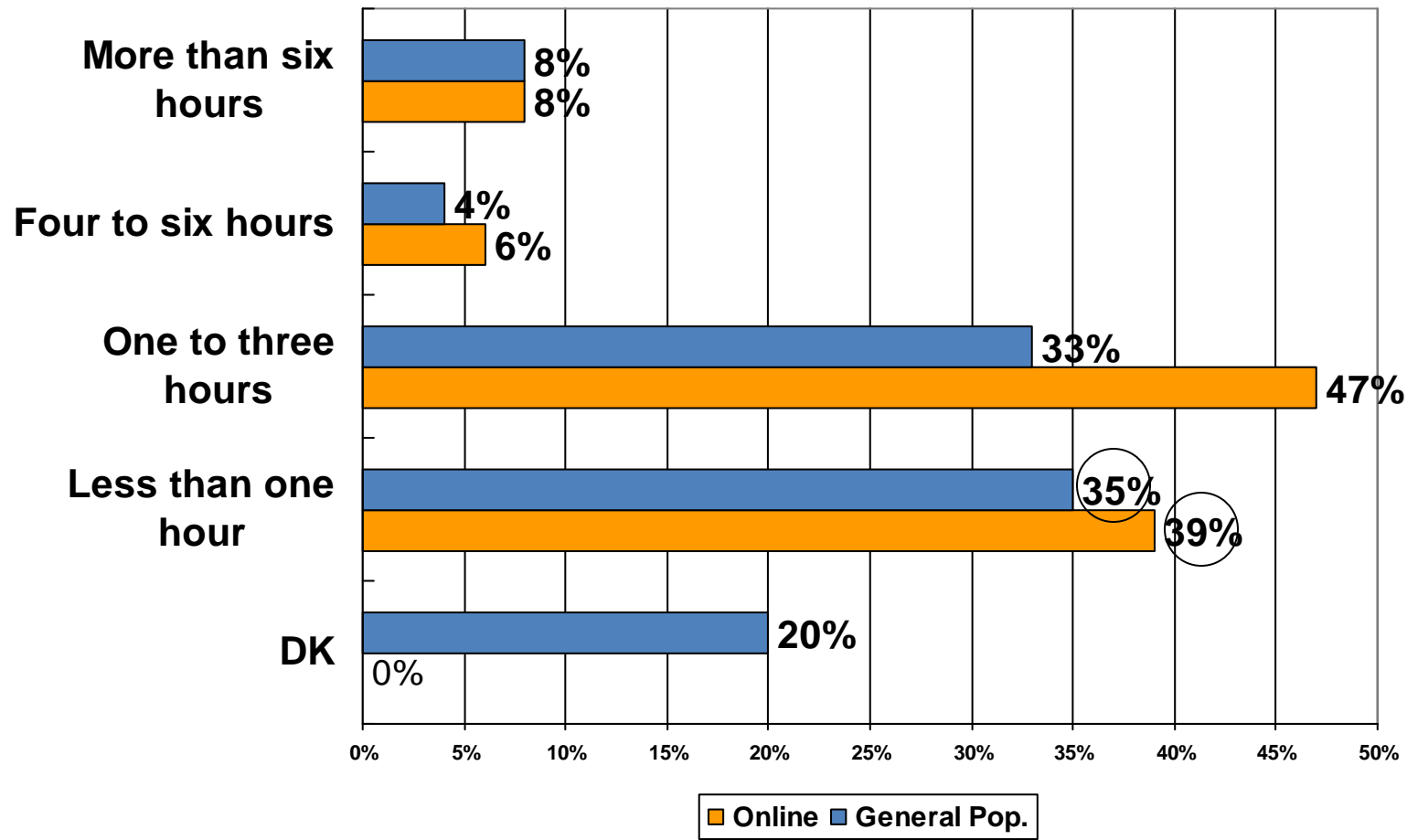
Online:
59 percent for women vs. 51 percent for men
66 percent for households with children vs. 51 percent for those w/o children

General:
55 percent for women vs. 37 percent for men
55 percent for households with children vs. 42 percent for those w/o children

In an area-wide emergency, how likely would you be to use social media channels, such as Facebook or Twitter, to let your friends and family know you are safe?



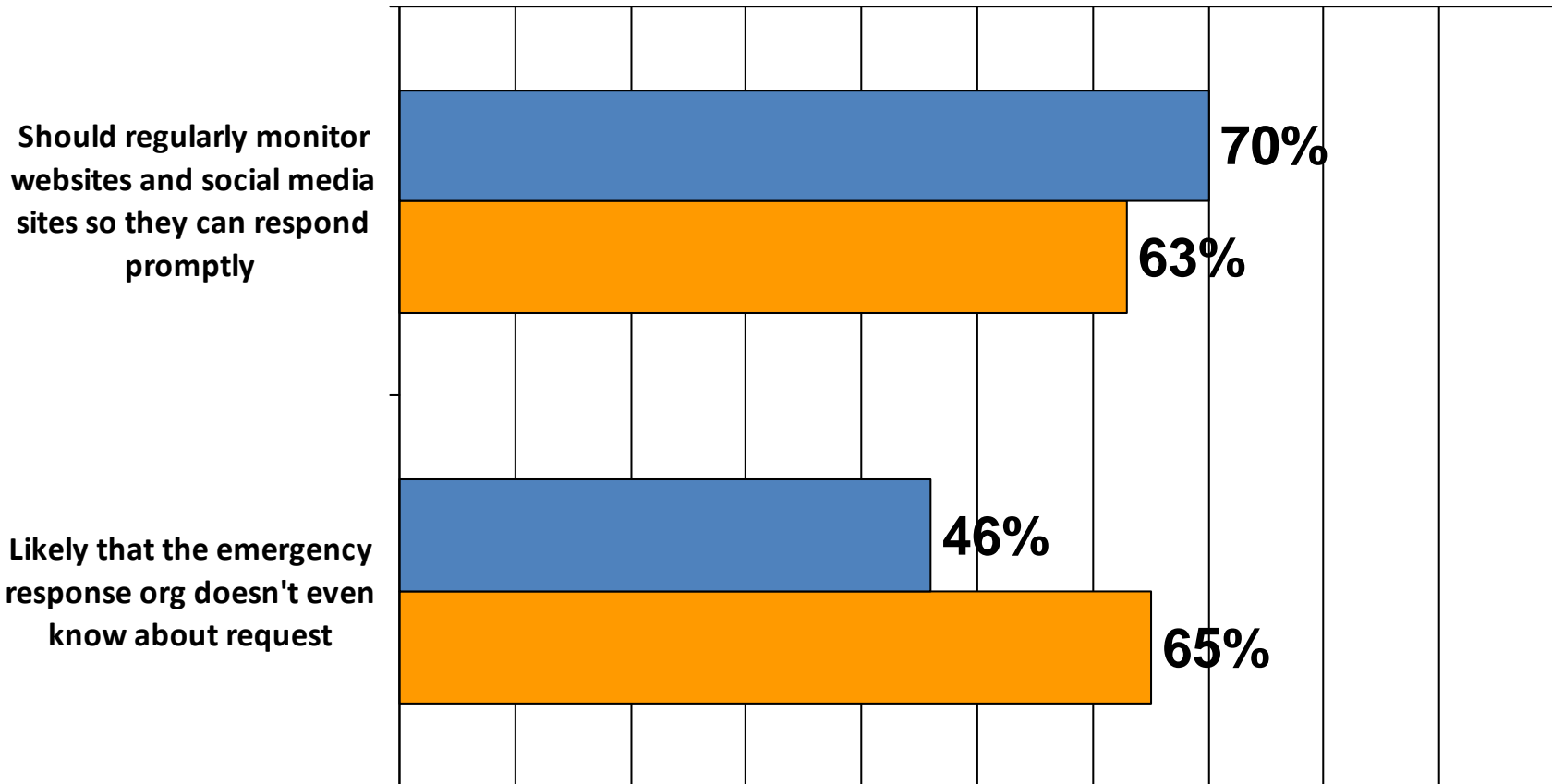
At least a third of the general and online populations would expect help to arrive in less than one hour.



If you posted a request for help to a social media website, how long do you think it should reasonably take for help to arrive? (Open-ended)



While the majority in both populations feels that local emergency response organizations should regularly monitor their websites for emergency requests, 46 percent of the general public and nearly two-thirds of the online population doubt that they do.



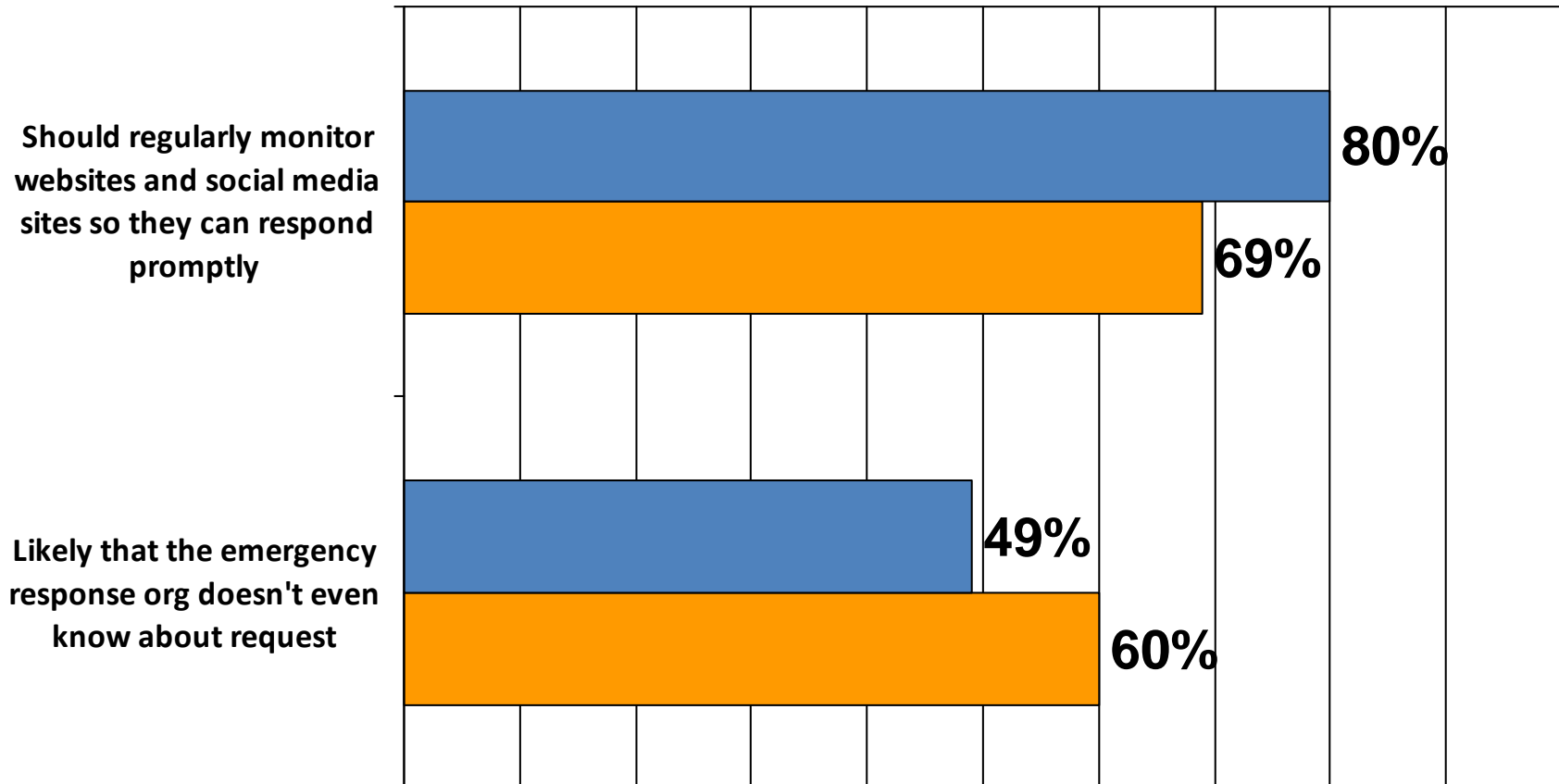
Note: Percentages indicate those who strongly agree or agree

Online General Pop

Imagine that you posted an urgent request for help on a social media site of a local emergency response organization such as your local emergency management, fire department or police department. To what extent do you agree or disagree with the following statements? *Split Sample*



Among the general public, expectations are higher for national emergency response organizations, as eight in ten expect regular monitoring.




Note: Percentages indicate those who strongly agree or agree





■ Online ■ General Pop

Imagine that you posted an urgent request for help on a social media site of a national emergency response organization such as FEMA or the American Red Cross. To what extent do you agree or disagree with the following statements? *Split Sample*






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HHS sponsors contest for Facebook personal preparedness applications

Federal officials are challenging software application developers to design new Facebook applications to help people prepare for emergencies and get support from friends and family after an emergency strikes – from personal medical emergencies to natural or man-made disasters.

The U.S. Department of Health and Human Services' Office of the [Assistant Secretary for Preparedness and Response](#) (ASPR) issued the ASPR Lifeline Facebook Application Developer Challenge in collaboration with the [Federal Emergency Management Agency](#) (FEMA), a health-focused online community of developers, designers, patients, providers, health care organizations that promotes health technology innovation.

The online challenge runs throughout National Preparedness Month in September and the remainder of the 2011 hurricane season, closing Nov. 4.

"After disasters, a tremendous number of people use Facebook to post and share information," said Assistant Secretary Nicole Lurie, M.D., a rear admiral in the U.S. Public Health Service. "We're challenging our country's most innovative developers to create apps that help people use Facebook not only to reach out to friends and family for any kind of help they may need after emergency but also to become better prepared in the first place."

The person or team developing the best application will receive \$10,000 from HHS and free admission from Health 2.0 to the 2012 Health 2.0 conference, and will be invited to an HHS event with Dr. Lurie. Second place will be awarded \$5,000, and third place will receive \$1,000.

While most tools take months or years to roll out, the first place challenge winner will work with the U.S. government and Facebook immediately to get the application into use just weeks after selection.

Submissions will be judged on the application's ability to enhance community connections and improve individual preparedness. The goal is an app that enables a Facebook user to invite three Facebook friends to become lifelines, points of contact who agree to act as a source of support during disasters such as providing transportation, a place to stay or anything else the Facebook friend may need.

The ideal application includes a way for users to identify lifelines, to create and share a personal preparedness plan including health considerations with these lifelines, and to encourage others to use the application. Additional considerations include being easy to use on basic mobile devices, incorporating Geographic Information System (GIS) locating or tagging, and connecting with other social media and emergency relief technologies.

All submissions will be reviewed by judges from Facebook, ASPR, FEMA, and the New Orleans Health Commissioner.

To register as a participant in the ASPR Lifeline Facebook Application Developer Challenge, visit <http://challenge.gov/challenges/220>, or <http://www.health2challenge.org/2011/07/12/the-aspr-lifeline-facebook-application-challenge/>.

Federal employees, federal contractors, and recipients of federal grants may not participate in the challenge using time paid by federal funds. Winners must be U.S. citizens, permanent U.S. residents or businesses incorporated in and maintaining their primary place of business in the United States.

The HHS Office of the Assistant Secretary for Preparedness and Response coordinates the federal public health and medical response to disasters, leading the nation in preventing, preparing for, and responding to the adverse health effects of public health emergencies and disasters. ASPR focuses on preparedness planning as well as response; building federal emergency medical operational capabilities; countermeasures research, advance development, and procurement; and grants to strengthen the capabilities of hospitals and health care systems in public health emergencies and medical disasters.

To learn more about ASPR, visit www.phe.gov.

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Public Turning to Social Media Sources for Information During Disasters and Major Events, CU-Boulder Researchers Find

April 15, 2009

In the immediate aftermath of the 2007 Virginia Tech shootings, students at the university were shocked, confused and wanted answers to simple questions: who was responsible and who were the victims?

When traditional sources for that information proved too slow for the survivors on the small campus, they turned to a familiar place for answers: Facebook. The social networking site, seen by many as more of a time waster than an actual networking tool, quickly became the fastest and most accurate destination for students seeking information about those they feared were killed in the attacks.

Now some University of Colorado at Boulder researchers are looking at how social networking sites like MySpace, Facebook and Twitter are challenging the age-old concept of "official sources."

Leysia Palen, assistant professor in the computer science department and director of the ConnectivIT Lab, is leading projects on the use of technology in disasters and is halfway through a five-year National Science Foundation CAREER grant to study data dissemination in disasters. Palen said that even in the short time since she first submitted her grant proposal prior to Hurricane Katrina, the communication landscape has changed significantly.

"My group's research has evolved because the rate of technological change is so rapid, and the number of people using it has increased immensely since Katrina," said Palen. "Across emergency situations, we continue to ask: What kind of information are people sharing, how do they adapt technology to their situation, and how do they coordinate with others on such a large scale?"

Palen and her colleagues have been examining a growing number of disasters and large-scale emergencies since Katrina, researching how those events have materialized and been discussed online, and how that interaction has changed over time.

"It's becoming more organized," said Palen. "We see evidence that people are learning that online sources and communication can be very critical. Looking for help, searching lists of the missing, finding emergency housing online. It's become an important complementary news source and a way to get involved."

In the case of Hurricane Katrina, Palen said, the use of online media was new, but was an important way that the outside world could connect with those affected by the crisis. People converged online -- in discussion forums and on Web sites -- to offer help to victims.

"Would we see a different communications story today if Katrina were to happen again? Yes," said Palen. "People are increasingly going to online sources -- with new ones emerging every day -- and learning how to behave online in emergency situations. There is some cultural learning going on here. We're watching the change, watching societal-level interaction become very, very

different. We see this happening on an even weekly basis with each new event."

Palen said much of the online social interaction centers around the "emergency period" of an event. Her work aims to find out how people interact online before, during and after such disasters and emergencies.

"We're trying to look at all the different phases of an emergency," said Palen, "the before, during and after. With a flood, for example, we can look at how people are behaving when they are under threat. People have different needs during different phases."

Palen's research will help introduce new tools that will allow for the automation of online data so public and emergency managers can make the most of online communication.

"We're at a stage of launching into a multidisciplinary effort," said Palen. "This work is spawning new research in computer science, cognitive science and information science."

Jeannette Sutton, research coordinator at the CU-Boulder Natural Hazards Center, also has been examining how the public gets information during disasters. Her research shows that traditional sources, like spokespersons, are being relied upon less by the public, who are instead turning to social media outlets.

"It's changing the way we can communicate," said Sutton. "We are no longer reliant simply on communication from public officials. We can find and share information online."

Sarah Vieweg, a doctoral student in the ATLAS program and a member of the ConnectivIT Lab at CU-Boulder, studied the online presence of Virginia Tech students during and after the 2007 shootings. She found that between Facebook and Wikipedia, the complete list of victims was correctly compiled before that information was officially released by Virginia Tech.

"No posting of a victim name was ever incorrect in the lists we studied," said Vieweg. "People were very careful about posting a name. They really adhered to a social ethos. We saw a couple of instances where people would post a name and others would say 'What are your sources?' Rumor-mongering isn't the norm. Accuracy actually happens much more frequently than people may think. People understood this was a dire, desperate situation."

Sutton also has been looking at how public policy is putting official sources further behind when it comes to disseminating information during a disaster. Following the 2007 wildfires in southern California, Sutton, Palen and their University of California, Irvine colleague Irina Shklovski surveyed residents about how they used technology during the event.

"A lot of the time they spent online was to provide information that wasn't being provided or to correct information put out by official sources," said Sutton. "Emergency managers are trying to adapt and keep up with changes in technology and social media, but we don't yet know how members of the public are using them."

This, she said, is in part due to the culture of using only official sources. Public officials are often barred from accessing social media sites because of information technology security policies, but they are also seen as time wasters or as poor sources of information. This cultural mindset is so strong, Sutton said, that even when the ban on accessing social media was lifted for the 2008 Democratic National Convention in Denver, officials still didn't use them.

"What I found is that even though they lifted the bans, they still went to traditional media sources," said Sutton. "They paid some attention to blogs, but mainly credentialed ones. There was no attention given to Facebook or Twitter."

For more information on Palen's ConnectivIT Lab visit www.cs.colorado.edu/~palen/connectivIT/. For more information on the Natural Hazards Center, part of CU-Boulder's Institute of Behavioral Science, visit www.colorado.edu/hazards/.

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