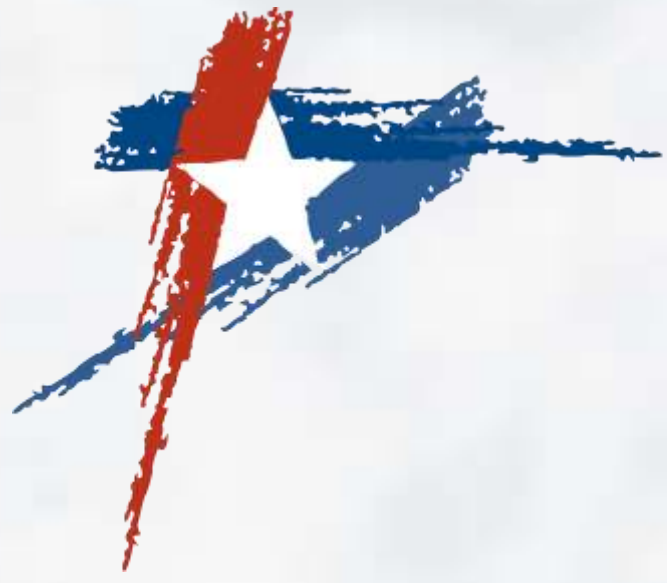




Effective Problem Solving — Solutions from the Best of the Best

STORM  **STORIES**





Matt Fitzgerald

To You

7:19 PM



Good Evening,

We will have crews beginning sanding operations now. I don't know if this is a good time for you to get footage because we are all over the place and its frantic as ice is beginning to show up everywhere in the last hour. Please let me know if you want to come out and I will do my very best to coordinate with you but the road conditions are staring to deteriorate. I can also try and get footage for you in the interest of your safety. Just let us know and we will do our best to work with you. Thanks and stay safe out there!

Matt Fitzgerald

Transportation Superintendent

Street Maintenance Division

City of Round Rock





IT'S NOT WORTH IT!
STAY OFF THE ROADS, ROUND ROCK.

ROAD CONDITIONS CONTINUE TO DETERIORATE IN OUR AREA. LOCAL PUBLIC SAFETY TEAMS HAVE RESPONDED TO MULTIPLE ACCIDENTS CAUSED BY SLICK ROADWAYS. PLEASE STAY OFF THE ROADS.



Round Rock, Texas – City Government
February 15 · 🌐

!! Please only use water for drinking and cooking. !!

Your efforts to conserve water will help the City do its part to help ERCOT restore power across the state during this time of unprecedented sub-freezing weather.



CONSERVATION ALERT

ROUNDROCKTEXAS.GOV

Round Rock asks customers to curtail water use so utility can use less electricity

RUMOR CONTROL

The City was made aware of a rumor stating that Round Rock residents would lose water service for multiple days. This is not accurate.

We have generators in place and operational to help us pump water through the system. However, we do ask that everyone curtail non-essential water usage so the City's water treatment plant can do its part to conserve electricity. At this time, we are prepared to continue to provide water service at its current level.



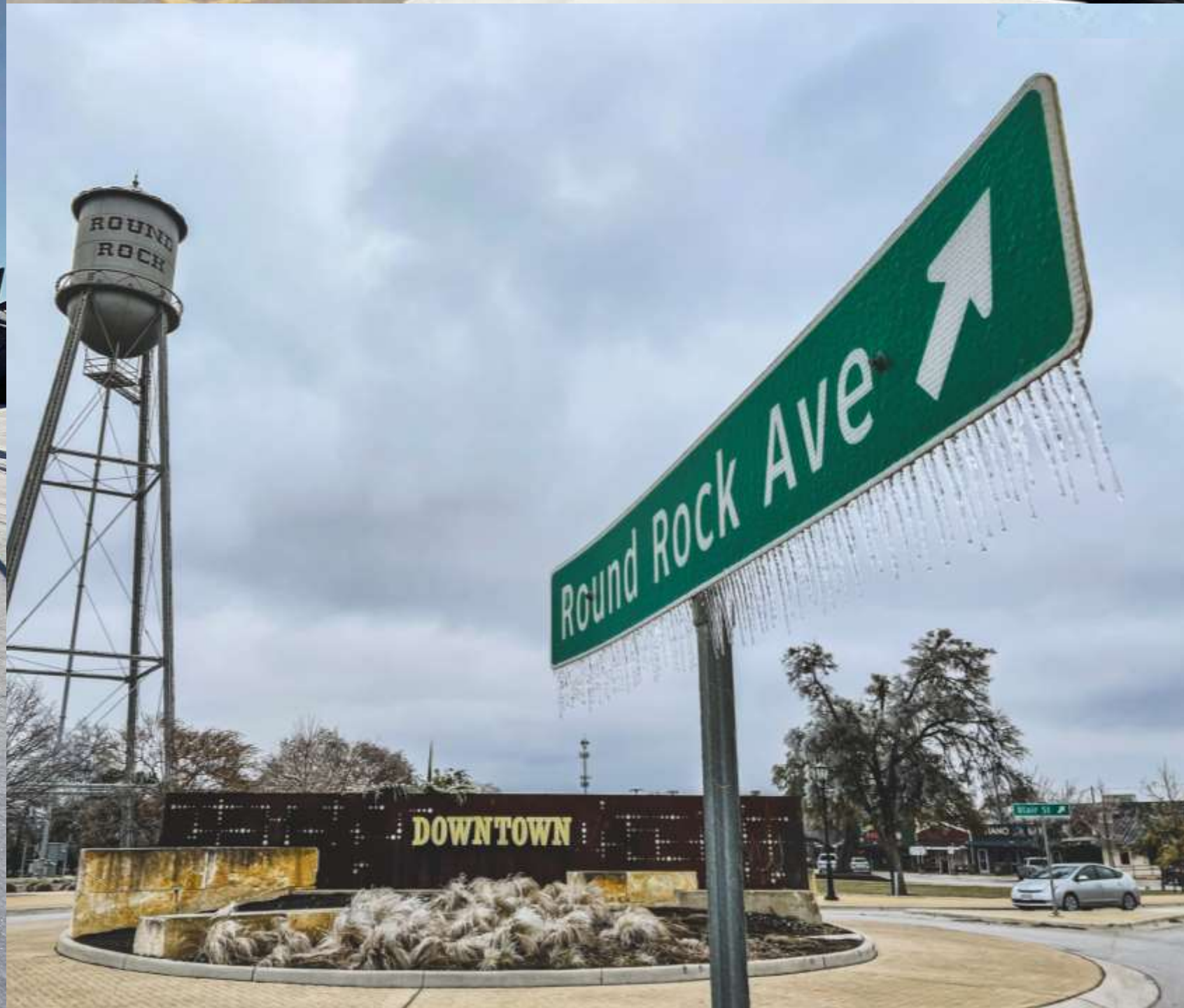
ROAD CLOSURE NOTIFICATION

WATER UPDATE

The City of Round Rock is **NOT** currently under a boil water notice. A boil water notice was never issued for our customers during the recent weather event.

City water is safe for all uses.







Returning to “normal”



🕒 Laurie Hadley <lhadley@roundrocktexas.gov>

Monday, February 22, 2021 at 7:58 AM

To: 🕒 Laurie Hadley

To all –

What a crazy week we just experienced.

First, I hope you and your family are safe. I know many of you are still without potable water, some are without water at all, and a smaller number are without power. If you know of anyone in these situations please do what you can to help them find appropriate services. We are a community and helping people does not have to end at our city limits.

If I can help in any way, let me know.

I wanted to take a moment and thank our wonderful team for all the hard work accomplished last week. Because of future-focused planning and preparation, teamwork, ingenuity, compassion, and an extreme dedication to service, our community fared far better than could have been the case. We will be working to document the harrowing and service-minded actions of our employees over the coming days for posterity. If you have a story where City employees went above and beyond please share them through your chain of command or via email with our Communications and Marketing Department at: sbustilloz@roundrocktexas.gov

I can't thank our team enough for all the things you do on a daily basis. When times get tough our team rises to the occasion and last week was a shining example of that.

It is truly an honor to serve with you!

Laurie

ROUND ROCK TEXAS



The goals

- Showcase the hard work of our employees and the strategic planning that made our winter weather response possible
- Enhance credibility with our residents; inform them of the great value they receive through City services



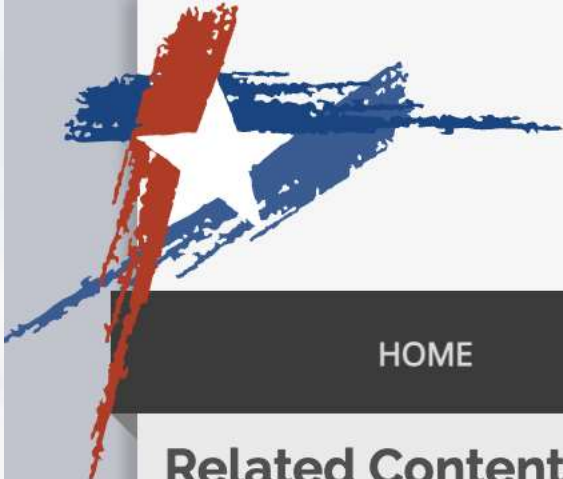
The problem



ROUND ROCK TEXAS



The solution



ROUND ROCK TEXAS

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See something, do something: A streets crew makes a life-saving decision

 March 3, 2021

 Posted In: [Storm Stories](#)

 Tagged: [top news](#)

City employees who drive as part of their jobs are taught to act as eyes and ears for other departments as they are driving around the community.

On Tuesday morning, Feb. 16, that practice saved a home and likely some lives.



The solution



HOME NEWS JO

HOME ABOUT ROUND ROCK ▾ SERVICES ▾ DEPARTMENTS ▾ BUSINESSES ▾

The plan was finalized Wednesday morning, and in less than two hours the caravan made its way out of Round Rock, down the interstate to Georgetown and then wound its way to the lake – an 11-mile trek on iced-over roads, around a jack-knifed 18-wheeler and finally uphill and downhill to the lake. **Here's Street Superintendent Matt Fitzgerald, who was in the last vehicle in the caravan, describing the journey:**



CityofRoundRock
Matt Fitzgerald: A Trip Worth Taking

0:02 0:45

417

SOUNDCLOUD

Share

The caravan arrived a little after noon. Within two minutes, the generator ran out of fuel. The generator was refilled, then primed – hold your breath – and fired back up. The pumps begin pushing water, again, to the City's treatment plant.

Crisis averted.

For the moment.

While all this drama is unfolding, Thane, the Utility Director, was working the phones with the PEC. The generator can only power two pumps, which, in turn, move around 17 million gallons of water a day (MGD) into the system – as the week progressed, water demand rose to 20 MGD. So the City had to get a *third* pump up and running. The PEC agreed to flow electricity to the pump station – about six hours after the delivery of the big diesel tank.

ROUND ROCK TEXAS

‘I literally felt like we were living next to angels’

📅 February 25, 2021 | ⌚ 1:15 pm

Even if they weren't on the job during the winter storm event, many City employees still reached out to help their neighbors. [Parks and Recreation](#) Director Rick Atkins received the email below about Davetta Edwards, an administrative assistant at the main Parks office.

“My neighbor, Mrs. Davetta Edwards and her husband, were absolutely a blessing to my family and me during the snow storm. The day began with a delivery of donuts, and then assistance in finding us a hotel room for the next couple of nights. She knew of my young children and baby, and really helped ease my panic.

“The next days have been filled with text check-ins and a visit from their magnificent son offering us and my other neighbor firewood. My other neighbor was hungry, so they offered the LAST of their food to help feed them.

“Before that day, we hadn't even exchanged phone numbers, and now, I feel like we've made friends for life! Their assistance has been a Godsend, and I couldn't be more grateful. I literally felt like we were living next to angels.”



Davetta Edwards







Round Rock, Texas – City
Government is 😊 feeling
proud at Alan Baca Center.



February 26 · Round Rock · 🌐

**Before it could open, warming
center needed rescue**

Round Rock's warming center ultimately served 41 residents over two days of sub-freezing temperatures, but before it opened staff walked into two inches of standing water.

See less

👍❤️😱 172

12 Comments 13K Views

23.4K
People Reached

220
Reactions, Comments,
and Shares



The response

- **256,746** impressions;
20,298 engagements on Facebook
- **9,395** unique page views on Storm Stories blogs at roundrocktexas.gov



ROUND ROCK TEXAS



A team effort

Director – wrote
blog posts

Assistant Director –
conducted
interviews,
trimmed audio
clips (Audacity,
SoundCloud)



Multi Media Specialist – created
video and recorded audio

Social Media Manager –
created social
elements/videos
(Wavve)

Digital Designer –
created branding
for Storm Stories
(Canva)

ROUND ROCK TEXAS



Why it was successful

- Buy-in from City Management
- Anticipating the pivot from the emergency to recovery mode
- Collaborative tools
- Building relationships of trust with staff who will be your points of contact in an emergency
- Approaching project with compassion and intent to honor efforts of all City employees



Effective Problem Solving — Solutions from the Best of the Best

STORM



STORIES