

Communications Timeline: Boil Water Event 9/22-9/24/2018

Date	Facebook Posts	Reach/Engagement Rate	Twitter Posts	Website Updates	Everbridge Notifications	Press Conference	Message/Notes	Phone Calls Received
22-Sep	First Notice 5:13 p.m.	50,659/25%/274 Comments	First Notice 5:13 p.m.	First Notice 5:08 p.m.	Sent to affected area only: 5,990 contact points		Boil Adv Issued	
	Live Stream HCTV 6:16 p.m.	1,166 viewers/27 shares				6:16 p.m. HCTV, KDWA	Press Updates	
	Facebook Live 8:14 p.m.	8,536/48%/75 comments					FAQs, don't call 911	
							<i>All major TC news stations aired on 10 p.m. news</i>	
							<i>Additional coverage on Pioneer Press & MPR</i>	
23-Sep	Everbridge Reminder 11:21 a.m.	4848/27%/44 comments	Everbridge Reminder 11:25 a.m.		Sent to affected area only: 5,777 contact points		How to sign up for Everbridge	
	Sunday Web Update 12:13 p.m.	10,438/25%/29 comments	Sunday Web Update 12:13 p.m.	Sunday Update 12:08 a.m.			Chlorination complete. Free Water at Cub, help a neighbor, next steps (testing)	
	FB Live at Cub Food 2:27 p.m.	3,660 viewers/61%/107 comment					Info about Cub donation, where to go, Mike spoke, showed volunteers.	
	Final Web Update 3:51 p.m.	2,904/18%/4 comments	Final Web Update 3:51 p.m.	Final Update 3:45 p.m.			Water still available, system flushing began, notice of chlorination tips, thanks.	
	Instagram Share 4:31 p.m.	3,907/19%/7 comments	Instagram Share 4:31 p.m.				Working together in times of need...positive message.	
24-Sep	Monday Web Update 11:03 a.m.	5,157/21%/10 comments	Monday Web Update 11:03 a.m.	Monday Web Update 11:00 a.m.			awaiting results, hard copies & water at CH, Everbridge	
	Monday Web Update 6:13 p.m.	32,492/13%/43 comments	Monday Web Update 6:13 p.m.	Monday Web Update 6:13 p.m.	Sent city wide 11,287 contact points	Nick live at KDWA	Lifted Advisory: what should you do, investigation, more info	
25-Sep						4:56 p.m. HCTV, HSG, KDWA	Follow up: how/when, city reaction, details, confirmed cases, biggest challenges, next steps, MDH assessment, ongoing chlorination, additional testing	Am I in area? Is water safe? What to do?
26-Sep	Wed Web Update 10:43 a.m.	3,023/45%/ 34 comments	Wed Web update 10:43 a.m.	Wed. Web Update 10:41 a.m.				How to flush system. Timeline. Next Steps.
27-Sep						KDWA followup & HSG article out	Why didn't we use Nixle? Nixle vs. DCC.	Chlorination
28-Sep							Met with MDH & DCC	very few. General questions.

DCC Emergency Notification Call Data

	<i>(call description)</i>	Saturday - Call 1	Saturday - Call 2	Sunday	Monday	<i>Additional Notes/observations</i>
Target Area		Affected Zone	Affected Zone	Affected Zone	City Wide	
Total Calls Attempted		5787*	4,681	4,682	11,287	
ID number used		RANDOM #	480-6185	480-6185	480-2344	
Delivered	<i>Person answered phone and listened</i>	92	74	113	345	
Email or Text	<i>(opt in preference)</i>	93	71	70	990	
Confirmed	<i>Recipient pressed # upon completion to confirm delivery</i>	105	113	73	368	
Delivered to Voicemail		803	729	728	2,508	
TOTAL DELIVERED		1093	987	984	4211	
ND: Undef/unavail	<i>phone is switched off or out of range, number is blocked</i>	1015	48	47	88	
ND: invalid number		40	37	36	140	
ND: line busy		591	581	580	16	<i>appears to be all Smead #s</i>
ND: no answer		2,567	2,544	2,543	5,020	<i>people don't pick up their phones anymore. Scams/distrust/telemarketers</i>
ND: out of service		222	227	226	319	
ND: recipient hung up		157	175	174	923	
ND: Voicemail hung up	<i>voicemail box full/unable to leave msg</i>	99	82	81	227	
TOTAL NOT DELIVERED		4691	3694	3687	6733	

**Saturday
 callback number
 was incorrect. DCC stopped
 process and restarted with
 correct callback after approx.
 1,000 calls.*

*Second attempt
 did not include those that were
 delivered in the first attempt.*

Last Update: 10/1/18, 5 p.m.

Operations Timeline

Date	Action & Notes
18-Sep	Routine Sampling Across City at 13 locations
	Delivery to Twin City Water Clinic Lab
	Lab has 24 hours to begin test culture
20-Sep	1:30pm - Twin City Water Clinic Informs City of results:
	E. Coli present in three (3) samples - City Cold Storage, Public Works, and Civic Arena
	Total Coliform present on one (1) sample - private property along 33rd Street
	All tests showing presences are within City's lower pressure "old system" zone
	Twin City Water Clinic, as required, notifies MN Departement of Health - Simon McCormick
	MDH has 24 hours to visit City to collect new samples
21-Sep	Morning: City takes companion samples from the four locations showing presence of contamination, and delivers those samples to City of Bloomington Water Lab for companion testing
	Mid-afternoon: MDH's Simon McCormick visits City and meets with PW Staff (Mark Peine, Eric Kramer) to visit all affected sites and take new samples for confirmatory testing
22-Sep	10am - City of Bloomington Lab contacts Eric Kramer to inform City that two of four City companion samples show presence of Total Coliform, but NONE have presence of E. coli.
	1:00pm - MDH's Simon McCormick contacts Mark Peine to inform City that X samples show presence of Total Coliform, NOT E. coli . However, since sample result the the day prior on 21 September showed E. coli, a boil advisory order would be necessary.
	2:00pm - City holds conference call with MDH to discuss next steps. MDH makes it very clear that City has 24 hours to make announcement.
	2:30-5:00pm - City prepares final versions of annoucements to public, and prepares physical system chlorination implements.
	5:15pm - City makes public notification on City website, and sends notificaitons to local media. Refer to Communciations tabulation for details.
	5:45pm - City begins feeding chlorine into low-pressure "old system" zone. Goal is to achieve 3ppm chlorine concentration at extremities of this system.
	PW staff work to flush affected system and draw chlorinated water out into system throughout the evening and into early morning hours of 23 September.
23-Sep	2:45am - Chlorine level testing indicates 3ppm achieved. Staff discontinue flushing of hydrants and leave system to operate as usual.
	9am - City staff returns and begins flushing affected system in areas that were first to achive necessary chlorine concentrations, and works outward to portions of system which were last to achieve necessary concentrations.
	6pm - Points at extremities of affected system showing no residual chlorine/trace amounts.
	7:15pm - Mark Peine, Eric Kramer, & Nick Egger meet with MDH's Karla Peterson at Public Works. Subsequently, Eric travels with Karla to various sites within affected area to take new samples for new testing by MDH.
	10:30pm - MDH's Karla Peterson returns to MDH lab with samples. Test period begins shortly thereafter.
24-Sep	5:43pm - MDH's Karla Peterson calls Nick Egger to report that sample testing has been completed, and that all samples are absent for bacterial contamination. MDH advises City that it is able to lift boil advisory order.
25-Sep	Morning: PW staff begin to introduce very low concentration of chlorine into affected portion of system for good measure. Objective is to reach 1ppm of chlorine concentration at system extremities.
	2:45pm - PW staff collect new samples from six locations in affected area and deliver samples to City of Bloomington Water Lab for voluntary supplemental testing. These tests are NOT required by MDH.
26-Sep	3pm - City of Bloomington Lab reports 25 September sample test results to Eric Kramer, indicating that all samples are absent for bacterial contamination.
	Low-level system chlorination continues.
27-Sep	8:15-11am - MDH's Simon McCormick meets with City staff to work through EPA Level 2 Assessment procedure.
	Morning: PW staff collect another round of samples from same locations as collected on 25 September and deliver samples to City of Bloomington Water Lab for another round of voluntary supplemental testing. These tests are NOT required by MDH.
	Low-level system chlorination continues.
28-Sep	8am - City of Bloomington Lab reports 27 September sample test results to Eric Kramer, indicating that all samples are absent for bacterial contamination.
	Low-level system chlorination continues.

Last update: 10/1/2018, 5:00 p.m.