



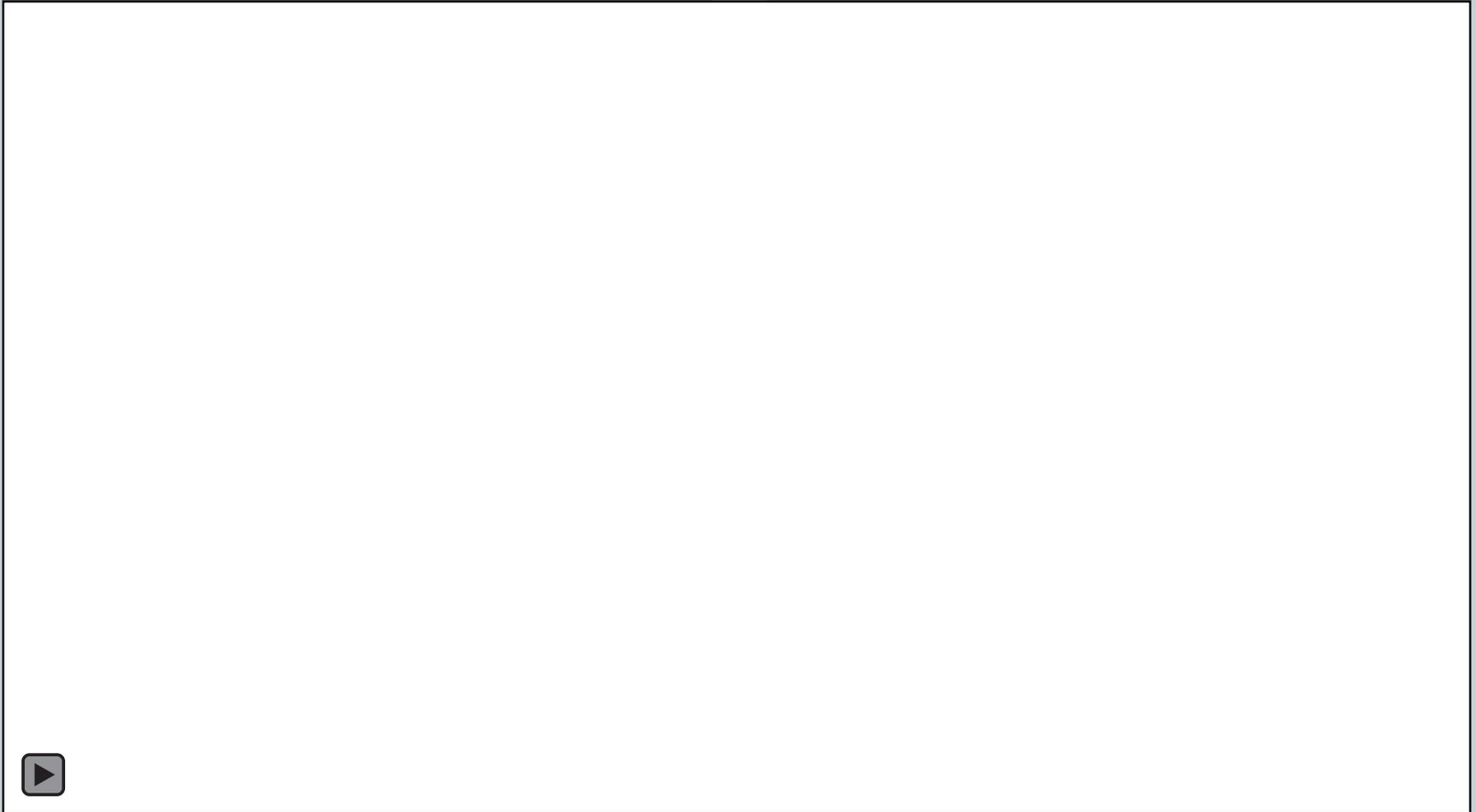
David Zook

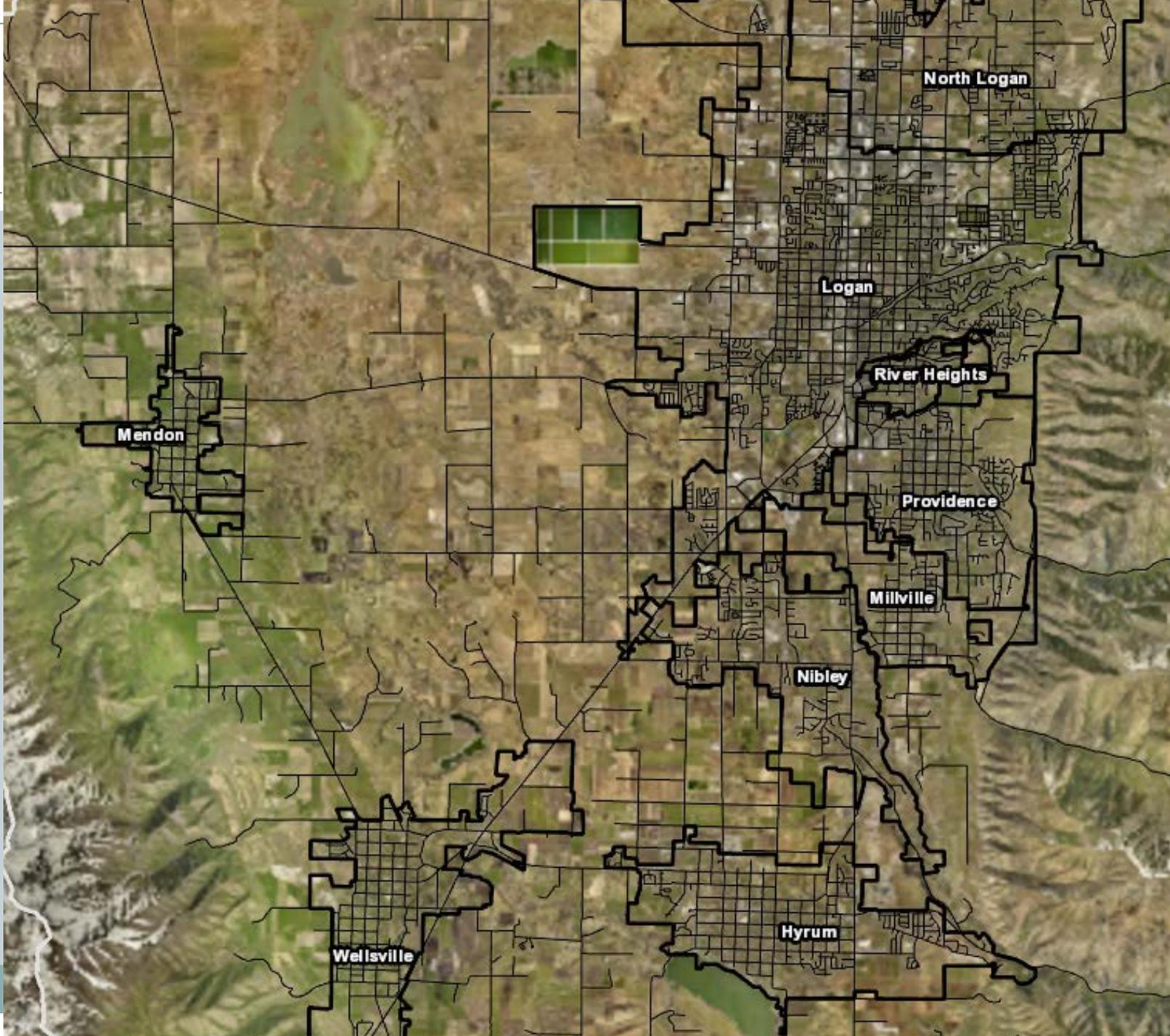
Nibley City Manager



Communicating with the Public During a Local Emergency

Nibley in the News





Mendon

North Logan

Logan

River Heights

Providence

Millville

Nibley

Hyrum

Wellsville

Nibley Map



- <https://www.google.com/maps/place/Nibley,+UT/@41.6715475,-111.836874,12.99z/data=!4m2!3m1!1s0x87547ff1cb3959b9:0x3c548465ba1c7662>

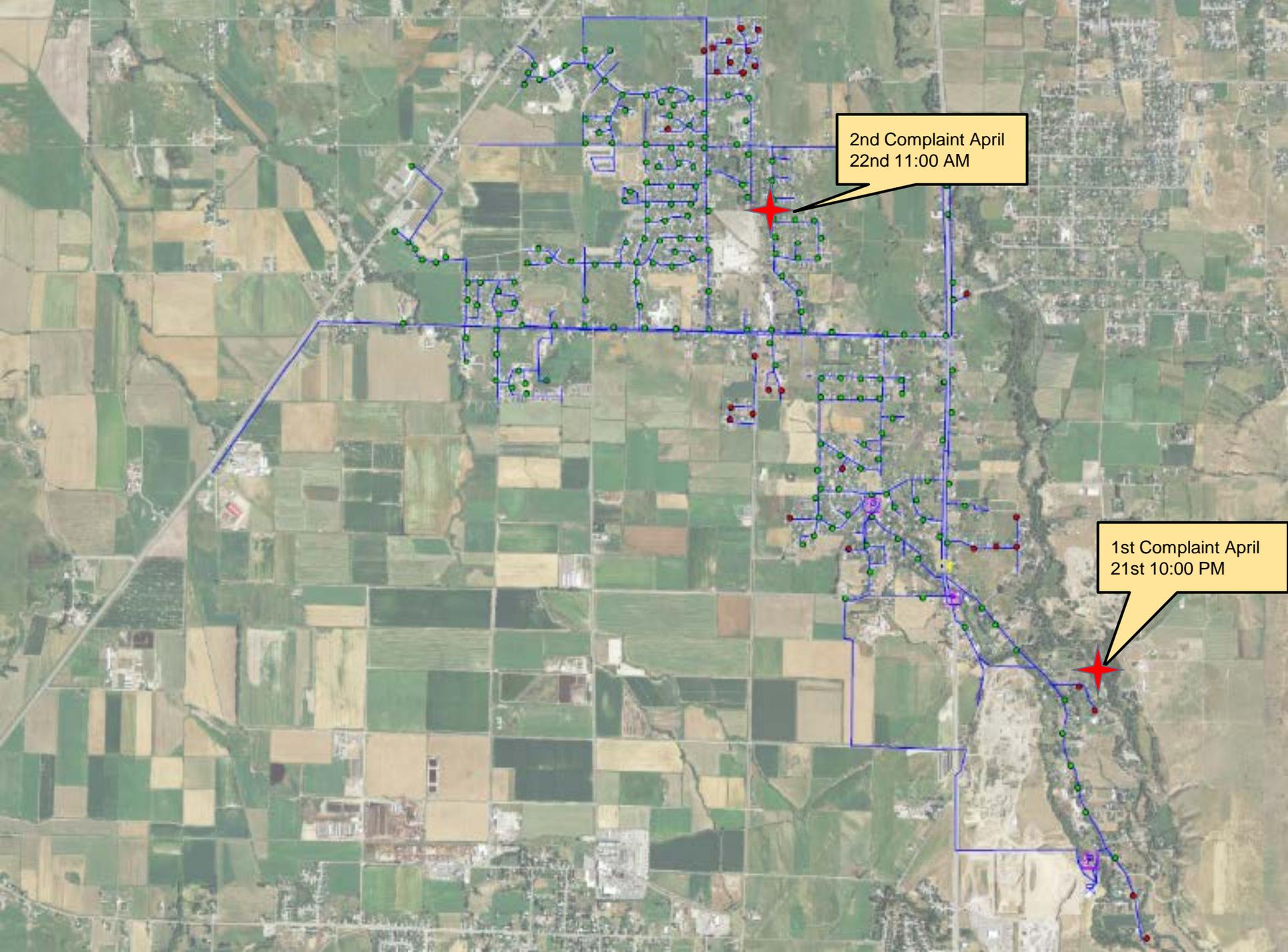




Tank Farm

Yates Spring

Low Rd

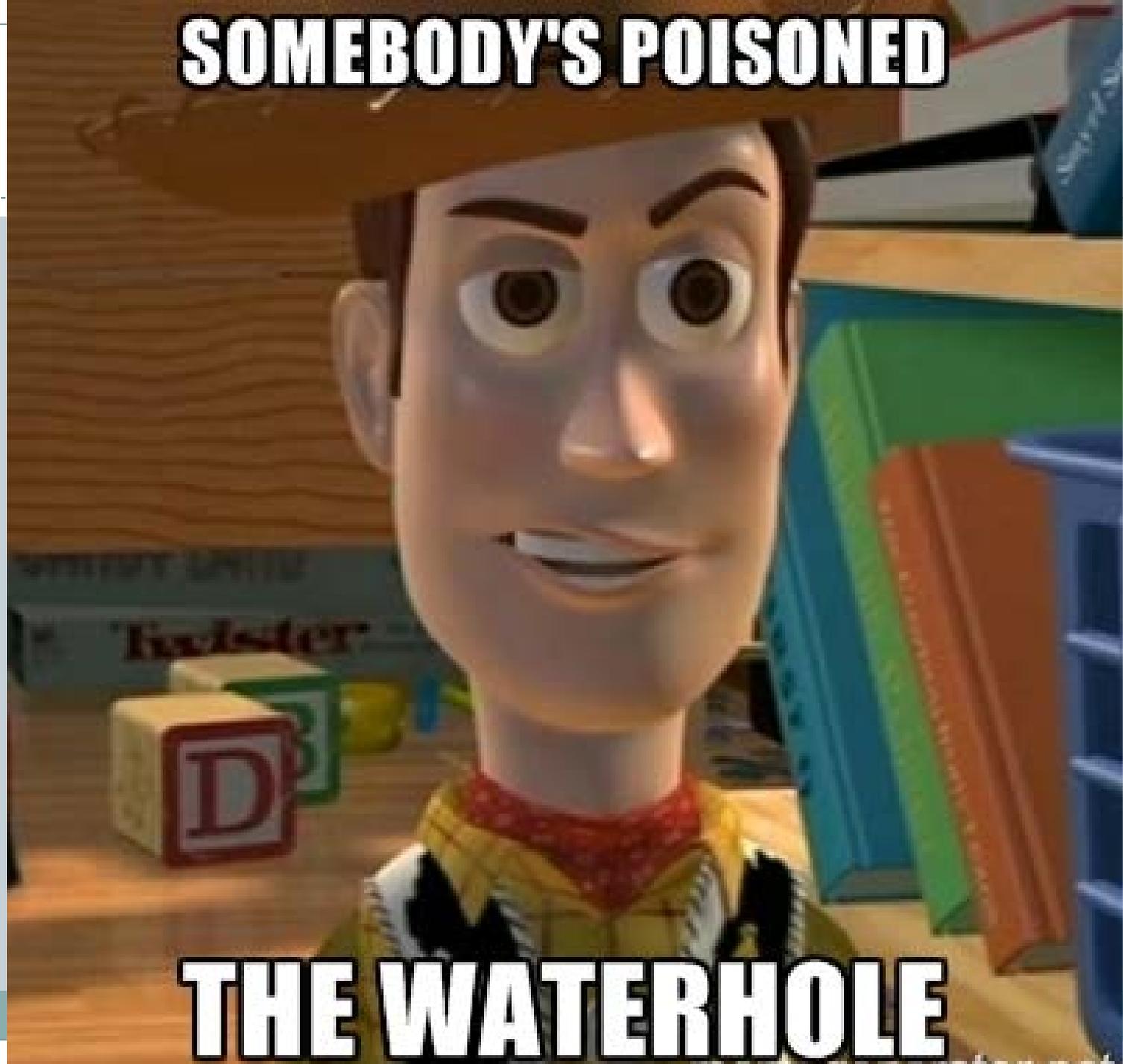


2nd Complaint April
22nd 11:00 AM

1st Complaint April
21st 10:00 PM



SOMEBODY'S POISONED



THE WATERHOLE

Not Vin Diesel in the Water





Initial Response and Notices



- **Emergency Staff Meeting - (Google Drive Folder)**
- **Website**
- **Community Alert System**
- **Social Media – FB, Twitter (Hashtags)**
- **Press Release (have draft and contact list)**
- **Radio and Newspaper**
- **Schools, Daycare, Churches, Businesses**
- **Mayor & Council**
- **Other Cities**
- **State and Federal Agencies**

Home

Articles

URGENT- NO USE OF CULINARY WATER

Residents of Nibley City are under an immediate order to not use their culinary water. Diesel fuel has been discovered in the City's spring and has contaminated the water. The City is working quickly to isolate the spring. Once that has been done, the culinary water system will be flushed and the diesel removed from the spring.

We do not know the exact time when residents will again be able to use their culinary water. We are suggesting people be prepared for 48 hours without water.

Please note, THIS IS NOT A BOIL-ONLY ORDER. Boiling the water will not remove the contamination. This is a strict prohibition against using culinary water.

The city has cleared the use of your toilets, but do not wash your hand with the cities culinary water afterward.

Residents will be notified when it is once again safe to use their culinary water.

 Like  Share  0

 Share

Search...



Select Language

Online Bi

Facility R

Pay Court

Community Ale
Sign up her





Nibley, Utah

Published by Shari Phippen [?] · April 22 · 🌐

URGENT!! Effective immediately, Nibley residents are ordered to not drink, cook with or bathe in culinary water. Diesel fuel has been discovered in the City spring. The City is working quickly to isolate the spring and flush the system but at this time, there is not an estimate on when the restriction will be lifted.

Please help spread the word to your neighbors!

8 Likes 10 Comments 50 Shares

👍 Like 💬 Comment ➦ Share

5.3K

People Reached

742

Post Clicks

Boost Post

5,340 People Reached

148 Likes, Comments & Shares

35
Likes

8
On Post

27
On Shares

55
Comments

12
On Post

43
On Shares

58
Shares

50
On Post

8
On Shares

742 Post Clicks

0
Photo Views

0
Link Clicks

742
Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page



First Contact with TV News Media



- **Within minutes of announcement**
- **Do interviews when you are ready**
- **Mayor or Manager as Spokesperson**
 - PIO vs Spokesperson – 2 people
- **Onslaught of media contacts began**
 - Keep log of reporters with their number and email
 - PIO Assistance
 - Monitoring TV and Radio, Google Alerts, Social Media
 - ✦ Logan Regional PIO – social media



Logan Regional Hospital

April 22 · 🌐

URGENT- NO USE OF CULINARY WATER

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 Logan City BlackHawk Park West side: Address is 250 W Legrand St. Logan City
 Providence City Zollinger Park will have three taps available with hoses. Address is 200 W 50 N Providence.
 Hyrum City Senior Center will have three taps available. One out front, one by the garage, and one by the tennis court. Address is 675 E Main Hyrum.

Updates will be made on this situation at <http://www.nibleycity.com/>
 Please contact Nibley City with questions at 752-0431



Welcome to Nibley City

Official Website of Nibley Utah

NIBLEYCITY.COM

9,904 people reached



✔ View Results

Like · Comment · Share · 🍷 47 🗨️ 12 ➦ 38

9,904 People Reached

137 Likes, Comments & Shares

64 Likes | **47** On Post | **17** On Shares

29 Comments | **17** On Post | **12** On Shares

44 Shares | **38** On Post | **6** On Shares

900 Post Clicks

0 Photo Views | **225** Link Clicks | **675** Other Clicks 📊

NEGATIVE FEEDBACK

0 Hide Post | **0** Hide All Posts

0 Report as Spam | **0** Unlike Page

Managing Citizen Inquiries



- Sharing updates with staff so they had latest, accurate info
- Answering phones and helping walk-ins
- Log for citizen inquiries on Drive or other CRM software
- Responding on Social media
- **Respond to every inquiry, rumor, complaint**



the water?
Like · Reply · 2 · April 23 at 7:29am



Loreena Cook Thanks to all the hard working crews!!! They are awesome!!
Question for Nibley, are you going to hold an investigation and a public meeting about the causes and how the situation came about and what the plan is for preventing this situation from ever h... [See More](#)

Like · Reply · 5 · April 23 at 7:45am



Missy Tams Buck Thank you, thank you, thank you!!!

Like · Reply · 1 · April 23 at 7:51am



Nibley, Utah Christy- we are not ready to give the clear to use the water. We are hoping to have more information soon.

Like · Reply · 4 · Commented on by Shari Phippen [?] · April 23 at 7:56am



Nibley, Utah Loreena- We are currently conducting an investigation into the cause and what steps can be taken in the future. It is going to take some time but it is ongoing. There are a lot of things to consider. We will let people know through the various channels we have been using once decisions are made.

Like · [Reply](#) · Commented on by Shari Phippen [?] · April 23 at 8:08am



Sheri Lundquist Leishman Thank you all so much!!!!

Like · Reply · 1 · April 23 at 8:11am



Trisha Taylor Thank you for all of the hard work that has been going on to get our water back on! All I can say is that y'all ROCK!! 😊

Like · Reply · 1 · April 23 at 8:21am



Andrea Bullen Nelson Thank you boys. 😊 I hope you can come home soon. Being up for 24 hrs now is rough!!

Like · Reply · 1 · April 23 at 8:38am



Julie Petersen You all Rock!

Like · Reply · 1 · April 23 at 8:40am



Stefanee Talbot Chalfant Thank you! We truly appreciate all your hard work! Hoping for some much needed rest soon for all of you!

Like · Reply · 1 · April 23 at 8:55am



Cynthia Fredrickson Thank you for the many hours of service you give us

Keeping the Public and Council Informed



- At least daily updates on web
- At least daily situation summaries to council (emails)
- Frequent FB Updates
- Church volunteers passing out flyers
- Announcements in Churches on Sunday

- Spanish-speaking residents – print, radio, churches, phone, web

Home

Government

Citizens

Departments

Nibley Water Emergency Update – 9 a.m. Monday: The Nibley City water system remains under a "Do-Not-Drink" order.

Heritage and Nibley Elementary Schools, and Thomas Edison Charter School are open today with normal meal service. Students are encouraged to bring a water bottle with clean water because drinking fountains at the school will not be operable.

Lab tests of samples taken from the city's water storage tanks Friday were received from the State lab Sunday and they looked good. Repeat tests of the tanks and distribution system were taken the morning and sent to the lab. If those tests also come back clean, we will feel comfortable lifting the Do Not Drink order.

Residents may notice white absorbent booms that were placed near fire hydrants by hazmat teams to soak up any contaminants that may have been in water being flushed from the system. These will be collected once it is determined that further flushing is not necessary. Please help us make sure nobody disturbs the booms.

Check out our Facebook page to see a picture of the booms: <https://www.facebook.com/nibley> While there, make sure you like our page to make sure you can see the info we post there.

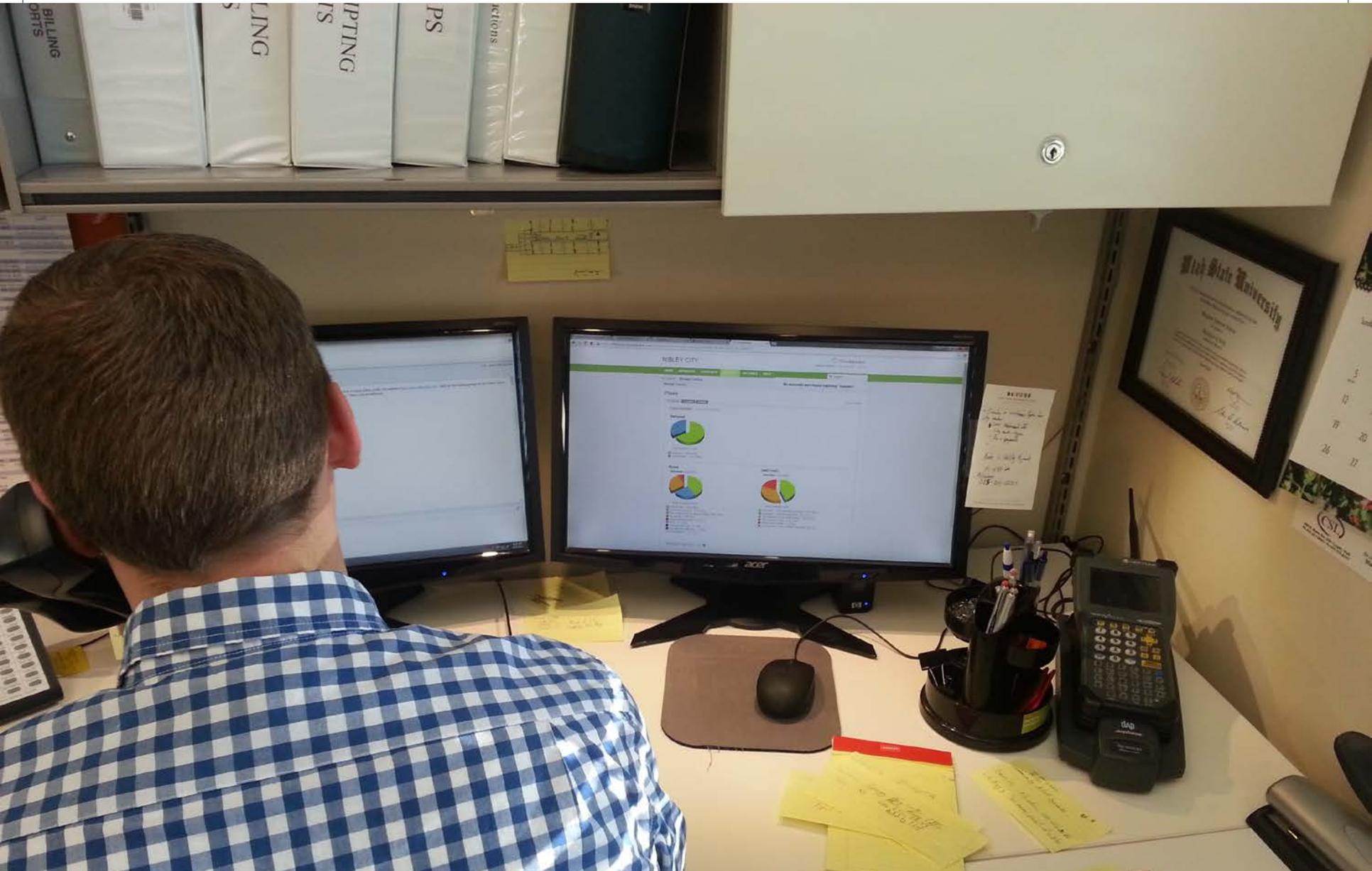
Nibley Water Emergency Update – 4 p.m. Sunday: The Nibley City water system remains under a "Do-Not-Drink" order. Nibley City crews completed the flushing operations that affected 4000 South and Main Street, south of 4000 South. Water service in those areas should now be flowing again.

According to the Cache County School District, Heritage and Nibley Elementary Schools will be open Monday morning with regular breakfast and hot lunch service. Students are encouraged to bring a water bottle with clean water because drinking fountains at the school will not be operable.

Lab tests of samples taken from the city's water storage tanks Friday were received from the State lab today and they looked good. We will repeat tests of the tanks and distribution system in the morning. If those tests also come back clean, we will feel comfortable lifting the Do Not Drink order.

Nibley Water Emergency Update – 9 a.m. Sunday: The Nibley City water system remains under a "Do-Not-Drink" order. As part of the ongoing process to flush the Nibley City water system, workers may need to close valves on water main lines in the following areas this morning: Along 4000 South and along Main Street, south of 4000 South. Water service may be interrupted in those areas today.

Community Alert System





Nibley, Utah

April 26 · 🌐



More than 700 people have signed up for Nibley's Community Alert System since Wednesday. Make sure you don't get left out and make sure you also get the info we send through that system by signing up here: <http://nibleycity.com/.../9-citize.../171-community-alert-system>

You may set your preferences to receive phone calls, texts and/or emails. You may also sign up every member of your household who has a phone, can receive texts or has an email address.

When we lift our Do-Not-Drink order, we will notify residents through this system.

nibleycity.com

NIBLEYCITY.COM | BY JOHN COX



 Like

 Comment

 Share

Facebook Value





Nibley, Utah

April 23 · 🌐

Make sure you thank our public works crew, firefighters and other first responders who have been working tirelessly on our water emergency. They are our hometown heroes. Special thanks go to Hyrum Fire, Cache County Fire, Cache County Sheriff, and all of the other mutual aid agencies who pitched in to help.



👍 Like 💬 Comment ➦ Share

June Jeffery Nelson, Justin Jensen, Alejandra Alducin Bradford and 242 others like this.

View 38 more comments



Eleny Tolman Topham Thank you! This has been a positive experience in that it has made us more grateful for the things (like clean running water) that we have every day and sometimes take for granted. Makes me a little sad to hear people complain about such a small incon... [See More](#)

Unlike · Reply · 👍 3 · April 24 at 11:38am



Lindsay Parker Jensen Thank you!!

Unlike · Reply · 👍 1 · April 24 at 7:56pm



Write a comment...



7.1K
People Reached

1.6K
Post Clicks

[Boost Post](#)



Nibley, Utah

April 26 · 🌐

Thank you Facebook friends. Our Facebook page has been a valuable tool to help us get information to you and answer your questions during our water emergency. Here is some data on how well it's been working since Wednesday:

On Wednesday, we only had 316 likes on our page. We are up to 653 as of the time of this post.

Our post reach has been 33,688. This is how many unique views of our posts there have been.

A total of 4,315 different people have liked, commented, clicked or shared our page.

There have been 1,268 likes of posts or comments on our page.

There have been 285 comments on our page

There have been 268 shares of information on our page.

There have been 10,187 clicks on our posts.

If there is something we can improve in the way we get info to you, please let us know. Thank you FB friends!



Like Comment Share

Justin Jensen, Debbie Campbell Johnson, Allison Worf and 15 others like this.



Cindy Selley It was very informative to see you on Facebook because then I was able to pass on the information to my neighbors who do not have Facebook!!

Like · Reply · April 26 at 11:51am



Write a comment...



385

People Reached

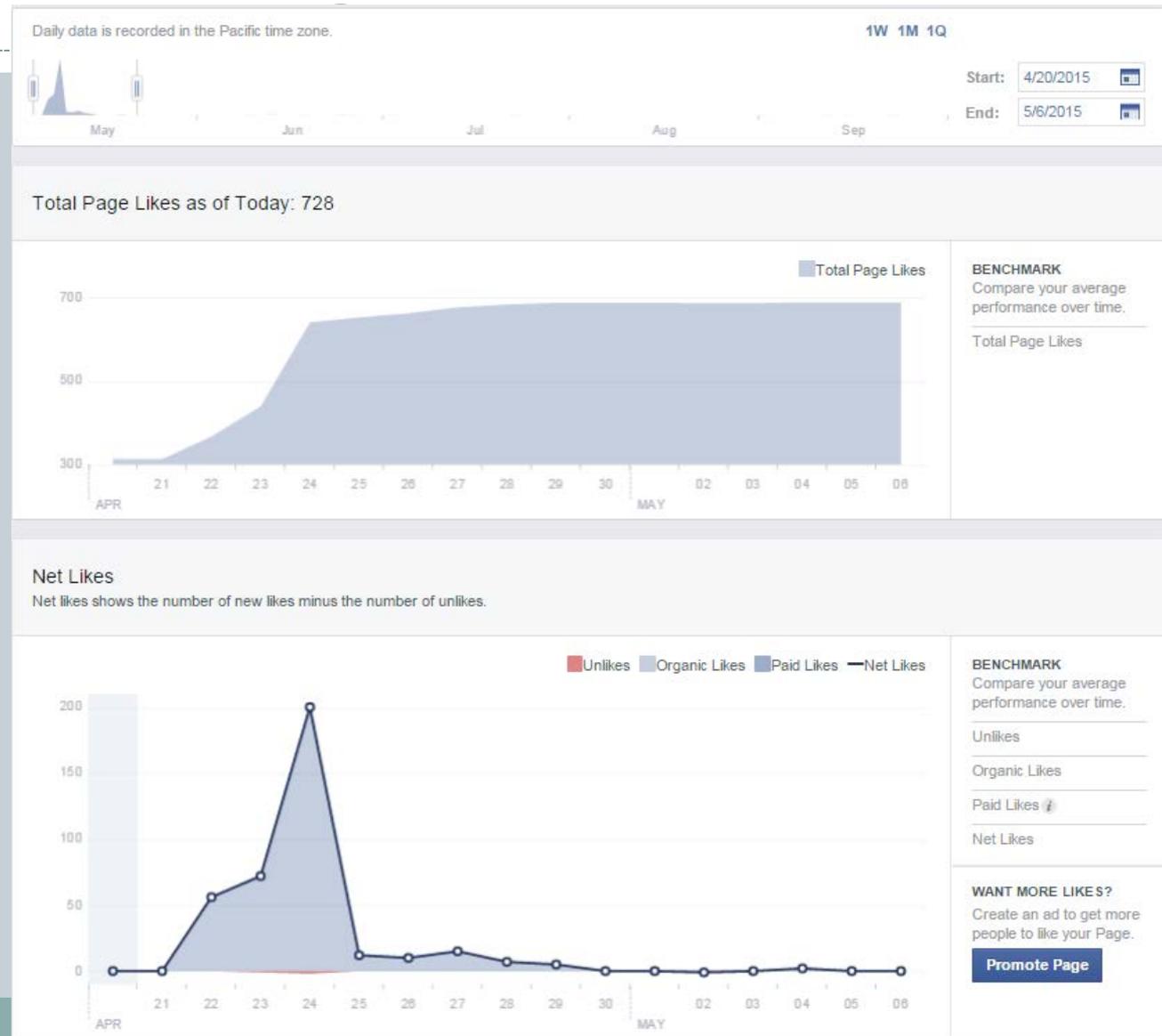
69

Post Clicks

Boost Post

Total Page Likes

- April 21: 313 Likes
- May 6: 688 Likes



FB Insights



Nibley City > Nibley, Utah



david@nibleycity.com



Search Business



Overview

Likes

Reach

Visits

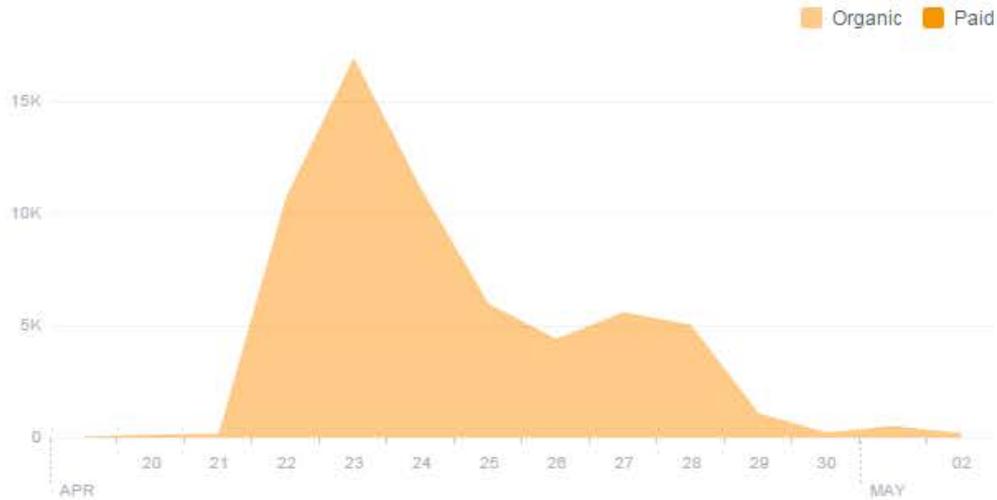
Posts

Videos

People

Post Reach

The number of people your post was served to.



BENCHMARK

Compare your average performance over time.

Organic

Paid

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares

Paid FB Ads



Logan Regional Hospital

April 22 · 🌐

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✔ View Results

Like · Comment · Share · 👍 47 💬 12 ➦ 38

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44 Shares	38 On Post	6 On Shares
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900 Post Clicks

0 Photo Views	225 Link Clicks	675 Other Clicks 📄
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Help from Business Community





Nibley, Utah

April 27 · 🌐

Thank you to all of the local businesses who donated water to Nibley City, our residents and our schools, including Lee's Marketplace in Logan, Ridley's Family Market in Hyrum, Maverick in Nibley, Macey's in Providence and any others.



Like Comment Share

Nibley, Utah, June Jeffery Nelson, Malia Thomas Roundy, Emily Jensen and 185 others like this.

View 2 more comments



Jill Wilson Such a great community

Like · Reply · April 27 at 6:20pm



Ej Huntzinger Is your crisis over? Blahhhh

Like · Reply · April 28 at 7:09pm



Write a comment...



3.7K
People Reached

280
Post Clicks

Boost Post

Maintaining Public Relations



- **Providing water to residents**
 - watering stations
 - tanker
 - bottled water
 - ✦ initial rush, reserved for frail
 - Water to schools

NIBBLE
WATER
FILLING





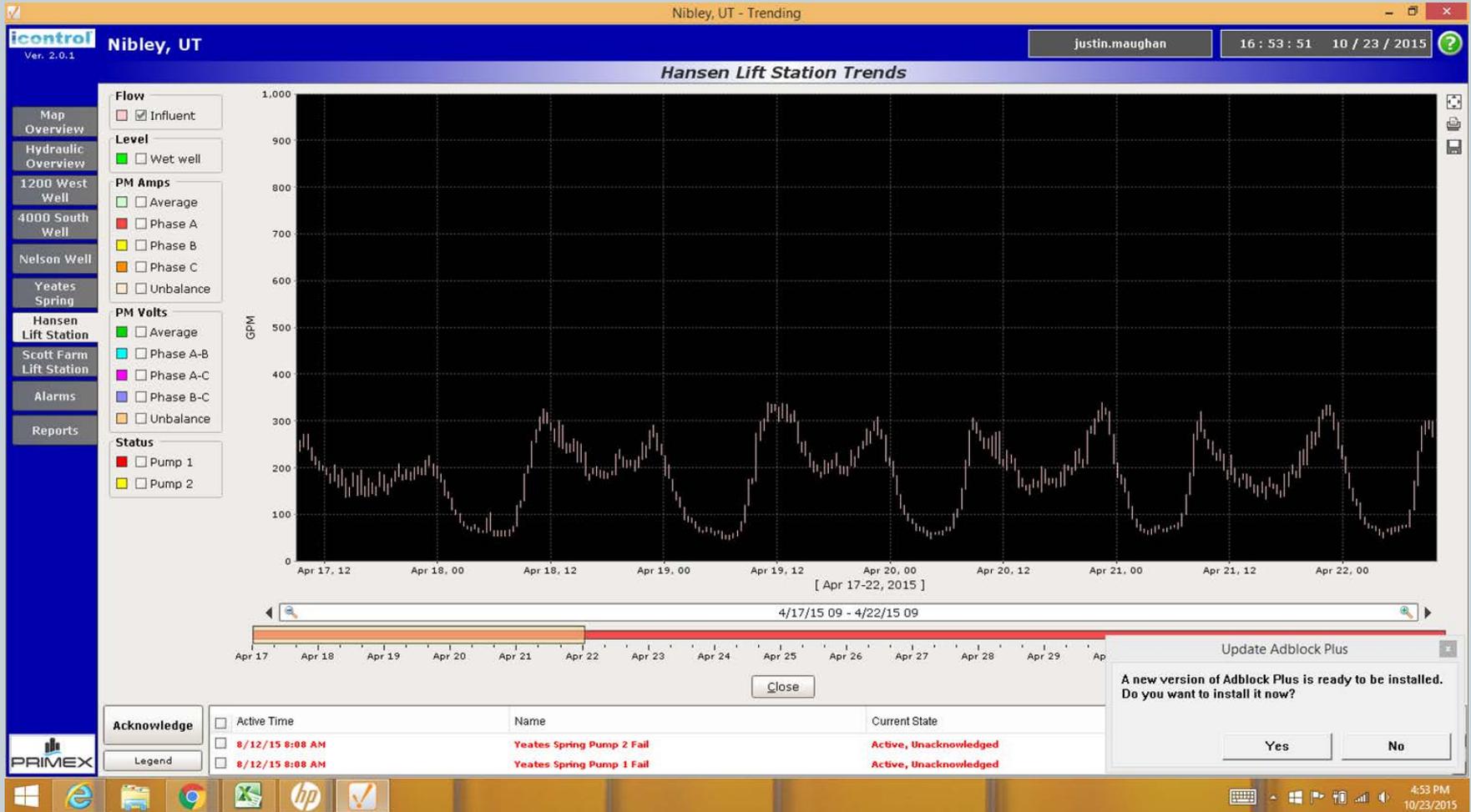
Water for Residents



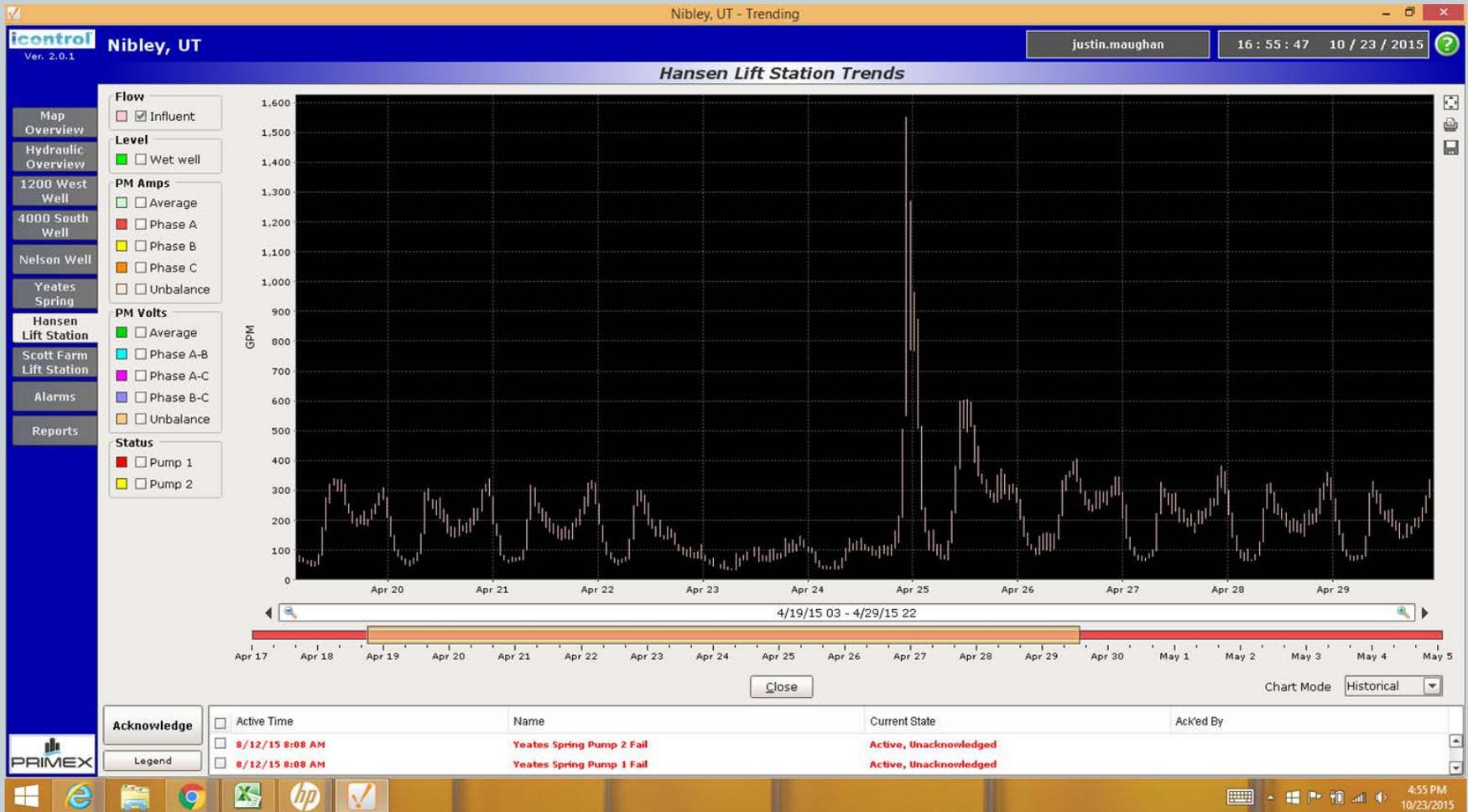
Water for Schools



Flushing Homes-normal peak 300 gpm



Flushing Homes - Peak 1500 gpm!!!!!!!

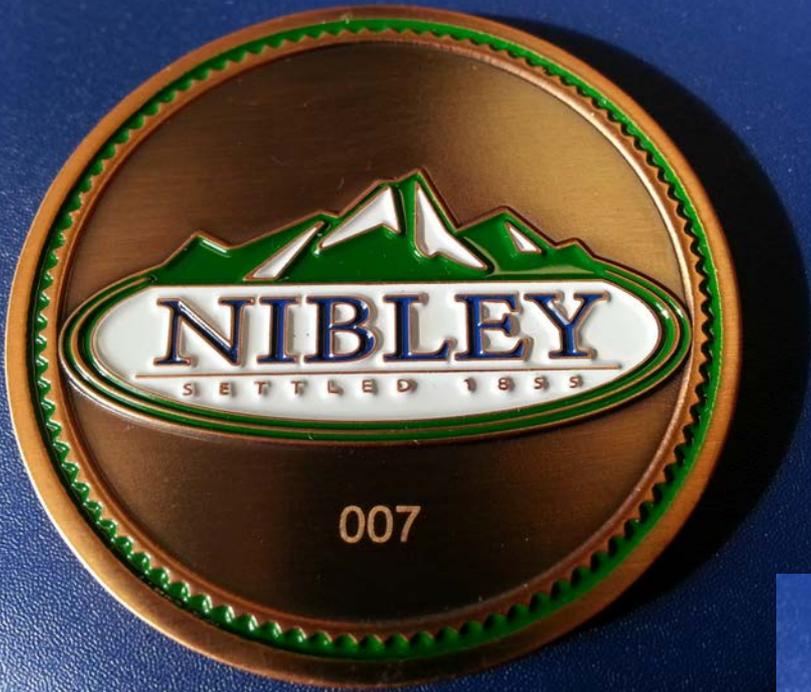


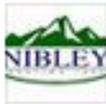
Public Relations Repair



- **Thank you event**
- **Commemorative coin – campaign ribbon**
- **Waived water bills**
- **Paid partner agencies/delivered checks**
- **Follow-up newspaper article**
- **Thank you letters from residents**
- **Visits**

Thank You Coin

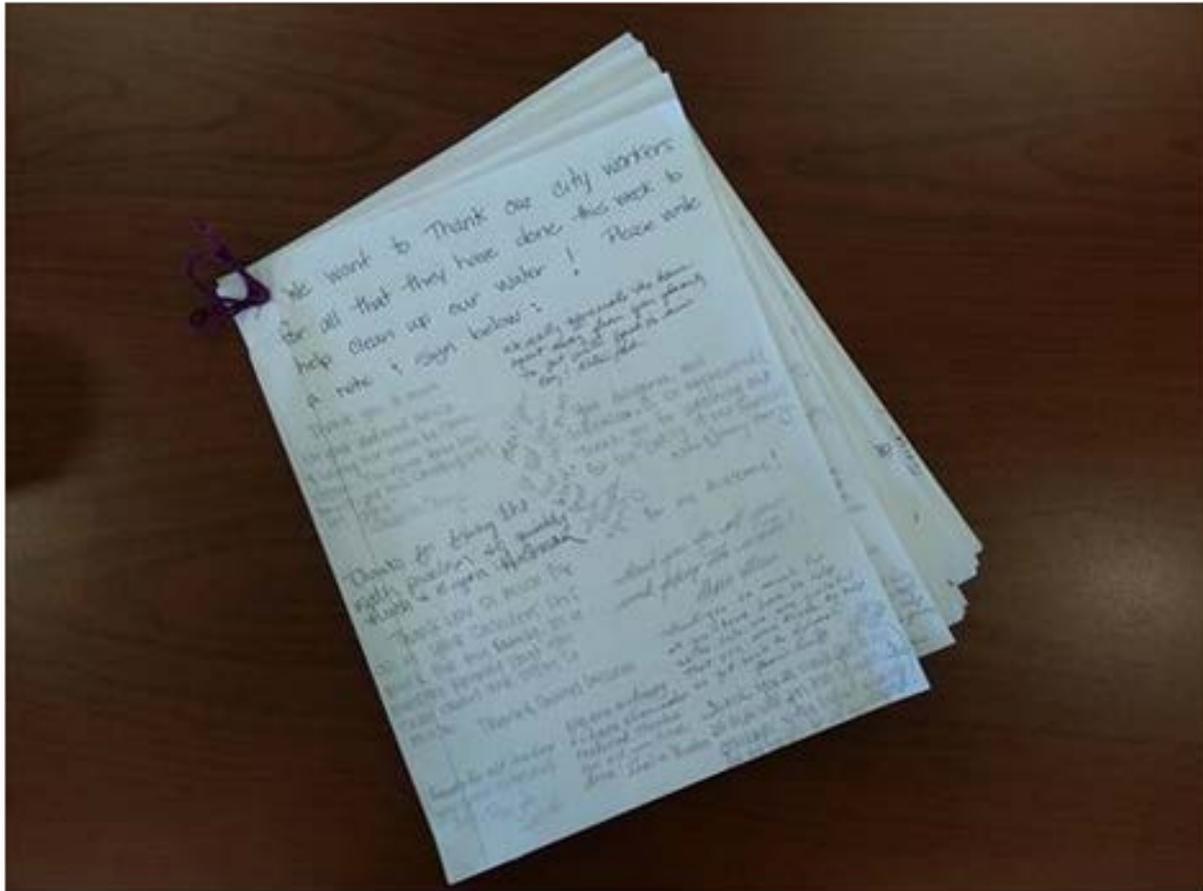




Nibley, Utah

April 27 · 🌐

Nibley City workers received this 16-page packet of thank yous from the Nibley 5th Ward of the Church of Jesus Christ of Latter Day Saints. Thank you for your expression of gratitude. It means a lot to our staff. Residents like you are the reason why Nibley is such a great place.



👍 Like

💬 Comment

➦ Share

Thank You Visits



Key Takeaways



- 1. Plan Ahead – roles, training (NIMS, IT), supplies, press releases and contact lists (esp. media & elected officials)**
- 2. Record and Share info with staff – media inquiries, status updates**
- 3. Talk to media on your terms, when you are ready**
- 4. Monitor Media Reports**
- 5. Have dedicated PIO, or PIO support person**
 - 1. Build PIO relationships before the emergency hits**
- 6. Keep elected officials and public informed**

Key Takeaways(cont)



- 7. Respond to all inquiries and rumors, complaints etc.**
- 8. Use Social Media (esp. FB)**
 1. Give residents things to praise or celebrate on social media
 2. Use ads, track data, use frequently, establish hashtags
- 9. Use other resources (other agencies, residents, businesses) and make sure you have good relationships with them beforehand**
- 10. Take pictures and videos**
- 11. Say thank you**

Questions

WEDNESDAY April 29, 2015

The **Her** Journal
Empowering... Logan, Utah \$0.75

YARD BIRDS
Experts offer suggestions on how to raise poultry — C1

DIAMOND GIRLS
Sky View softball earns win over valley rival Logan — B1



Nibley: Water OK for drinking

Costs associated with diesel spill could top \$1 million

By Amy Macavinta
staff writer

When it comes to the community's drinking water, Nibley city officials want to be totally confident on safety, so residents used alternate water sources until the city gave the all clear Tuesday morning.

However, while the city says the water is now safe for use, there is still a lot of work ahead as they tally the costs associated with this event, figure out how to pay for it, and consider

the possibility of looking for a new water source.

According to City Manager David Zook, last week's diesel contamination of Yeates' Spring will cost the city at least \$100,000 — but it could top \$1 million.

"We are already in discussions with the state — they have a disaster fund, and there has been some indication that some money will be available to help Nibley with these expenses," Zook said Tuesday. But until the city is able to

get a grasp on the total cost, no one can say for sure what the financial impact will be on the city, and it could be early June before all of the bills are in.

Zook listed a number of expenses the city can expect, such as the bill from Cache County Fire for \$6,500 for manpower and booms used while hazmat teams flushed the city's 50 miles of pipe.

The city's chlorination system had to be isolated, and the city is now using a portable system on loan from Kaysville.

Eventually, the city will need to replace that system with two systems that will cost somewhere between \$20,000 and \$30,000.

"We learned a lot about our water system and what our vulnerabilities are," said Mayor Shaun Dustin. "I know we can't prevent everything, but there are some things we can do and should do."

According to Dustin, the city had all of its storage in one

See WATER on A9