

USACE Social Media during 2011 Floodfight

Steve Rochette

SAME Conference

Dallas, TX



US Army Corps of Engineers
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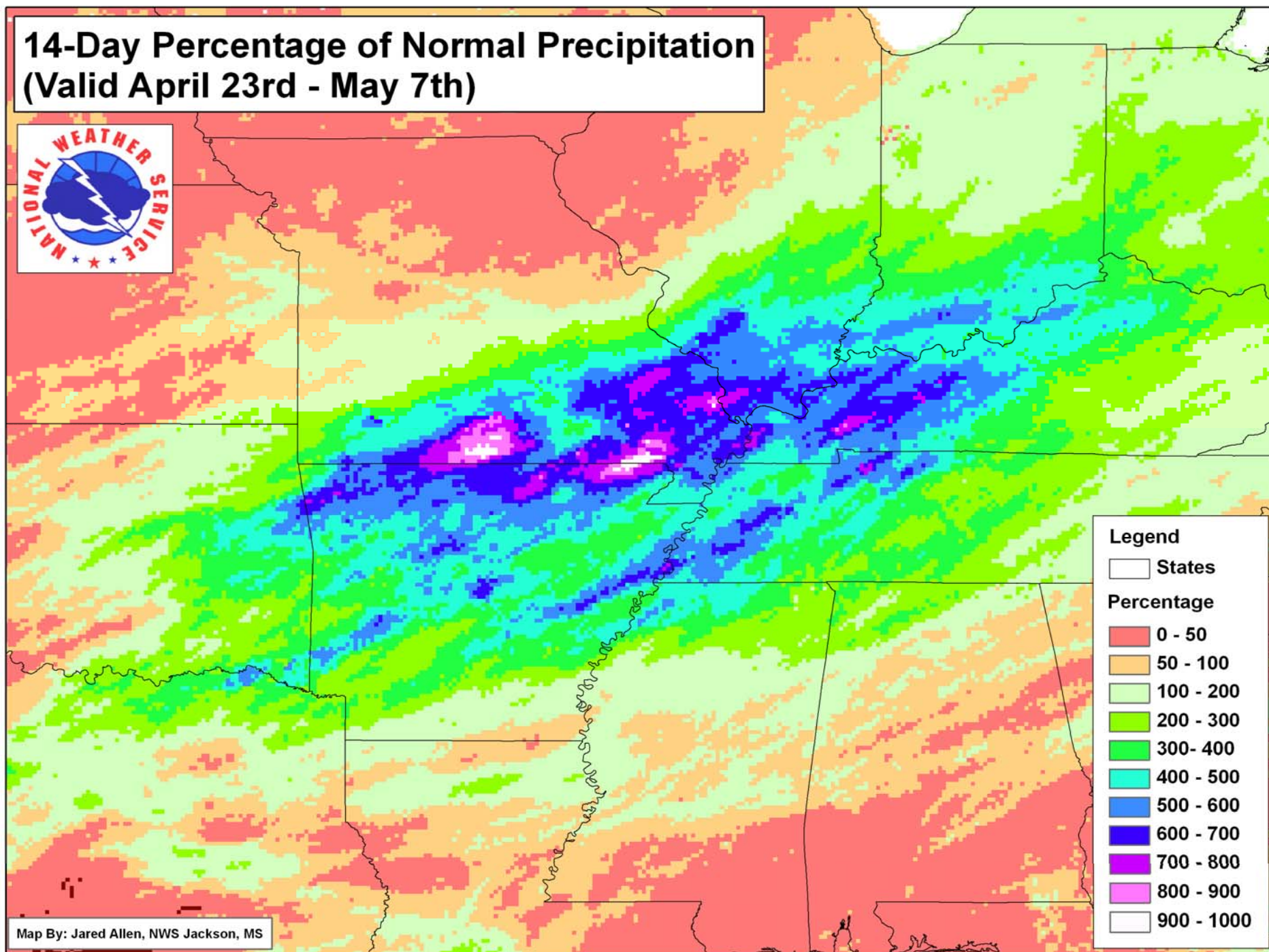
Agenda

- Overview on flooding
 - ▶ Birds Point New Madrid Floodway
 - ▶ Mississippi River basin
- Social media use
- Lessons learned
- Questions



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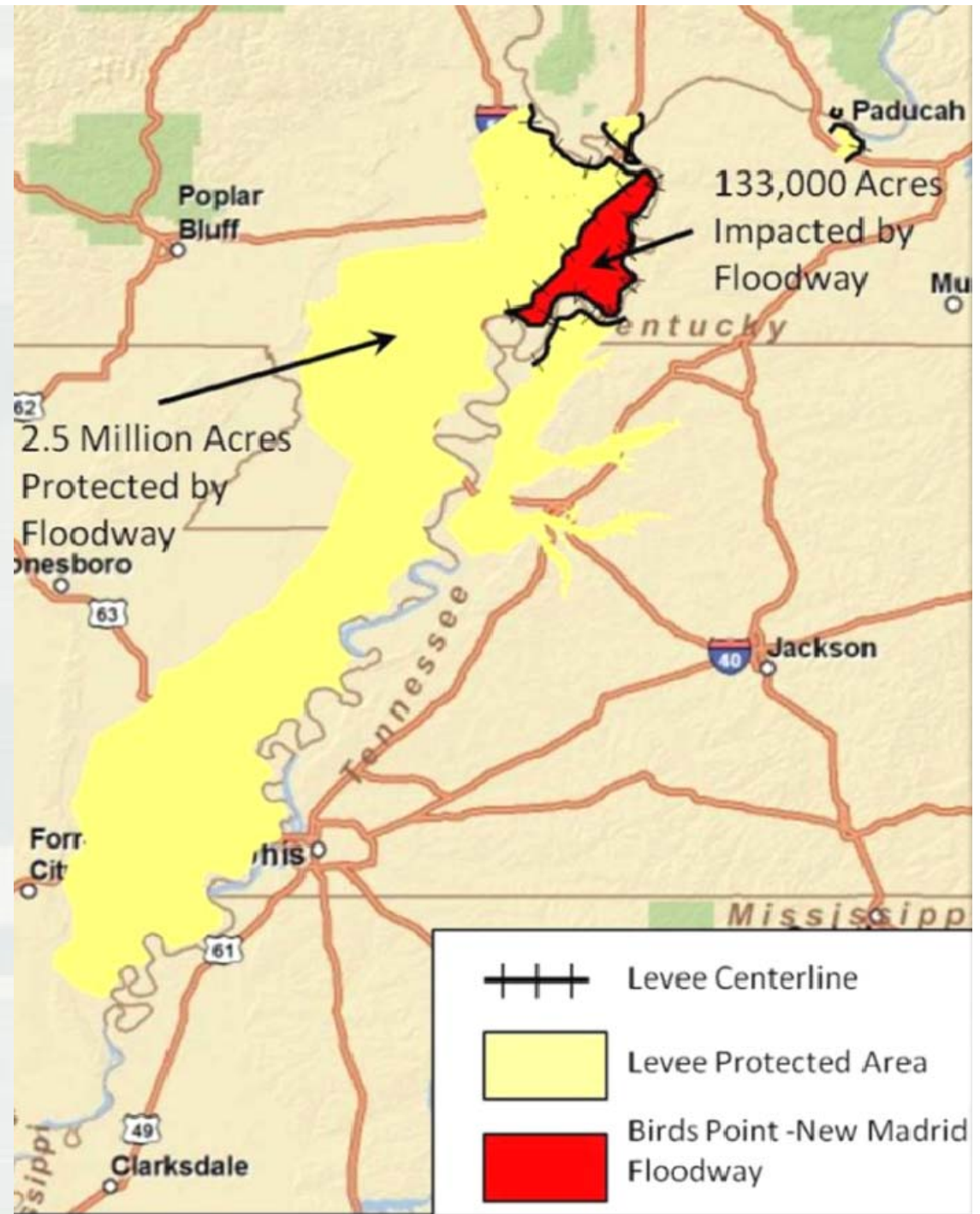
14-Day Percentage of Normal Precipitation (Valid April 23rd - May 7th)



Map By: Jared Allen, NWS Jackson, MS

Birds Point New Madrid Floodway

- Confluence of Miss. and Ohio Rivers
- Authorized in 1928; operated 1937 and 2011
- Reduced pressure and gauges at:
 - ▶ Cairo, IL
 - ▶ Paducah, KY
 - ▶ Tiptonville, TN
- Floodway 133,000 acres
- Protects integrity of MR&T system





Social Media

Facebook page for Birds Point New Madrid Floodway Joint Information Center.

Birds Point New Madrid Floodway Joint Information Center
Government Organization

Wall

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

Birds Point New Madrid Floodway Joint Information Center
Check out these photos from the Missouri National Guard sandbagging operations in Sikeston, Mo. HOOAH!

The Corps of Engineers has experts on site from Kansas City District, U.S. Army Corps of Engineers to assist with the operation and maintenance of a sandbagging machine the Corps has deployed to assist in sandbagging operations.

USACE and Missouri National Guard partner for sandbagging efforts
Sandbagging operations in Sikeston, Mo. Soldiers with the Missouri National Guard work to fill sandbags provided by the U.S. Army Corps of Engineers, using both traditional manpower via shovels and a sandbagging machine from the Corps. Corps experts depl...

See More
By: Birds Point New Madrid Floodway Joint Information Center
Photos: 8

30 minutes ago · Like · Comment · Share

9 people like this.

View all 11 comments

John Grobmyer Just heard there is a breach at New Madrid near

Admins (8) [See All](#)

Use Facebook as Birds Point New Madrid Floodway Joint Information Center

View Notifications 14

Promote with an Ad

View Insights

Suggest to Friends

You and Birds Point New Madrid Floodway Joint Information Center

U.S. Army Corps of Engineers, Headq..., Federal Emergency Management Agency, Louisville District, U.S. Army Corp...

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Birds Point New...

The text of your ad will go here.

Like · Steve Rochette likes this.

Advertise Page

Chat (40)

Left Sidebar:

- Wall
- Hidden Posts
- Info
- Photos
- Edit
- About [Edit](#)
- The Official BPNM Joint Information Center Facebook page will provide news... More
- 16,300 people like this
- Likes [See All](#)
- Federal Emergency Management
- Nashville District
- U.S. Coast Guard
- Kansas City



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Page Insights

Overview

Users

Interactions

Links

Go to Page ↗

Documentation ↗

Send feedback ↗

Week Month 04/29/2011 - 05/07/2011: ▼ Export

Users [See Details](#)

New Likes?

17,171

Lifetime Likes?

16,640

Active Users?

☒ Daily Active Users☒ Weekly Active Users☒ Monthly Active UsersInteractions [See Details](#)

Post Views?

7,220,229

Post Feedback?

19,216

Page Content Feedback?

☒ Likes☒ Comments

Content

- Operational
 - ▶ Life and safety info
 - ▶ Gauges, river crests
 - ▶ Partner info
- Answering Questions
 - ▶ Thousands of questions
 - ▶ Trending questions
- Rumor Control



Birds Point New Madrid Floodway Joint Information Center

Many of our followers have asked about Caruthersville. Our inspectors have continued to monitor the floodwall and it is in good condition. The Coast Guard has issued a safety zone for the area

30,745 Impressions · 0.12% Feedback

Like · Comment · Share · May 6 at 9:15am

👍 17 people like this.

💬 View all 19 comments



Janet Siegelman Ransom @Andrew Ulrich: Thank you for clearing up that mis-information.

May 7 at 12:12am · Like · 👍 1 person



Andrew Ulrich You're welcome. I live in Caruthersville right now, just six blocks from the sea wall, but grew up on a farm in Grand Chain, IL... I have family and friends in MO, IL, KY and TN in flood zones... so to me the big picture is kinda important...

[See More](#)

May 7 at 2:31am · Like

Write a comment...



Birds Point New Madrid Floodway Joint Information Center

Here is an update on river gages and projected crests. The figures are from the National Weather Service, the official forecaster. You can view other information here: <http://www.srh.noaa.gov/lmrfc/?n=lmrfc-mississippiandohioriverforecast>

STAGES – 6 May 2011

Station	FS	Current Stage	Forecasted Crest Stage	Date	Record Stage	Year
Cairo, IL	40.0	59.40	61.82	2 May	59.51	1937
New Madrid, MO	34.0	48.28	50.0	8 May	47.97	1937
Caruthersville, MO	32.0	47.48	49.5	9 May	46.00	1937
Memphis, TN	34.0	45.85	48.0	11 May	43.70	1937
Helena, AR	44.0	53.45	56.0	12 May	60.21	1937
Arkansas City, AR	37.0	46.53	53.5	16 May	59.20	1927
Greenville, MS	48.0	57.54	64.5	17 May	58.20	1973

Photos

- ▶ Inaccessible areas
- ▶ Posted by partners:
Coast Guard, USGS,
National Guard

Video

- ▶ Linked on YouTube
- ▶ News conferences
beneficial for media
- ▶ Video of blast



Birds Point New Madrid Floodway Joint Information Center

This photo shows the edge of the inflow section of the levee which was breached last night. Water is flowing into the floodway area.



Wall Photos

Birds Point New Madrid Floodway Joint Information Center

USACE Birds Point New Madrid Floodway Operations Update Press Conference - 5-3-11 - Part 2 of 3

Also, we'll be signing off for the night and will continue to provide updates in the morning. Thanks.



USACE Birds Point New Madrid Floodway Operations Update Press Conference - 5-3-11 - Part 3 of 3

www.youtube.com

Part 3 of 3 of the 5-3-11 U.S. Army Corps of Engineers press conference held to provide an update on the operation of the Birds Point New Madrid Floodway.

Post Insights are not yet available. Please check back later.

Like • Comment • Share • May 3 at 11:31pm •

Twitter



US Army Cor
of Engineers
Memphis District

MemphisDistrict Corps of Engineers

The execution of the BPNM Floodway project was completed at 2:35pm with the successful third breach of the main line levee. COL Reichling

5 May



US Army Cor
of Engineers
Memphis District

MemphisDistrict Corps of Engineers

Today I rode the flood walls and levees in Memphis, all are performing as designed. Stay vigilant and situationally aware - COL R

9 May

Following Operation



Birds Point New Madrid Floodway Joint Information Center

Interim repairs to Birds Point-New Madrid Floodway mainline levee are in progress. A bulldozer smooths soil to reshape the levee at inflow/outflow crevasse #1.



Wall Photos

Post Insights are not yet available. Please check back later.

Like · Comment · Share · June 21 at 11:24am ·

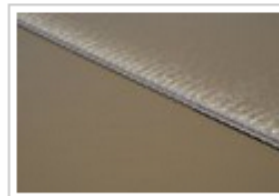
• Entire Floodfight Facebook Page

• Ongoing Use



Floodfight 2011- Operation Watershed

The Bonnet Carré Spillway is currently diverting 316,000 cfs of water into Lake Pontchartrain. Visit the attached link to see photos courtesy of the New Orleans District



05-17-11 Bonnet Carré Spillway Aerial Photos

05-17-11 Visual update on Bonnet Carré Spillway - aerial photos of Bonnet Carré Spillway with 330 bays open at approximately 316,000 cubic feet per second (cfs)

By: US Army Corps of Engineers, New Orleans District
Photos: 8

Post Insights are not yet available. Please check back later.

Like · Comment · Share · May 18 at 4:10pm ·

Lessons Learned

Power of Rumor Control

Steve Sharp just a thought if you blow up a levy on the fault line whats the fault lines reaction goina b??? might not have to worry bout boats...

May 2 at 11:16am · Like ·  1



Birds Point New Madrid Floodway Joint Information Center

Many of you have asked about impact on New Madrid fault line if we decide to operate the floodway. During the development of the operating plan, Corps geophysical scientists determined there would be no impacts.

Post Insights are not yet available. Please check back later.

Michele Benko @ Debbie, It has not been determined if the sub-levees will hold. If they do not, Charleston and New Madrid will flood for sure as will many other smaller towns that have not been evacuated.

May 1 at 3:14pm · Like



Birds Point New Madrid Floodway Joint Information Center

Penny, setback levees are being inspected with no issues reported. If we operate floodway, we don't expect it to affect New Madrid, but always stay connected to local officials for guidance.

May 2 at 1:27pm · Like

Lessons Learned

Feed the beast

Dennis Huffman WHAT IS THE POINT FOR THIS FB PAGE? THERE ISNT ANY THING ANSWERD!!! LOOK ALL WE WANT TO KNOW IS ✕

Amber Salyer This is getting alittle ridiculous...
The Corps are hiding somethin from us..

Reagan Green Why is CNN telling us what's going on and you're not?

Lessons Learned

Third Party Credibility

Janie Max Danny Max - Great job to all involved. I know this has been an exhausting and complex mission. This is what you trained for but always hoped you would never have to carry it out. God Bless again to those in the trenches. The plan worked just like the models showed they would.

Rebecca Sandusky Swims these guys are really doing all they can do to save everyone

Ricky Muirhead The Corps did what the research tells them is the best option. I'll bet the MG hasn't slept much the last few nights agonizing over this decision. He had NOTHING to gain personally with either decision.

Lessons Learned

Partner Interaction

Birds Point New Madrid Floodway Joint Information Center

Kentucky Division of Emergency Management also shared the traditional site they have specific to this year's historic flooding with a wealth of emergency management related information for the public.



Kentucky: Division of Emergency Management - April Severe Weather 2011

kyem.ky.gov

May 3 - Open Red Cross Sh
debris is an issue that we ha
comes to FEMA reimburse
and photograph before, dur
also encouraged to call the

Post Insights are not yet available. Please check

Birds Point New Madrid Floodway Joint Information Center

Visit the National Weather Service for information on flooding, weather conditions, river stages and forecasts



National Weather Service

www.srh.noaa.gov

Birds Point New Madrid Floodway Joint Information Center added 4 new photos to the album Joint Effort.



Birds Point New Madrid Floodway Joint Information Center

The U.S. Geological Survey placed 38 sensors in the floodway prior to operation in order to build a record of exactly what happened in the floodway during and

Questions



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