

# Closing the GAP

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Overflow, After Hours & Emergency Support Services for  
Smaller Utilities



# Newberry

FLORIDA



Dallas Lee  
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City of Newberry Florida  
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Ruby M. Irigoyen  
Senior VP Customer Services  
ENCO Utility Services  
Office: (951) 925-8092  
Cell: (951) 236-1571  
[www.encous.com](http://www.encous.com)

- City of Newberry
- Population approx. 6,000+
- Electric, water, wastewater, solid waste, and mosquito control utilities
- Approx. 2,100 customers
- 3 FTE's total in Billing & Customer Service
- No dedicated communications staff
- No Outage Management System, SCADA offline

- ENCO support
  - Call Center back up during business hours
  - Full Call Center after hours
  - Outage Reporting & Management
- Smart Notice (ECN)
  - Call out system for weather, localized emergency
- Sprout Social
  - Social Media Management Software
- Municipal Code Corporation
  - Invoice printing and mailing

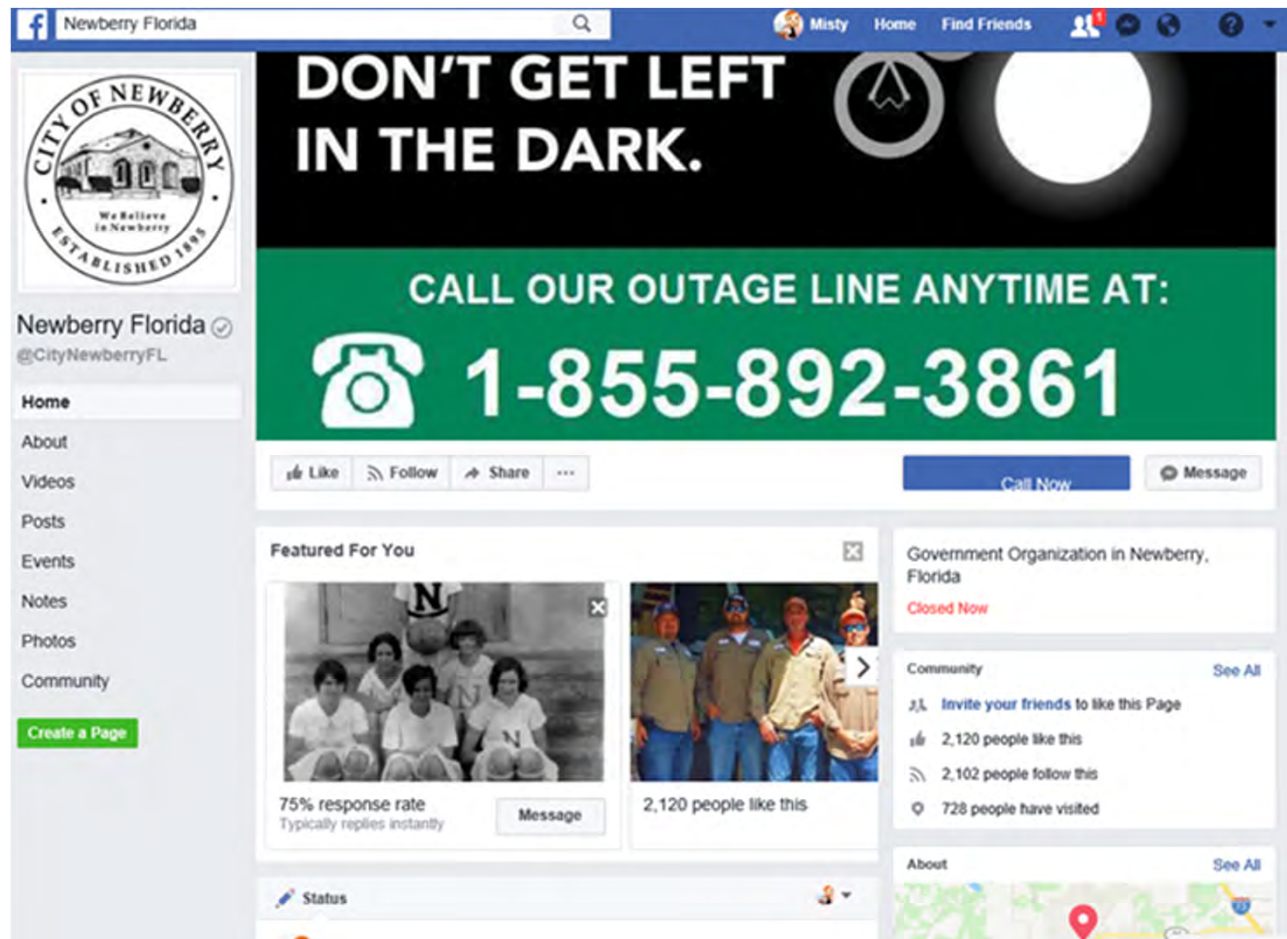
- Hermine
  - Total system outage
  - Trees down and roads unable to pass
  - No power at City facilities (including EOC)
- Lessons Learned
  - Admin/Communications Support must be in EOC
  - More is more
  - Say something even if you have nothing to say
  - Back up your back ups
  - Learned interface with ENCO



- Before
  - ENCO
    - Discussed with ENCO Emergency procedures
    - Redirected all calls to ENCO starting Friday
    - Publicized direct ENCO call number
  - Smart Notice (ECN)
    - Pre-populated messages including safety tips, outage expectation, priority restoration, etc.
    - Set ENCO to receive all messages
    - Began sending out messages on Friday
    - Published notices on Facebook for customers to sign up for emergency notices

Continued Helpful Information...Before, During and After the Hurricane.

**Facebook was a critical source for the most update information for customers and the Call Center keeping all parties involved.**








Please take a moment to fill in the appropriate information below to be notified by your local emergency response team in the event of emergency situations or critical community alerts. Examples include: evacuation notices, bio-terrorism alerts, boil water notices, and missing child reports.


## Would you like to create a managed account?

Creating a managed account will allow you access to modify your existing notification settings and contact information.

**YES, I would like to create a managed account**

 Login with Google

 Login with Facebook

 Login with Twitter

### Or Create An Account

Username

Password

Confirm password

**NO, I would like to review and submit my information**

**Continue**

Regular updates kept the Call Center staff in the loop and better able to respond and help customers as they called in.

- Updates/Online
- Boil Water
- Common Customer Questions
- Contacts
- County Website
- Customer Notification System/ C
- Dispatch
- Drop Box
- Emergency Management
- Hurricane Safety Checklist
- Hurricane Safety Tips
- Important Storm Information
- Medical Facilities
- Newberry Fire Department
- Office Closure
- Point & Pay
- Preparedness
- Press Release
- Restoration Process
- Sand Bags
  - Sand Bag Quick Reference Gui
- Service Providers
- Social Media
- Shelters
  - Pet Shelters
- Transportation (Emergency)
- Tree Services

**From:** Dallas Lee [<mailto:Dallas.Lee@ci.newberry.fl.us>]  
**Sent:** Friday, September 8, 2017 9:04 AM  
**To:** Misty Simmons <[simmons@encous.com](mailto:simmons@encous.com)>  
**Subject:** Work Order

Misty,

[workorders@ci.newberry.fl.us](mailto:workorders@ci.newberry.fl.us)

This is the email all work orders should be sent to once we're in emergency mode (we anticipate sometime Sunday afternoon). I will email/call you to let you know to switch over to that email address and when we switch phones over.

Thanks!



**Dallas Lee**  
 Director of Finance & Administration | City of Newberry

- During
  - ENCO
    - ENCO managed all work orders and outages
    - ENCO gave the City access to ENCO’s outage system
    - City dispatched directly to crews
    - City was in constant contact with ENCO
  - Smart Notice
    - Continued messaging
    - Gave updates on progress of restoration
  - Sprout Social
    - Monitored citizens and “environment”
    - Continued messaging

ENCO Outage Management (OMS) system training during the hurricane for Newberry helped and was a “Game Changer” per Dallas. Having both parties working together in the same system helped smooth the process even more.

**ENCO Outage Management**

**Outage Details**

Outage No: NB-17-09 Calls: 12

Date/Time: 09-11-17 12:52 PM PST

Status: Completed

Class: Outage

Dispatch: 09-11-17 1:22 PM EST

Foreman: Jamie Jones

Arrival Time: 09-11-17 10:32 AM PST

Re-Dispatch: 09-11-17 1:22 PM EST

Re-Arrival Time: 09-11-17 1:22 PM EST

Referral: 09-11-17 6:00 PM PST

Restoration: 09-11-17 06:00 PM PST

Reported By: Dallas Lee

Cause Code: Hurricane Irma

Over/Under: Event

4 Customers have opted for callback  
3 Customers have opted for text

Message Customers

Partial Restore Log

Message History

Customers

Ord #	Cust Name/Address	Dist #/Dev	Serv Req/Set	Area	Dispatch/Name	Restore/Name	Notes/Source	Mark for Split
1454158	MCCRAY, BENNIE 403 NW 245 TER		No Lights		Dallas Lee	Dallas Lee	No lights...vs	
1454401	CHURCH OF CHRIST 25045 W Newberry RD		No Lights		Jamie Jones	David Sykes		
1454413	PABST, DAVID 27214 W Newberry RD		No Lights		Jamie Jones	David Sykes		
1454416	WHITTLE, RON 27208 W Newberry RD		No Lights		Jamie Jones	David Sykes		

**Fault Device Tree for Outage D14853CC 10-27-2017**

Probable Fault: CB154 Actual Fault:

Downstream →

CB 1 2 3 4 5 6 7 8 9 10

NW245 1

Google Maps

Print Outage Summary

**Outage Summary Report**

Outage Info: NB-17-09 Calls: 12  
Date/Time: 09-11-17 12:52 PM  
Class: Outage  
Status: Completed  
Type: N

Referral: 09-11-17 6:00 PM  
Foreman: Dallas Lee  
Plan/Unplan: Unplanned

Restoration: 09-11-17 06:00 PM  
Reported By: Dallas Lee  
Cause Code: Hurricane Irma  
Over/Under: Event

Fault Device: Probable: CB154 Actual: 154 1078

Dispatch: 09-11-17 1:22 PM  
Foreman: Jamie Jones

List of Affected Customers:

Order # / Source	Customer / Address	Serv Request	Dispatch	Restore	Note
1454158	MCCRAY, BENNIE 403 NW 245 TER	No Lights	09-11-17 12:15 PM	09-11-17 12:17 PM	No lights...vs
1454401	CHURCH OF CHRIST 25045 W Newberry RD	No Lights	09-11-17 1:22 PM	09-11-17 6:00 PM	
1454413	PABST, DAVID 27214 W Newberry RD	No Lights	09-11-17 1:22 PM	09-11-17 6:00 PM	
1454416	WHITTLE, RON 27208 W Newberry RD	No Lights	09-11-17 1:22 PM	09-11-17 6:00 PM	
1454423	DOWNES, DORIS 1207 SW 259R ST	No Lights	09-11-17 1:22 PM	09-11-17 5:06 PM	
1454729	WHITTLE, RON 27208 W Newberry RD	No Lights	09-11-17 1:22 PM	09-11-17 6:00 PM	
1454738	WHITTLE, RON 27208 W Newberry RD	No Lights	09-11-17 1:22 PM	09-11-17 6:00 PM	
1454962	WHITTLE, RON 27208 W Newberry RD	No Lights	09-11-17 1:22 PM	09-11-17 6:00 PM	Was not targeted between storage unit and the house
1455064	NEW J YOU 86 SW 350th ST	No Lights	09-11-17 1:43 PM	09-11-17 5:06 PM	
1455143	RICE, KELLY 25041 SW 21st PL	Fluorescing Lights	09-11-17 1:19 PM	09-11-17 5:06 PM	Fluorescing Lights
1455187	SUGGS, AMANDA 190 SW 264th TER	Ms Suggs is reporting power	09-11-17 5:18 PM	09-11-17 5:06 PM	Ms Suggs is reporting power lines at her property, no loss of power both
1455276	SWINNA, SUSAN 25132 SW 1st AVE	No Lights	09-11-17 5:34 PM	09-11-17 5:11 PM	

- After
  - ENCO
    - Ended emergency operations
    - Turned phone system on
    - Reports ENCO provided are used for FEMA reimbursement
  - Sprout Social/SmartNotice
    - Messaging of FEMA, debris management, and other post emergency information

9/5/17 ENCO started getting correspondence from Dallas Lee regarding Hurricane Irma set to hit 5 days later on Sunday 9/10/17.

Getting this information earlier was very beneficial for all parties involved.

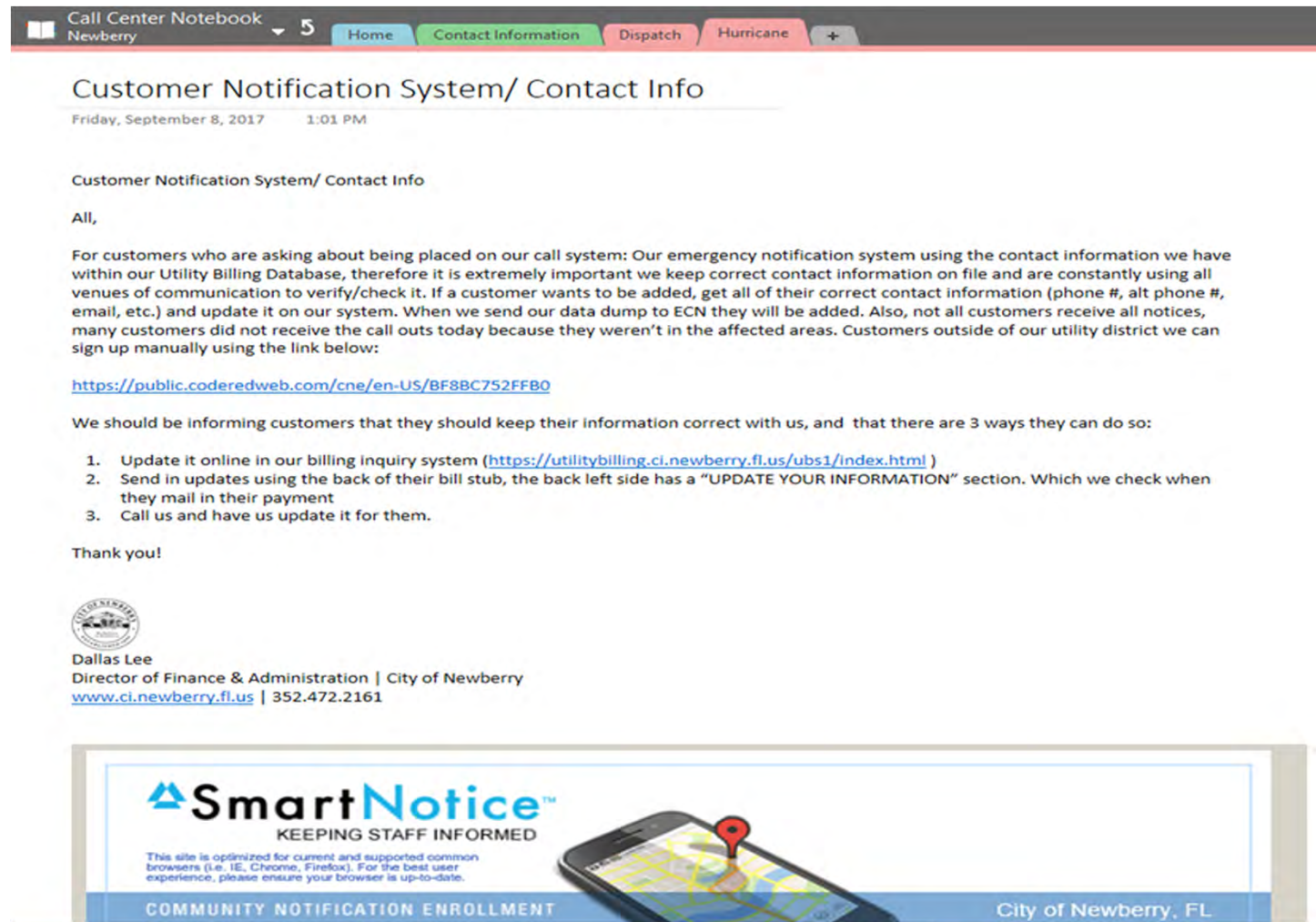
Early information such as:

- Daily email notifications
- Sand and Sandbags
- What steps to get restored and how it works
- Emergency Shelters & Pet shelters
- Transportation
- Special Needs Assistance
- Donations
- Tree Services
- Electrical Services
- Roofing Restoration
- Hurricane Preparedness Plan
- Hurricane Safety Tips
- Media/Press Releases
- Work Orders reach out alternative emails
- Prepare for Irma - Important Storm Information
- Hurricane Checklist for Safety
- Evacuation information
- Restoration process

With all the materials we received, we could update our Customer Service Handbook with real time updates. This allowed all staff handling calls and dispatching to have the latest information.

The screenshot shows the City of Newberry website's 'Updates/Online' page. The page header includes navigation tabs for 'Home', 'Contact Information', 'Dispatch', and 'Hurricane'. A search bar is located in the top right corner. The main content area displays a list of updates, with a red arrow pointing to a 'Links' box. The updates include 'Tropical Systems Update 09-08-2017 8 AM', 'Tropical Systems Update 09-07-2017 8 AM', 'Tropical Systems Update 09-06-2017 8 AM', and 'Tropical Systems Update 09-05-2017 8 AM'. Below these are sections for 'Hurricane Preparedness', 'Sand bags Available', 'Sand Bag Quick Reference Guides', and 'Emergency Contact Notification System'. A sidebar on the left lists various city services such as 'Updates/Online', 'Boil Water', 'Common Customer Questions', 'Contacts', 'County Website', 'Customer Notification System/ Contact Info', 'Dispatch', 'Drop Box', 'Emergency Management', 'Hurricane Safety Checklist', 'Hurricane Safety Tips', 'Important Storm Information', 'Medical Facilities', 'Newberry Fire Department', 'Office Closure', 'Point & Pay', 'Preparedness', 'Press Release', 'Restoration Process', 'Sand Bags', 'Service Providers', 'Social Media', 'Shelters', 'Pet Shelters', 'Transportation (Emergency)', and 'Tree Services'. A right-hand panel contains an 'Update 9-8-17' with text about comfort stations and a Facebook link.

Newberry has leveraged vendor services to better serve their customers. SmartNotice provides access to the City's emergency notifications and updates for customers and for the Call Center



Call Center Notebook  
Newberry

Home Contact Information Dispatch Hurricane +

### Customer Notification System/ Contact Info

Friday, September 8, 2017 1:01 PM

Customer Notification System/ Contact Info

All,


For customers who are asking about being placed on our call system: Our emergency notification system using the contact information we have within our Utility Billing Database, therefore it is extremely important we keep correct contact information on file and are constantly using all venues of communication to verify/check it. If a customer wants to be added, get all of their correct contact information (phone #, alt phone #, email, etc.) and update it on our system. When we send our data dump to ECN they will be added. Also, not all customers receive all notices, many customers did not receive the call outs today because they weren't in the affected areas. Customers outside of our utility district we can sign up manually using the link below:

<https://public.coderedweb.com/cne/en-US/BF8BC752FFB0>


We should be informing customers that they should keep their information correct with us, and that there are 3 ways they can do so:

1. Update it online in our billing inquiry system (<https://utilitybilling.ci.newberry.fl.us/ubs1/index.html>)
2. Send in updates using the back of their bill stub, the back left side has a "UPDATE YOUR INFORMATION" section. Which we check when they mail in their payment
3. Call us and have us update it for them.

Thank you!




Dallas Lee  
Director of Finance & Administration | City of Newberry  
[www.ci.newberry.fl.us](http://www.ci.newberry.fl.us) | 352.472.2161



SmartNotice™  
KEEPING STAFF INFORMED

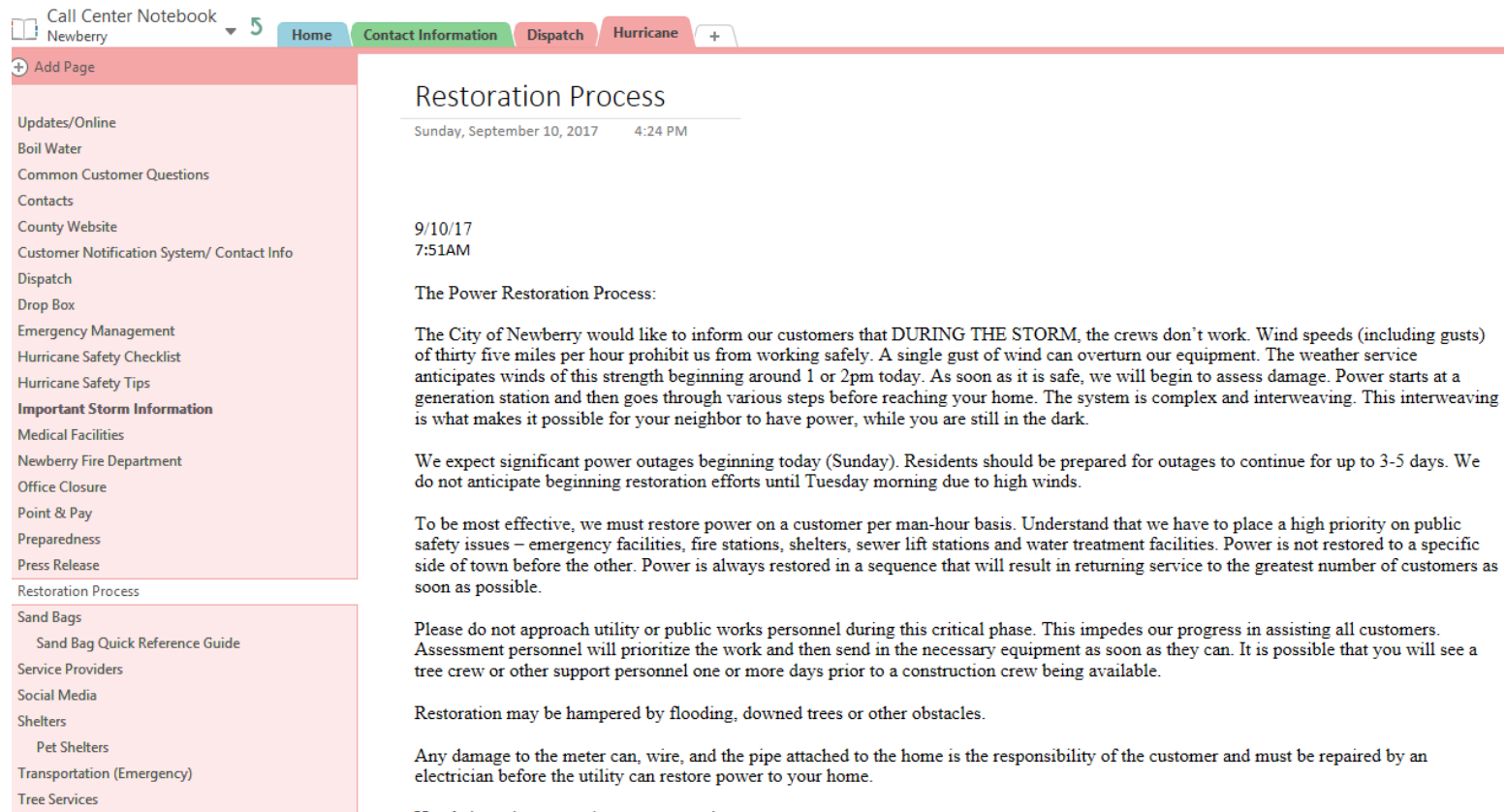
This site is optimized for current and supported common browsers (i.e. IE, Chrome, Firefox). For the best user experience, please ensure your browser is up-to-date.

COMMUNITY NOTIFICATION ENROLLMENT



City of Newberry, FL

## Newberry has leveraged the Hurricane as a learning opportunity to teach customers about the restoration process



Call Center Notebook  
Newberry

Home Contact Information Dispatch Hurricane +

+ Add Page

- Updates/Online
- Boil Water
- Common Customer Questions
- Contacts
- County Website
- Customer Notification System/ Contact Info
- Dispatch
- Drop Box
- Emergency Management
- Hurricane Safety Checklist
- Hurricane Safety Tips
- Important Storm Information**
- Medical Facilities
- Newberry Fire Department
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- Social Media
- Shelters
  - Pet Shelters
- Transportation (Emergency)
- Tree Services

### Restoration Process

Sunday, September 10, 2017 4:24 PM

9/10/17  
7:51AM

The Power Restoration Process:

The City of Newberry would like to inform our customers that **DURING THE STORM**, the crews don't work. Wind speeds (including gusts) of thirty five miles per hour prohibit us from working safely. A single gust of wind can overturn our equipment. The weather service anticipates winds of this strength beginning around 1 or 2pm today. As soon as it is safe, we will begin to assess damage. Power starts at a generation station and then goes through various steps before reaching your home. The system is complex and interweaving. This interweaving is what makes it possible for your neighbor to have power, while you are still in the dark.

We expect significant power outages beginning today (Sunday). Residents should be prepared for outages to continue for up to 3-5 days. We do not anticipate beginning restoration efforts until Tuesday morning due to high winds.

To be most effective, we must restore power on a customer per man-hour basis. Understand that we have to place a high priority on public safety issues – emergency facilities, fire stations, shelters, sewer lift stations and water treatment facilities. Power is not restored to a specific side of town before the other. Power is always restored in a sequence that will result in returning service to the greatest number of customers as soon as possible.

Please do not approach utility or public works personnel during this critical phase. This impedes our progress in assisting all customers. Assessment personnel will prioritize the work and then send in the necessary equipment as soon as they can. It is possible that you will see a tree crew or other support personnel one or more days prior to a construction crew being available.

Restoration may be hampered by flooding, downed trees or other obstacles.

Any damage to the meter can, wire, and the pipe attached to the home is the responsibility of the customer and must be repaired by an electrician before the utility can restore power to your home.



## City Website Storm Updates and Links - Rumor Control 311, Boil Water Information, Storm Updates

The screenshot shows the City of Newberry website header with the logo and a carousel of images. Below the header is a green navigation menu with the following items: Home, History, Mayor & City Commission, City Departments, Resident Resources, City Directory, Calendar, and Contact Us. The main content area displays a list of links under the heading 'Links'. The links are:

- Tropical Systems Update 09-08-2017 8 AM
- Tropical Systems Update 09-07-2017 8 AM
- Tropical Systems Update 09-06-2017 8 AM
- Tropical Systems Update 09-05-2017 8 AM
- Hurricane Preparedness
- Sand bags Available
- Sand Bag Quick Reference Guides
- Emergency Contact Notification System

With all the materials we received, we could update our Customer Service Handbook with real time updates. Allowing all staff handling calls and dispatching to have the latest information.

The screenshot shows a web application interface for a call center notebook. The left sidebar contains a navigation menu with items such as 'Updates/Online', 'Boil Water', 'Common Customer Questions', 'Contacts', 'County Website', 'Customer Notification System/ Contact Info', 'Dispatch', 'Drop Box', 'Emergency Management', 'Hurricane Safety Checklist', 'Hurricane Safety Tips', 'Important Storm Information', 'Medical Facilities', 'Newberry Fire Department', 'Office Closure', 'Point & Pay', 'Preparedness', 'Press Release', 'Restoration Process', 'Sand Bags', 'Service Providers', 'Social Media', 'Shelters', and 'Tree Services'. The main content area displays a 'Press Release' dated Friday, September 8, 2017, at 12:38 PM. The release is from the Alachua County Communications Office and is titled 'Press Release: Alachua County Announces 12 Shelter Openings to Help Statewide Effort'. It includes contact information for Mark Sexton, Communications and Legislative Affairs Director, and a 'For Immediate Release' notice. Below the text is a banner for 'ALACHUA COUNTY Florida' with a navigation bar for 'Alachua County Website', 'Press Release Archive', 'Community Update', and 'Video on Demand'. A social media section encourages users to stay engaged on Facebook and Twitter. At the bottom, a dark blue banner repeats the title of the press release.

Preparation is the KEY to Success!

- Questions or Comments?

End of Presentation