

MICHIGAN Winter Operations Conference



October 17 & 18, 2017
Shanty Creek - Bellaire Michigan

Politics & Plows

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Township, Michigan

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Politics & Plows



Politics & Plows

Perception and Reality is how politics become a part of our business.

TAKE AWAYS:

- Educate
- Support
- Plan
- Success

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Elected Officials:

- They have a grand perception based on the political base they listen too – their experts
- We provide reality based on training and experience – we are the experts
- How do you get them to see and trust the real experts??

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Educate

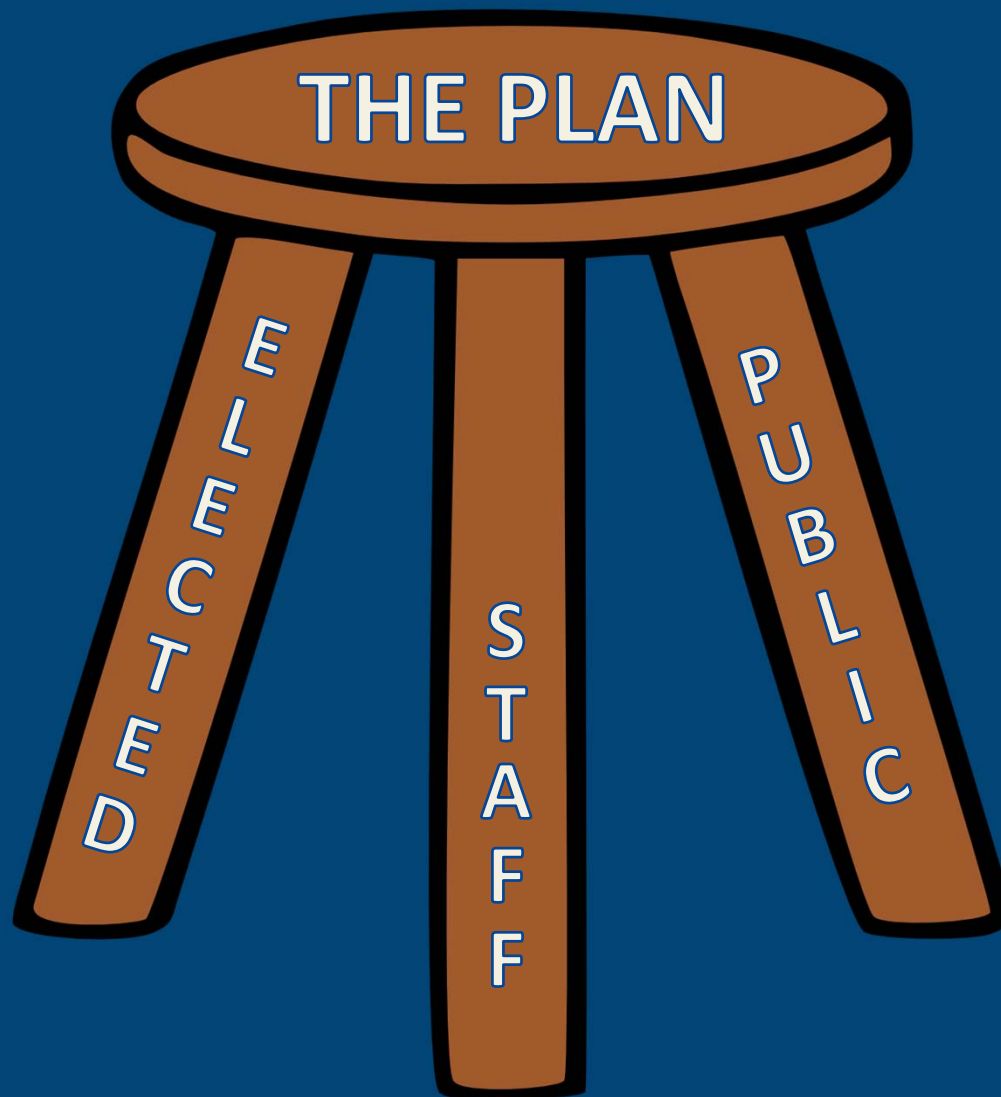
- Our job is to educate elected officials – become their expert
- Start with the Ice and Snow control PLAN
 - What you will do – Deice/salt/scrape/plow
 - When you will do it – based on amount/timing
 - Where you will do it – Priorities primary/locals
 - How you will get it done – assets people/equipment



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The PLAN

- Get buy-in from your STAFF – they need to be the authors
- Get the buy-in of the ELECTED OFFICIALS – clear and precise understanding
- Get the buy-in of the PUBLIC – share/be transparent - expectations

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How do you get Elected Officials to buy-in?

- Bring them to your facility for a dog and pony
- Let your staff show them and tell them their story
- Do ride alongs during the storms
- Become their expert, the go too!



How about Public buy-in?

- Use the media you have at hand
 - Web site
 - Newsletters
 - Email blast
 - Social Media
 - News Media
- Get the word out, be transparent

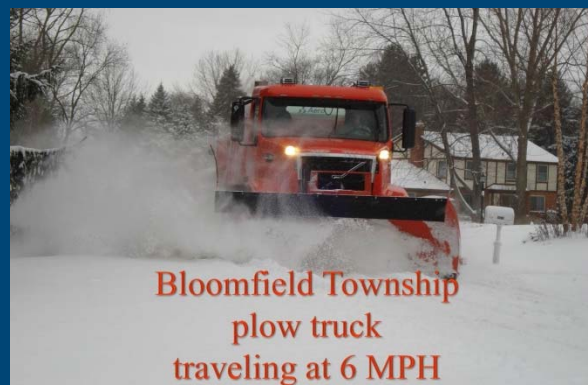
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Social Media

- Everyone has a better way – they are experts
 - Mail boxes
 - Snow in my drive – 6 feet tall
 - The plow goes too fast – at least 60 MPH – GPS
 - There has to be a better way
- And they all post their ideas
- Don't get caught defending what you do
- Stick to the plan



Bloomfield Township
plow truck
traveling at 6 MPH



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News Media

- Friend or Foe – They can be both
- Share with them what you are doing – the Plan
- Utilize their information to run your operation
- Do a ride along
- Build a relationship – become their expert

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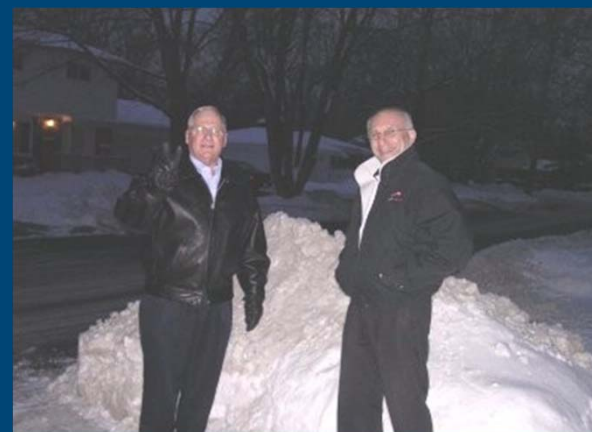
Preparation + Opportunity = Success

- Train the staff – certify them in Ice and Snow
- Prep an attack plan for every major storm
 - Start Time – primaries
 - Full staff plowing – subdivisions – locals
 - Utilize all staff and equipment
 - Stick to the plan
 - Debrief once complete
- Your Opportunity is the storm itself!!

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Follow the Plan

- Elected officials have there own constituent EMERGEcies. How do you handle them??
 - The 87 year old plowed in and has to get to doctor
 - Six feet of snow in my drive
 - You missed my street
 - Do you have a story??



We have Emergencies Too!!



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This can Happen Too



Keep Everyone Informed

- Police – Public Safety
- Staff – as well as the bosses
- Elected Officials
- The Public
- Use your media sources





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Conclude

- Educate – Be their EXPERT
- Train the staff – listen to them
- Utilize all your assets
 - Staff
 - Equipment
 - Elected Officials
 - Social Media
 - News Media

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- A special thank you to those that provided pictures for this presentation:
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Put it all together and you have
SUCCESS!!



Eureka's!!