

NHPWA Scholarship Sends a NH Public Works Director to the 2013 APWA-North American Snow Conference

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of Town roads, and 177 miles of private roads (which the Town provides winter maintenance.) The community for which I serve has a year round population of approximately 4,900 residents, and a large second home base which raises the community's population on weekends, holidays, school vacation weeks and the summer months to approximately 25,000, which ultimately evolves into a diverse community.

As a Public Works Director of a diverse community it means trying to find the happy medium with winter maintenance operations with a high concern toward safety and environmental impacts. As you can imagine, when you have some 'ole time Yankees' in a community, they are critical of use of chlorides and keeping the budget level or less. Then you have the jet setter; commuters that own a multi-million dollar home on the lake shore, and need to make it to the airport for an early morning flight. This group is looking for roadways clear of snow and ice for safe, swift travel. Both of these residents are also concerned for the environment, with its preservation of the beautiful landscapes, trees and water bodies.

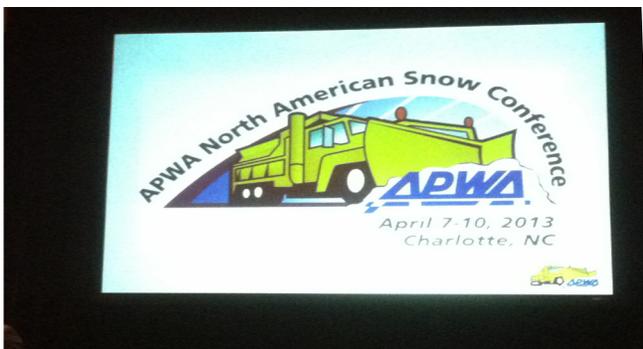
So that said, I felt the need to see how other Public Works Directors handle winter maintenance operations, applying best management practices and their concern for the environmental impacts in mind. As a member of the American Public Works Association, I have always followed the promotion of the North American Snow Conference, and the articles written

about them, all which I have found very informative. But reading about it is not like attending and interacting with instructors, speakers, vendors and networking with other attendees.

During my 2013 budget process I obtained permission from the Board of Selectmen to apply for a continuing education scholarship from the NHPWA, to enable me to attend the 2013 APWA North American Snow Conference in Charlotte, North Carolina, April 7-10. At the April NHPWA Board of Directors meeting I was awarded a scholarship for "Professionals in the Field, continuing education." The scholarship provided financial support for conference registration, travel, lodging and meals.

I was fortunate to have a colleague from a neighboring Lakes Region community attend the conference with me, and my scholarship was also able to help support his travel with sharing lodging, making it more feasible for his community to fund his conference attendance. As we arrived in the City of Charlotte, we found early spring time weather, warm sunshine and sprouting trees and flowers. The venue at the Charlotte Conference center was convenient, comfortable and very appropriate for the needs of the APWA group. The first day, (Sunday) was spent attending a certificate training program, titled "Winter Maintenance Supervisor Workshop." This training was assembled by the APWA Winter Maintenance Committee, and covered subject areas on Policy and Planning, Weather, Materials, Equipment, Snow Control, and Ice Control. After each module attendees were quizzed, and upon successful completion were issued a certificate. After attending this training, I hope to assist NHPWA and UNH T² to develop a training class for New Hampshire Public Works folks, which will cover similar topic areas.

On day two (Monday) I attended a General Session talk show on Public Works and Emergency Response. This session showed how the different emergency



APWA North American Snow Conference

response disciplines handle their place at the table, and how public works still has not earned the same level of respect as an emergency response collaborator or at the Emergency Management table. Although we have seen improvement, there is still a ways to go to be considered by some as at the same level as Fire and Police. The remainder of the day was spent attending sessions on “Solving Winter Challenges,” “Minimizing the Impacts of Winter Operations,” “High Performance Salt Pre-Wetting Agents- Solution to Melting More Ice with Less Salt” and “Fighting a Historic Flood in a Snow Storm.”

On Monday afternoon the venter exhibit floor opened and I started visiting the hundreds of venders who brought the latest and greatest snow and ice fight-



APWA Snow Conference Vendor Exhibit

ing technology, with snow removal equipment, trucks, plows, spreaders, salt brine sprayers, salt brine makers, treated salt manufactures, loader scales, side-walk maintenance equipment, pot hole asphalt patching equipment, and snow removal equipment up-fitters for equipment controls and metering.

On day three (Tuesday), I attended sessions on “The best defense is a strong offense”-Managing public trees, “Blizzards & Hurricanes- How they compare,” “Deicing science for non-scientist- how do deicers work anyway,” and “Disaster Anthropology: A case study of Blanc-Sablon, Canada- Where extreme weather events are a common thing.” The day wrapped up with an inspirational keynote speaker NASCAR Legend Jeff Hammond, who spoke of teamwork and respect of others within the team to achieve common goals.

The evening was a networking dinner at the NASCAR Hall of Fame, where we were able to

network with attendees and try some teamwork and competition the NASCAR way. This event was a fun and interactive opportunity for all.

On the final day of the Conference (Wednesday) attendees toured the City of Charlotte’s DPW facility which was built in the past two years, Freight-



Nascar Racetrack

liner Truck manufacturing Plant, or Michael Waltrip Racing shop. I attended the Michael Waltrip Racing facility, which was just amazing to see what actually goes into the building of these quarter of a million dollar race cars, and the mechanical workings and teamwork support that keeps them a competitive race team for Michael Waltrip, Clint Boyer and Mark Martin.

The experience of the conference was excellent and I came away with greater knowledge in the construction of a comprehensive snow and ice policy, and how the trends of most all in attendance are the reduction of chlorides by the use of liquid deicers, such as salt brine as a pre-wetting liquid with salt and/or direct application for pre-treatment and post-treatment. It was noted that the use of salt brine has also reduced direct salt applications by 20-30% and 30-40% if they add calcium/magnesium chloride liquids and/or high sugar liquids such as beet juice, molasses or distilling by-products. These additional liquids added to the salt reduce salt bounce and scatter, and help lower freezing points of the liquids for better low-temperature activation of the salt chloride and help reduce refreeze. These techniques coupled with weather monitoring all help reduce environmental impacts and gain better deicing, but general don’t initially save money, but may in the long run.

Overall, this was a great conference and a great opportunity. It’s nice to know that we in New



Racecar on Display at the APWA Snow Conference

Hampshire are like many other states and communities in the country, striving to manage our winter maintenance operations efficiently with safety, environmental, and economic impacts in the forefront. Thanks again to the NHPWA Scholarship committee and NHPWA Board of Directors.

Scott D. Kinmond is an elected Highway/Road Agent- Public Works Director for the Town of Moultonborough, NH. Scott was elected to office in 2009, while he was still serving as Police Chief, a position held for 11 years of his 24 year Law Enforcement Career. Scott has served nearly 20 years as an Assistant Emergency Management Director for the Towns of Moultonborough and Ossipee. Scott has operated as a private snow removal contractor for over 25 years, and has been instrumental in reducing the use of salt applications by 30%, and sand/salt application by nearly 60% on paved roadways to reduce silica's from the water sheds. Scott currently serves on the NHPWA Board of Directors, and is a life member of the NHACOP, and still serves on the Cadet Academy Training committee. Scott and his wife, Anne, have two daughters.

Public Works Departments and Social Media

The information for this article has been provided by AASHTO's "Third Annual State DOT Social Media Survey" (September 2012) and from The Bridge's "Road Commissions 'Like' Facebook" (June 2013).

This is the American Association of State Highway and Transportation Officials' third annual survey of social media usage by state departments of transportation. Forty-one states and the District of Columbia participated in this year's survey, which this year showed an increased interest on the part of state DOTs in how to improve the effectiveness of their social media programs. In addition, the survey shows that states are on the leading edge of government agencies experimenting with newer social media tools like Pinterest and Storify, while also increasing their capabilities to serve a mobile audience that depends on wireless devices like smart phones and tablet computers for information.

"We used to be very rigid and formal in all our responses. Now, we're trying to humanize the feed. We post pictures of ourselves and answer the feed as people (saying I and we) instead of an agency (DOT says...). It has helped tremendously and we've received really good public feedback!"

— Survey Comment

OLD TOOLS, NEW TOOLS

This year's survey points to a downward trend in usage for some social media tools, and hinted at potential growth in two newer tools. Again this year, fewer states reported using podcasts—recorded audio programs that can be downloaded to a smart phone, tablet computer, or mobile music player. Just 7 state DOTs said they regularly produce a podcast. In 2010, 10 states had active podcasts.

LinkedIn also appeared to be dropping in interest for state DOTs with less than 10 reporting a LinkedIn Third Annual State DOT Social Media Survey account, a significant drop from 2011 when 19 state DOTs had some kind of LinkedIn account. Those that have accounts said those accounts were mostly used for advertising job openings and recruiting new employees.

Pinterest, one of the newest and fastest growing social media sites in the past year, is now being used by seven state DOTs. The site functions as an electronic bulletin board. Users to "pin" images, video and other social media content to virtual boards. State DOTs say