# ATXfloods.com

## Real-Time Map Alerts Public to Flood Hazards

Matt Porcher & Rob Clayton
Open Gov & Civic Tech Meet-Up | 1.27.2014

CITY OF AUSTIN · FOUNDED 1837

FEWS
Flood Early Warning System

City of Austin
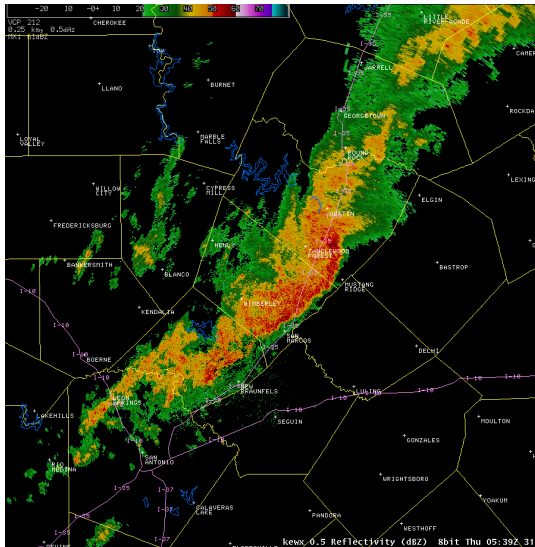WATERSHED PROTECTION

# Outline

- The City of Austin
  Flood Early Warning System (FEWS)

- ATXFloods Development

- ATXFloods.com During the Halloween Flood

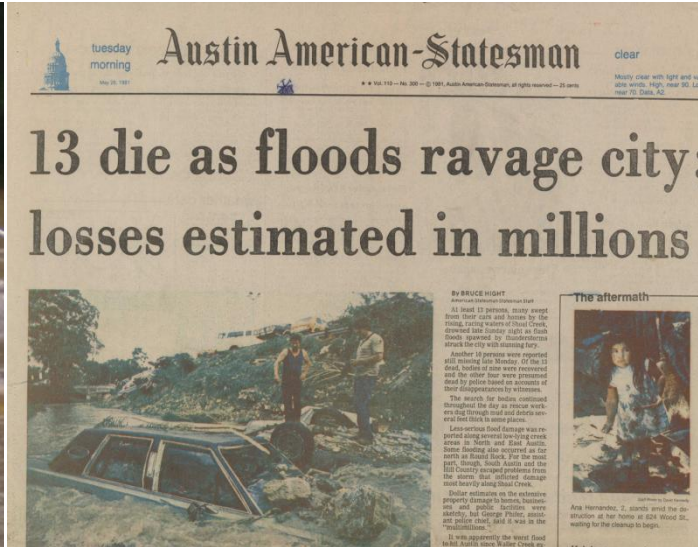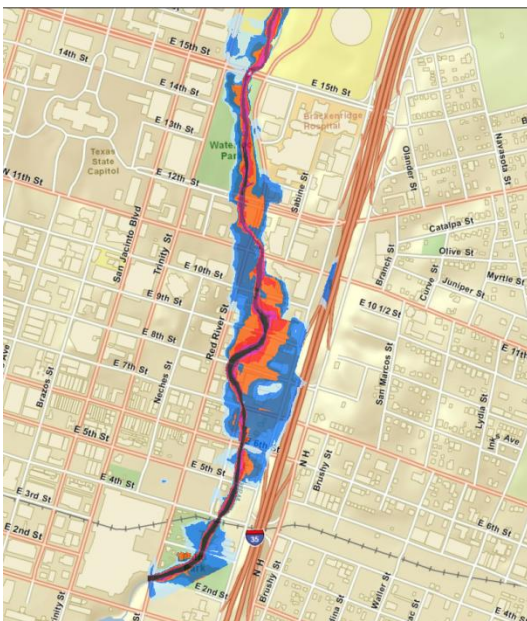- Alternate notification tools: Waze & Twitter

# The Halloween Flood
# 10/31/2014



Credit: Reagan Hackleman

# Flooding Events in The City of Austin



CONGRESS AVENUE FROM SOUTH AUSTIN JUNE. 15. 1935

# The City of Austin
# Flood Early Warning System

# Outline

- The City of Austin
  Flood Early Warning System (FEWS)
- ATXFloods Development
- ATXFloods Alerts
- Future Development

# Code for America

- 2012 Fellowship in Austin
  - Prepared.ly
  - StrayMapper
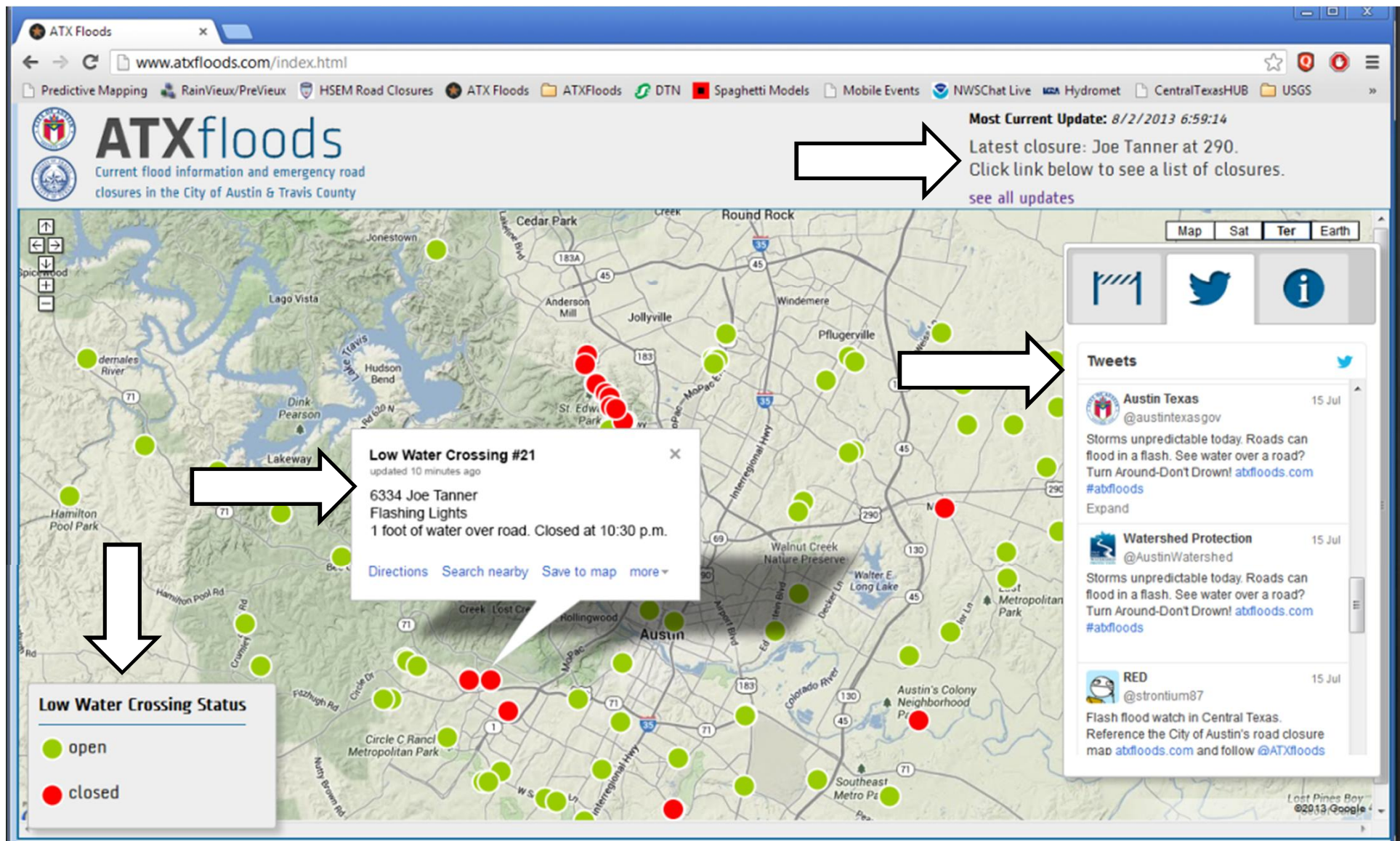  - ATXFloods
    - Emily Wright
    - @emilyville

# CoA FEWS is using "New" Communications to reach citizens
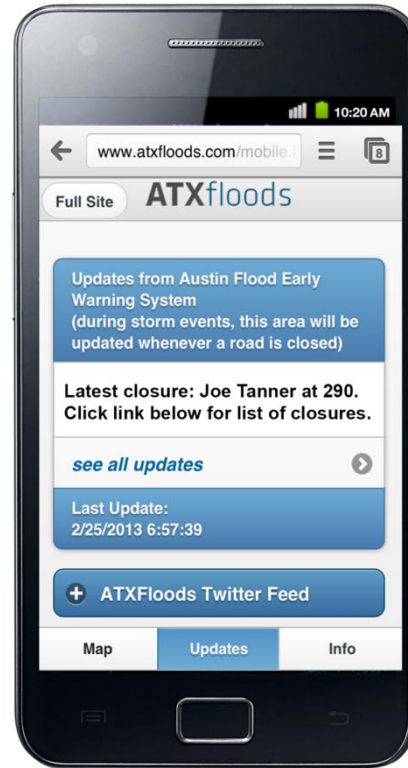
- Desktop & mobile site
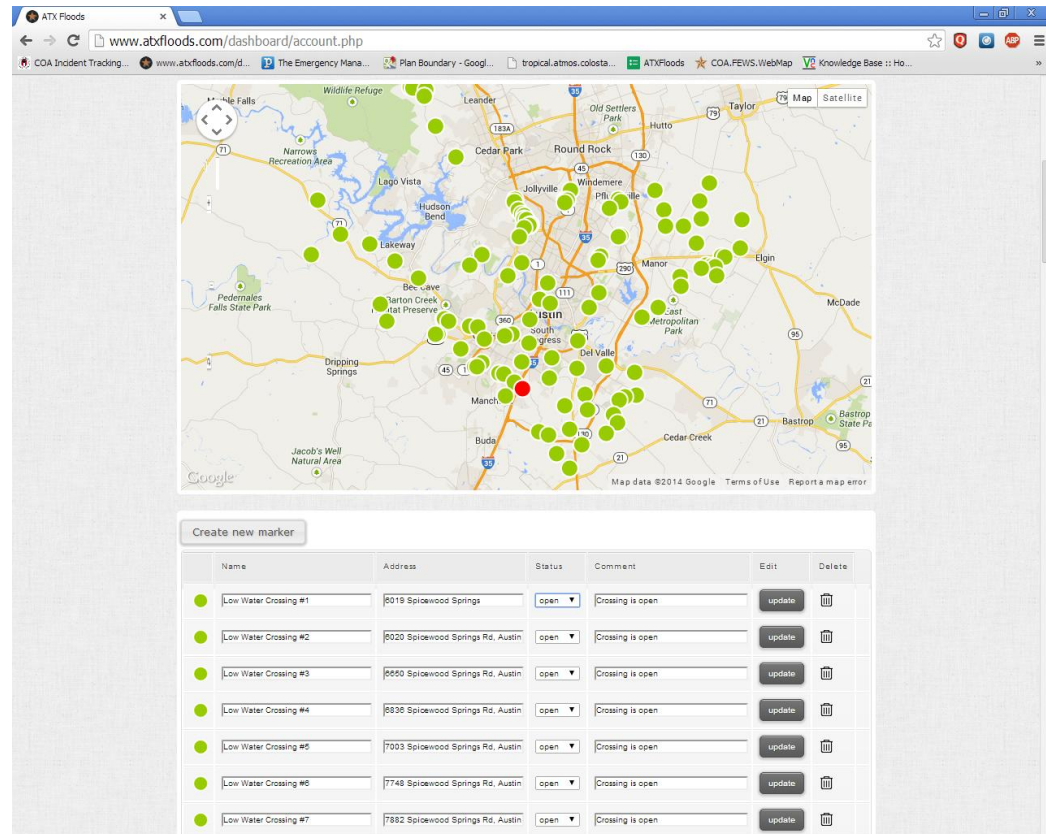- NOT app

# Components of ATXFloods

# The ATXFloods Mobile Site reaches users on their preferred device

- ATXFloods Mobile website accessible from the desktop version
- Not an app, but looks and acts like one

# ATXFloods Dashboard

- Allow us to set permissions to allow crossings to be closed by other agencies, jurisdictions or even local volunteers.
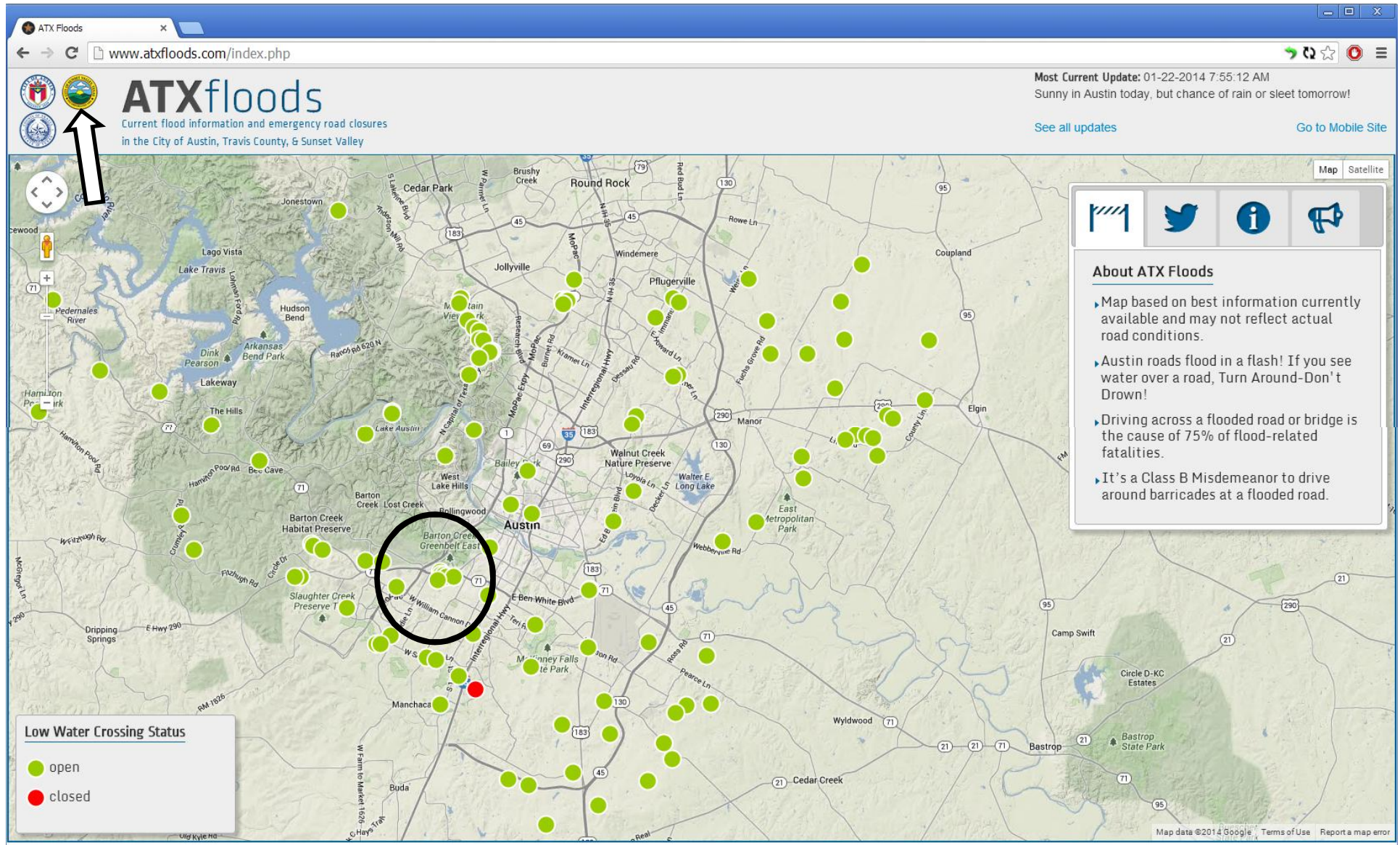
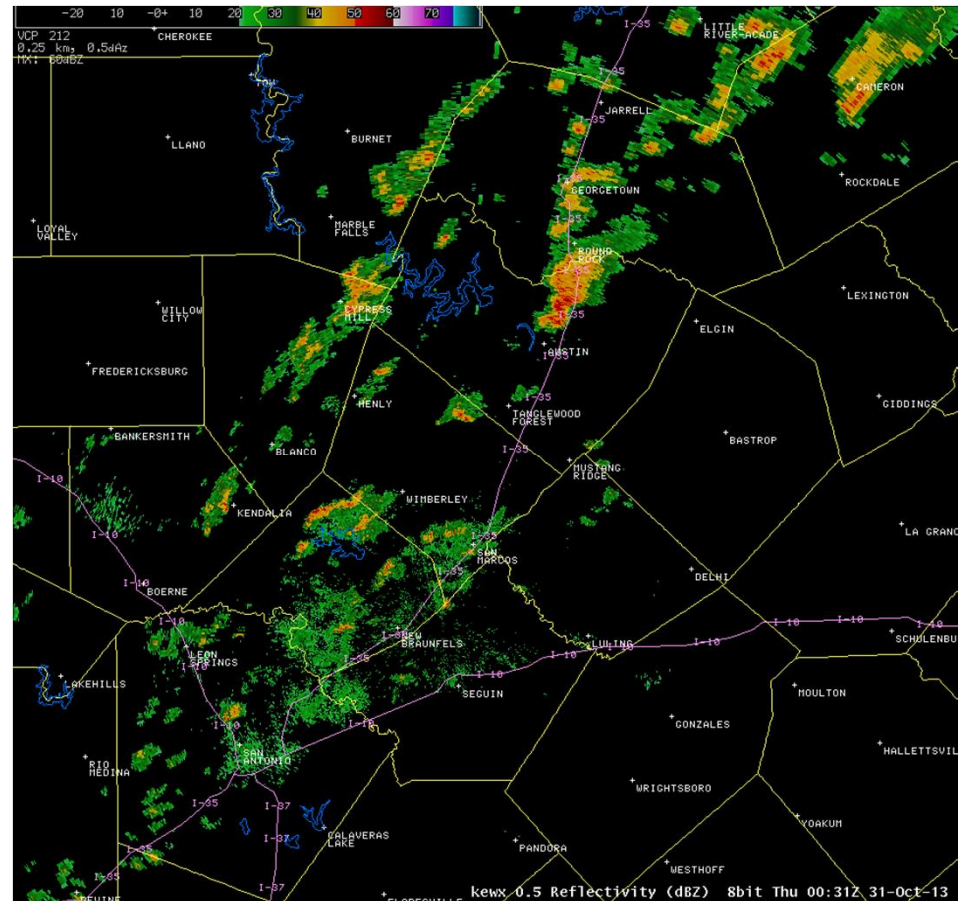# Sunset Valley: First ATXFloods Partner

# Outline

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  Flood Early Warning System (FEWS)
- ATXFloods Development
- **ATXFloods During the Halloween Flood**
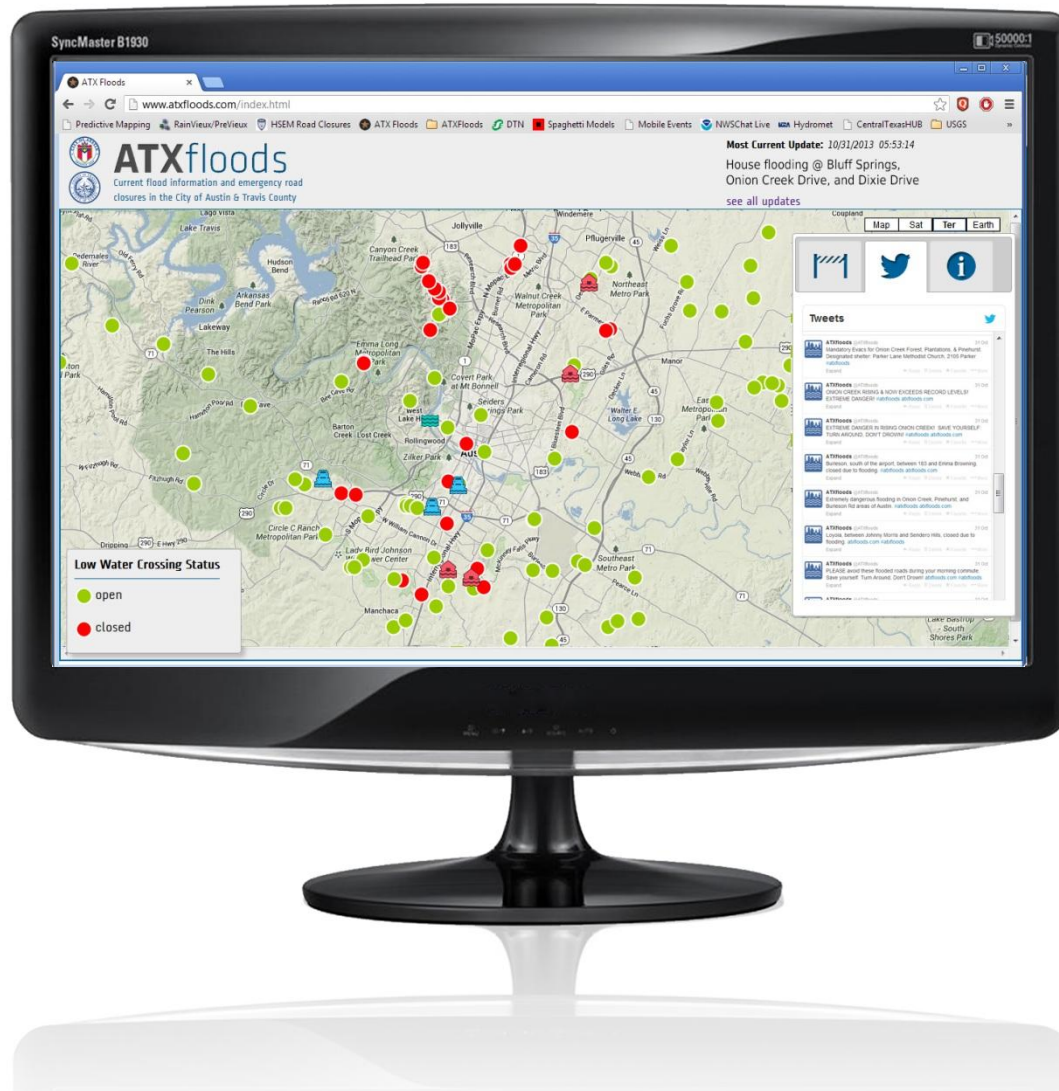- Other notification tools: Waze & Twitter

# The Halloween Storm

- For the first 12 hours of the storm, training occurred from southwest to northeast
- For the second 12 hours, the training also had an eastward movement
- Soils were saturated because of previous rainfall that had occurred on October 13

# ATXFloods During the Storm



- 40 road closures
- 40,000 unique visitors during the storm—approximately 5% of the city visited the site
- Site shown live on local news broadcasts
- Tweets from @atxfloods reached tens of thousands

# Lakewood Drive
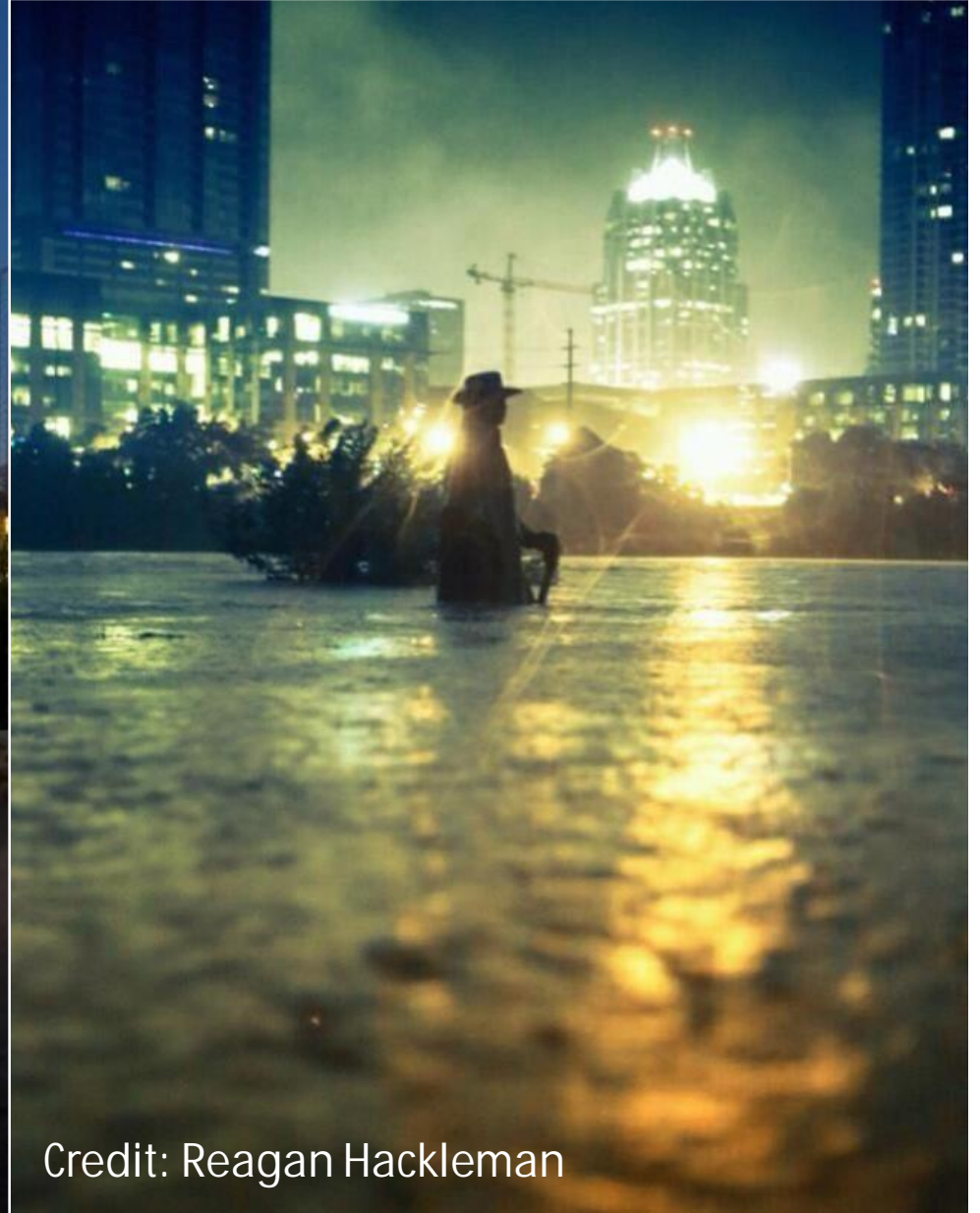
# Lakewood Drive

# Ladybird Lake

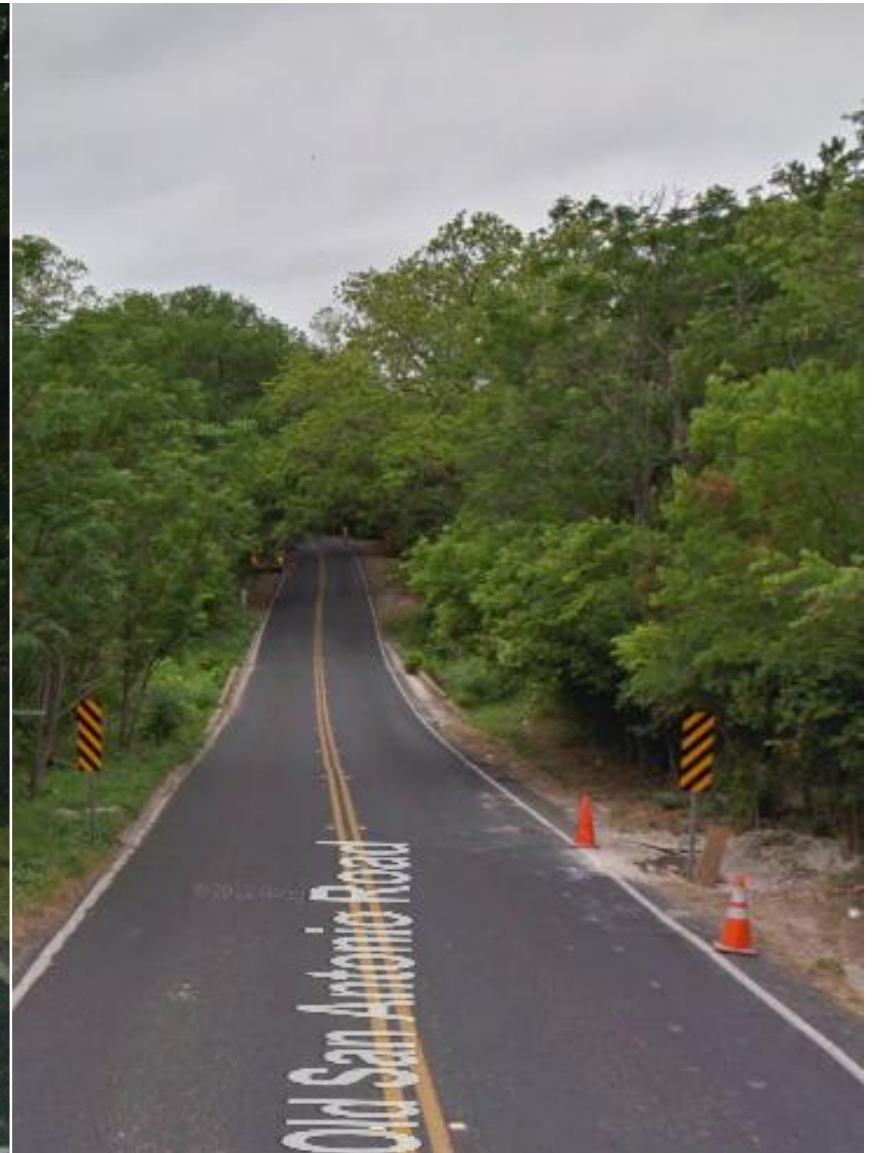# Ladybird Lake



Credit: Reagan Hackleman

# Old San Antonio Road

# Old San Antonio Road

# William Cannon Bridge over Onion Creek
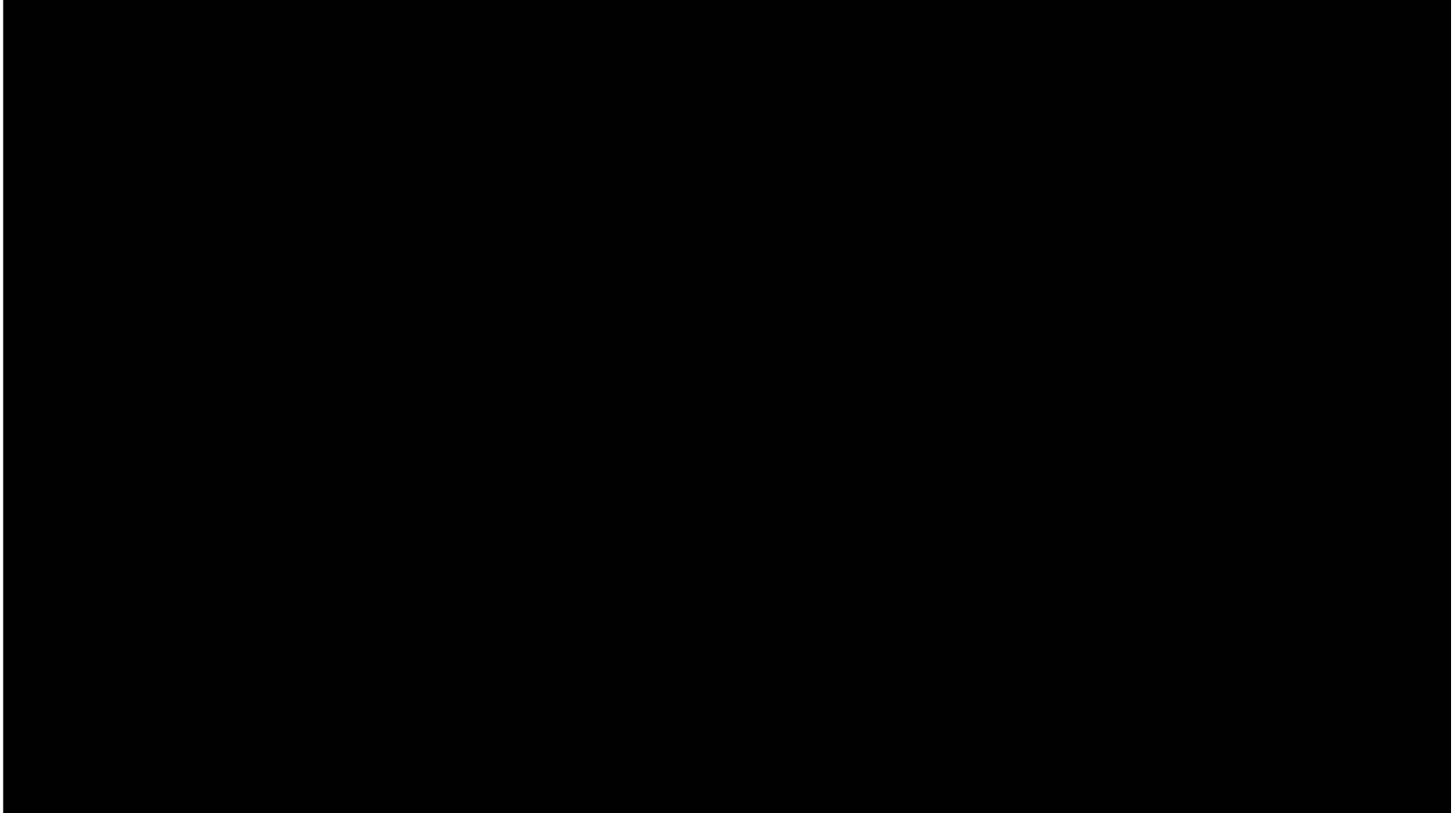
# Bluff Springs Road

# 183 bridge over Onion Creek

# 183 bridge over Onion Creek

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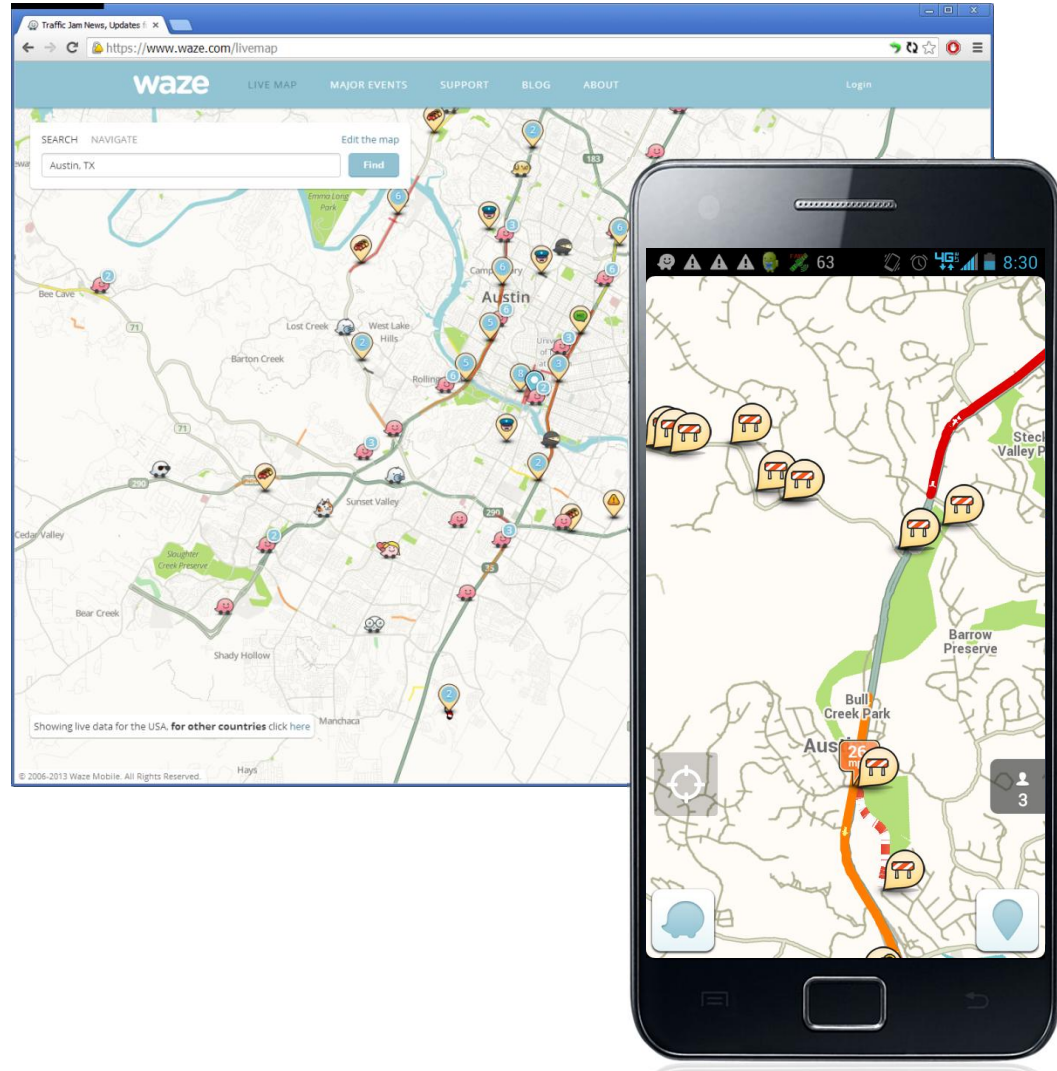- **Alternate notification tools: Waze & Twitter**

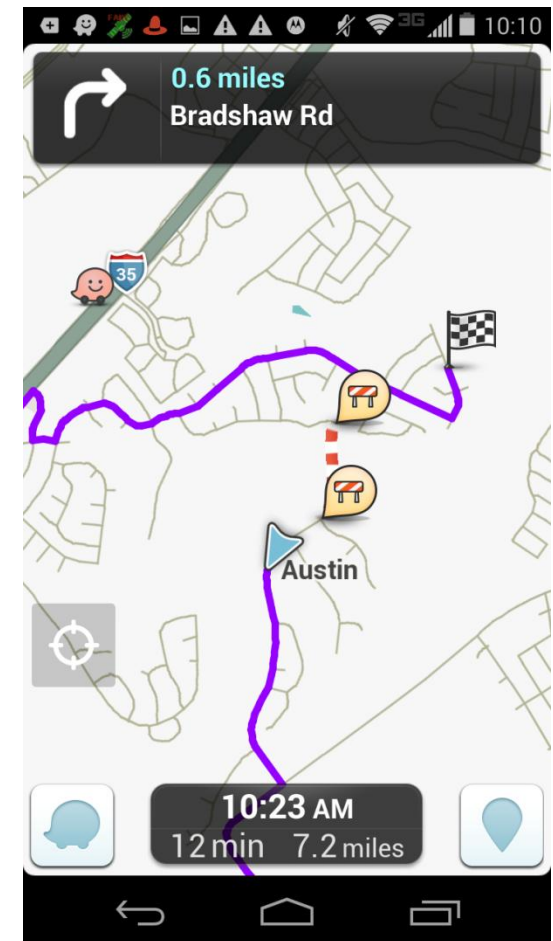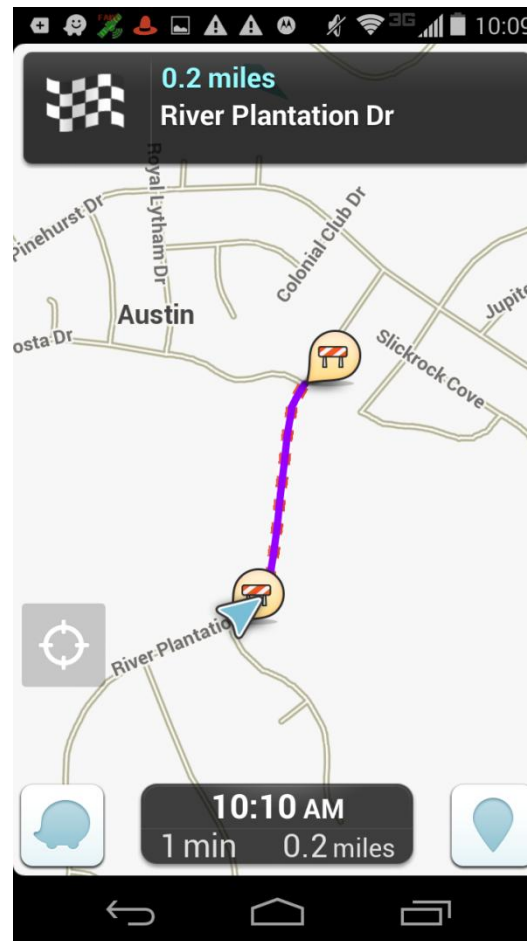# Tweets from @ATXFloods Reached Tens of Thousands of Twitter Users

# Waze Integration

- Traffic, road hazard, and navigation app

- Reach people on products they are already using (e.g. Google Maps)

# Waze Integration

- Routes users around closures
- Avoids the temptation to drive around a barricade

# Thank You

## You've been a wonderful audience.

ATXFloods address: atxfloods.com | #atxfloods | @atxfloods

ATXFloods Alerts! Signup: atxfloods.com/Alerts
En español: atxfloods.com/Alertas

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