

Social Media and Hurricane Sandy

NYU Rudin Center for Transportation
November 27, 2012

Transportation During and After Hurricane Sandy

Report & Interactive Timeline:
NYURudinCenter.com/sandy

Upcoming Event at NYU Rudin

Short Talks, Big Ideas

December 12

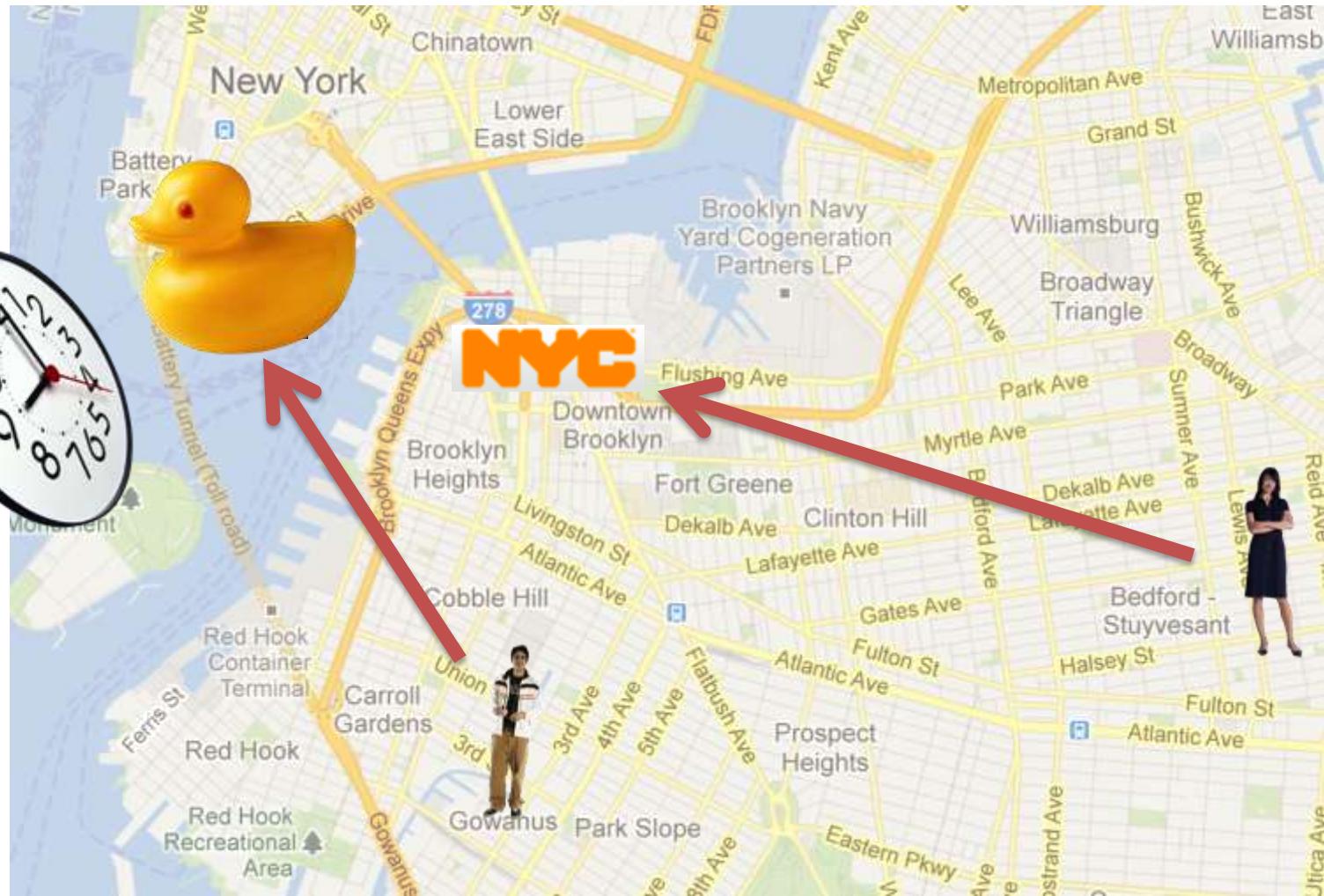
Register here:

<http://wagner.nyu.edu/rudincenter/>



Social Media's Role in #Sandy

When the Power Goes Out





Not the First Time Social Media Saved the Day



Monday, November 26, 2012 18:39:1 GMT

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August 26, 2011, 10:54 AM ET

City Website Crashes Under Pressure From Irene

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By Michael Howard Saul

New York City's government website — a platform Mayor Michael Bloomberg has strongly encouraged the public to use for information about Hurricane Irene — has crashed amid overwhelming volume, city officials confirmed Friday morning.

"It is at the moment experiencing a very, very high volume of folks trying to get on," said Nicholas Sbordone, a spokesman for the city's Department of Information Technology and Telecommunications. "We are working to unclog it as quickly as we can."

Sbordone said the city will be adding additional web and application servers to bring NYC.gov back online. One official said the site has been intermittent, noting that it was down at some point Thursday night as well.

"It's just a matter of extraordinarily high volume," Sbordone said.

The site was very sluggish for a good portion of Thursday, frustrating many New Yorkers. During a public appearance Thursday, the mayor encouraged the public to

It's time we met. SM

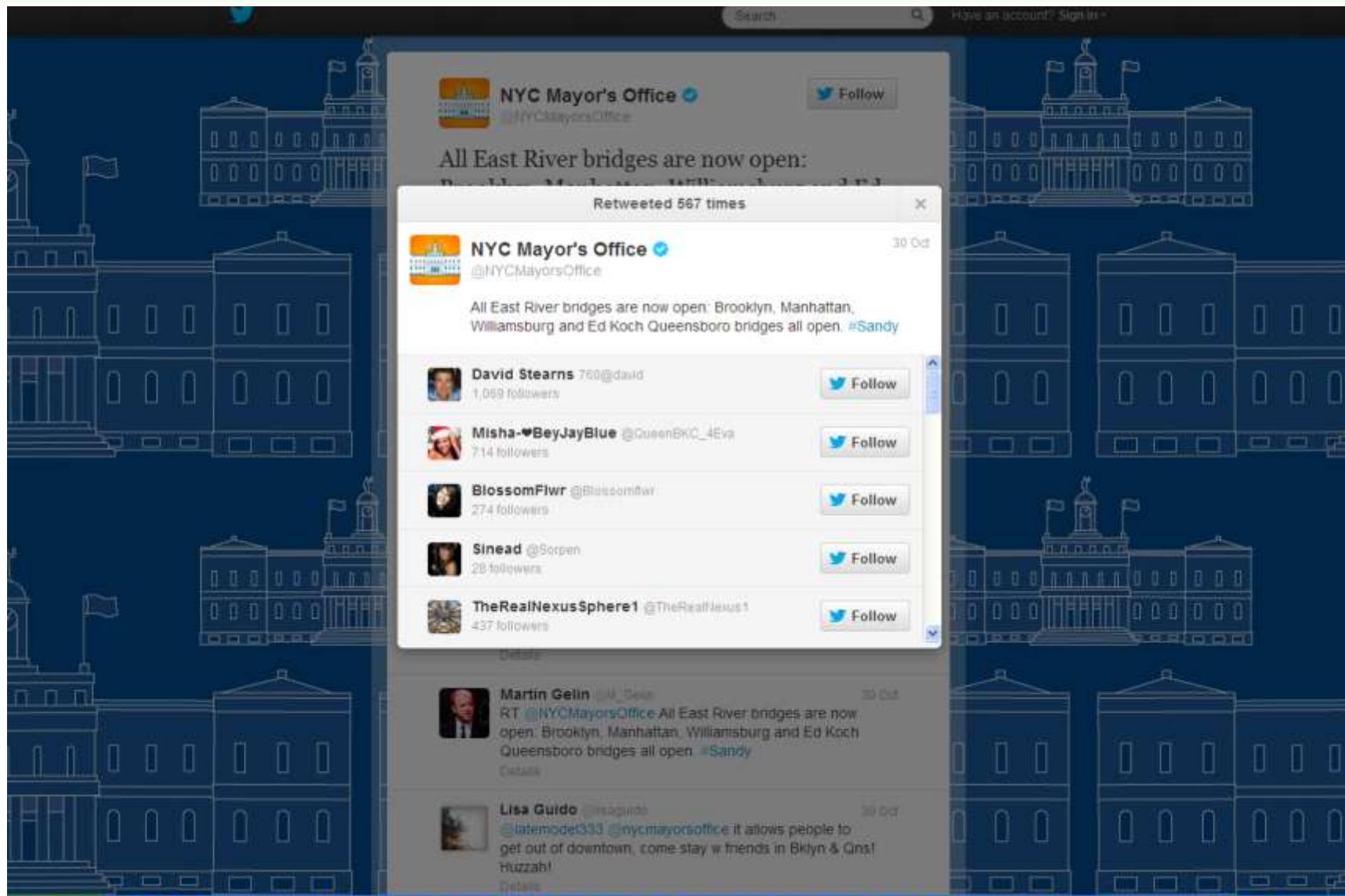
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Using Twitter to Amplify



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NYC Mayor's Office [Follow](#)

All East River bridges are now open:
Brooklyn, Manhattan, Williamsburg and Ed Koch Queensboro bridges all open. #Sandy

Retweeted 567 times

30 Oct

NYC Mayor's Office [Follow](#) @NYCMayorsOffice

All East River bridges are now open: Brooklyn, Manhattan, Williamsburg and Ed Koch Queensboro bridges all open. #Sandy

David Stearns [Follow](#) 760@david 1,069 followers

Misha-BeyJayBlue [Follow](#) @QueenBK14Eva 714 followers

BlossomFlwr [Follow](#) @BlossomFlwr 274 followers

Sinead [Follow](#) @Sinead 28 followers

TheRealNexusSphere1 [Follow](#) @TheRealNexus 437 followers

Martin Gelin [Follow](#) @MartinGelin 30 Oct RT @NYCMayorsOffice All East River bridges are now open. Brooklyn, Manhattan, Williamsburg and Ed Koch Queensboro bridges all open. #Sandy

Lisa Guido [Follow](#) @lisaguido 29 Oct @latemode1333 @nycmayorsoffice it allows people to get out of downtown, come stay w friends in Bklyn & Qns! Huzzah!

Highlighting Recovery



Edit Profile

nyc_dot

NYC DOT Providing for the safe, efficient and sustainable movement of people and goods, in order to enhance the economy and quality of life in New York City.
<http://www.nyc.gov/dot>

21
photos

5
following

54
followers

The Daily POTHOLE SANDY RECOVERY

 A publication of New York City DOT [Facebook](#) [Twitter](#)

Follow The Daily Pothole: Sandy Recovery as DOT and other City agencies mobilize across the City. DOT crews are especially focused on neighborhoods hardest hit by the storm. Crews are using dump trucks, payloaders and other heavy equipment to remove sand and debris from arterial streets and driveways, instead of for paving airing roads.

than 544 crews and 1,727 trucks have been d since the storm, working 12-hour shifts in island, the Rockaways, and elsewhere. They have removed more than 151,474 tons of debris. d 11/20)

[Volunteer to help with NYC Service](#)

[Hurricane Recovery Photos](#)

Hurricane Sandy

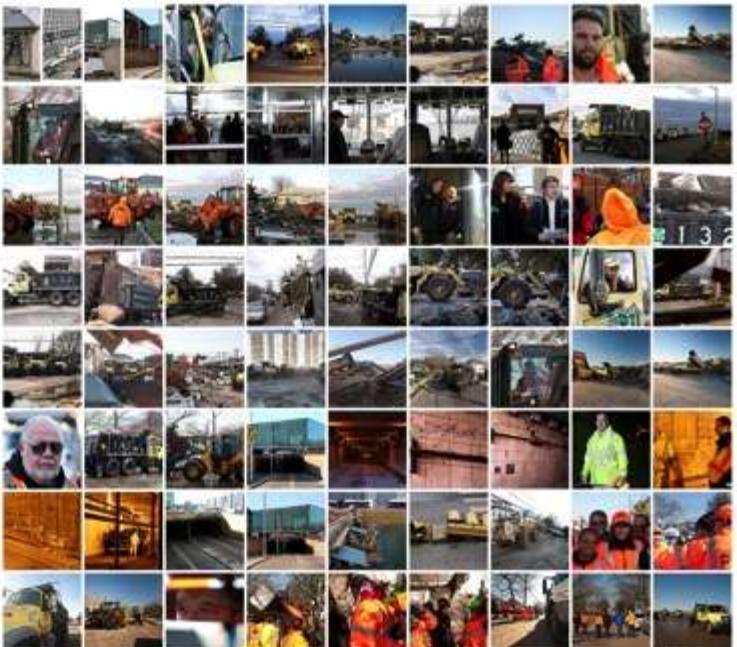
[Thumbnails](#) [Detail](#) [Comments](#)



The NYC Department of Transportation is playing a significant role in preparation and recovery from Hurricane Sandy.

121 photos | 1,225 views

Items are from between 01 Nov 2012 & 10 Nov 2012.



Children from the Auburndale Soccer Club, based in Queens, load donated goods into a DOT vehicle bound for the Rockaways on November 17, 2012.

DOT's Queens Arterial Emergency Response Unit, based out of Harper Street Yard, delivered the goods.

2 days ago



Crisis Challenges

Challenges

- Message coordination
- Approvals
- Risk versus speed
- Creating a more open communications culture



For the Audience

Where do you want to find
information in an emergency?



Keep in Touch!

Robin Lester Kenton

Director of Strategic Communications, NYC DOT

rlesterkenton@dot.nyc.gov



facebook.com/NYCDOT
twitter.com/NYC_DOT
nyc.gov/bikeshare

MTA & Social Media Response to Superstorm Sandy

NYU Wagner Rudin Center for
Transportation Policy &
Management

November 27, 2012



MTA & Social Media

- Updated Information via Twitter
- Video via YouTube (Joe Chan)
- Still Photos via Flickr+Twitter & Facebook
 - Before: Preparation
 - During: Storm Hits
 - Aftermath, Part 1: Damage
 - Aftermath, Part 2: Restoration
- Public Response

Latest Updates via Twitter

- RTs of Major Announcements by Governor
- Status of our Infrastructure
- Service Updates
 - Subway, Buses, LIRR, MNR have separate accounts
- Links to Updated Maps
 - RT'ing self every hour
- Responses to Questions
 - “For everyone asking about ...”

Still Photos

- Uploaded to Flickr & Facebook
- Tweeted Links to Flickr
 - Whole galleries or individual stills
- Four Basic Categories of Photos
 - Before: Preparation
 - During: Storm Hits
 - Aftermath, Part 1: Damage
 - Aftermath, Part 2: Restoration

Photos: Preparation





Workers Block Subway Vents

Action designed to reduce flooding, not prevent.



Generator Placed at Bus Depot

Generator will ensure power throughout the storm.



Sandbags & Plywood Barricade Bus Depot

Action designed to reduce flooding, not prevent it.



Express Buses Stored on Higher Ground

Express buses removed from low-lying depots.



Last Passenger Boards Last Train

Last train to depart from Grand Central Terminal: A local to Stamford shortly after 7 p.m. on Sunday, Oct. 28.

Grand Central Terminal on Lockdown

Metro-North Assistant Station
Master locks Grand Central in
advance of the storm.





LIRR Ticket Machines Shrink Wrapped

To protect them from wind-driven rain.

Photos: During Storm





MTA 'Takes Over' New Digital Ad Screens

The MTA "takes over" digital screens normally used for advertising. Helps customers avoid walking into closed stations.



Chairman Inspects Flooding

MTA Chairman Joe Lhota inspects flooding in Lower Manhattan with NYCT President Tom Prendergast



Empty Grand Central Terminal

Terminal Closed in advance of the storm.



Governor and Chairman Downtown

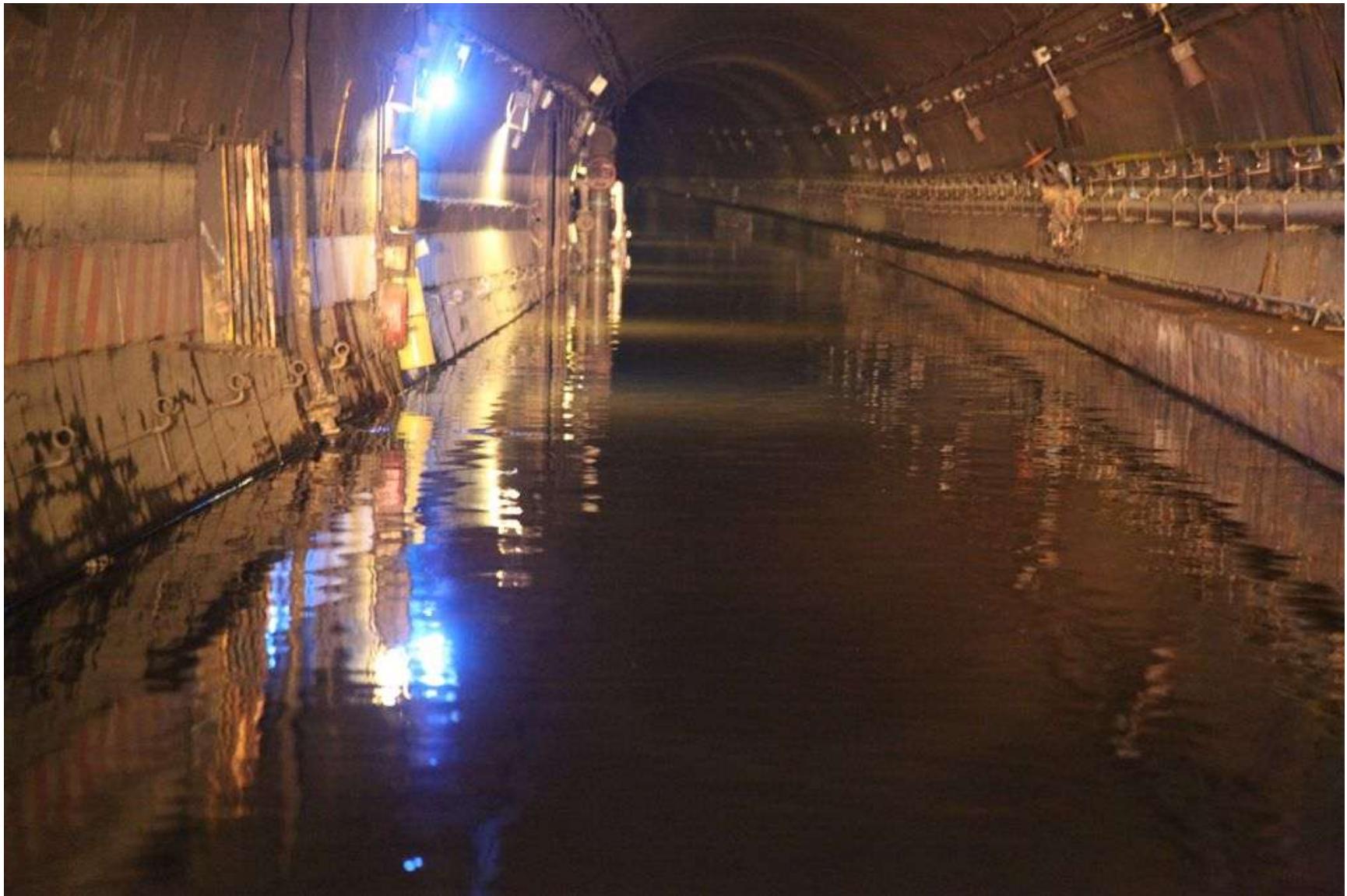
Governor and Chairman Lhota are on scene at Hugh L. Carey (Brooklyn-Battery) Tunnel.



Subways Connect to Free 'Bus Bridge'

Buses take the place of subways while tunnels are flooded.

Photos: Damage



Hugh L. Carey (Brooklyn-Battery) Tunnel Flooding

Most-seen photo on Flickr is from a traffic camera.





Washed Out Tracks

Ballast washed out from under the A line to the rockaways.



Boat on Metro-North's Hudson Line

Pleasure craft washed onto tracks.



Trees Down Across Tracks

Trees on Metro-North tracks.



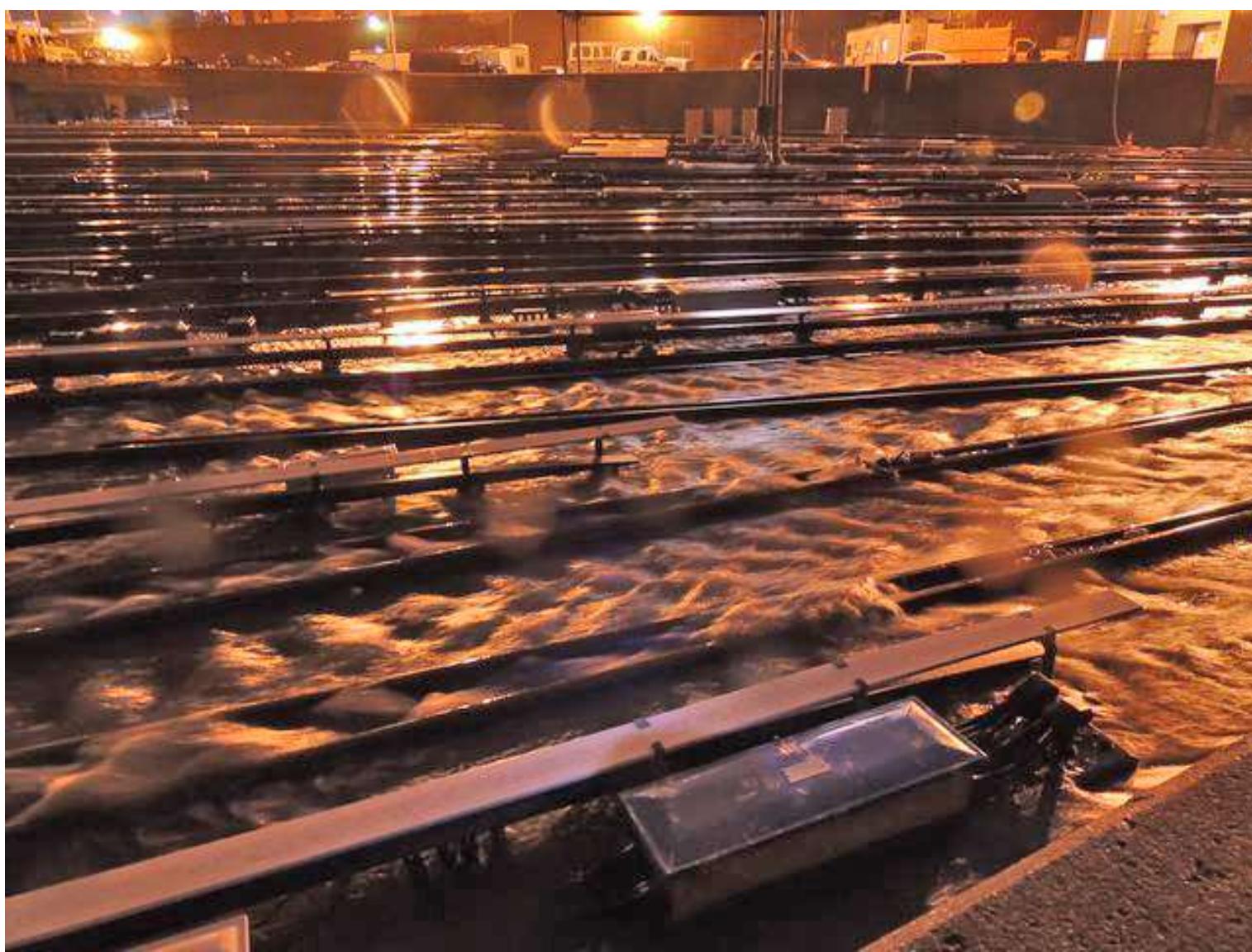
Tracks Flooded

Near Garrison on Metro-North Hudson Line



Queens-Midtown Tunnel Flooding

Water and ceiling become one in distance.



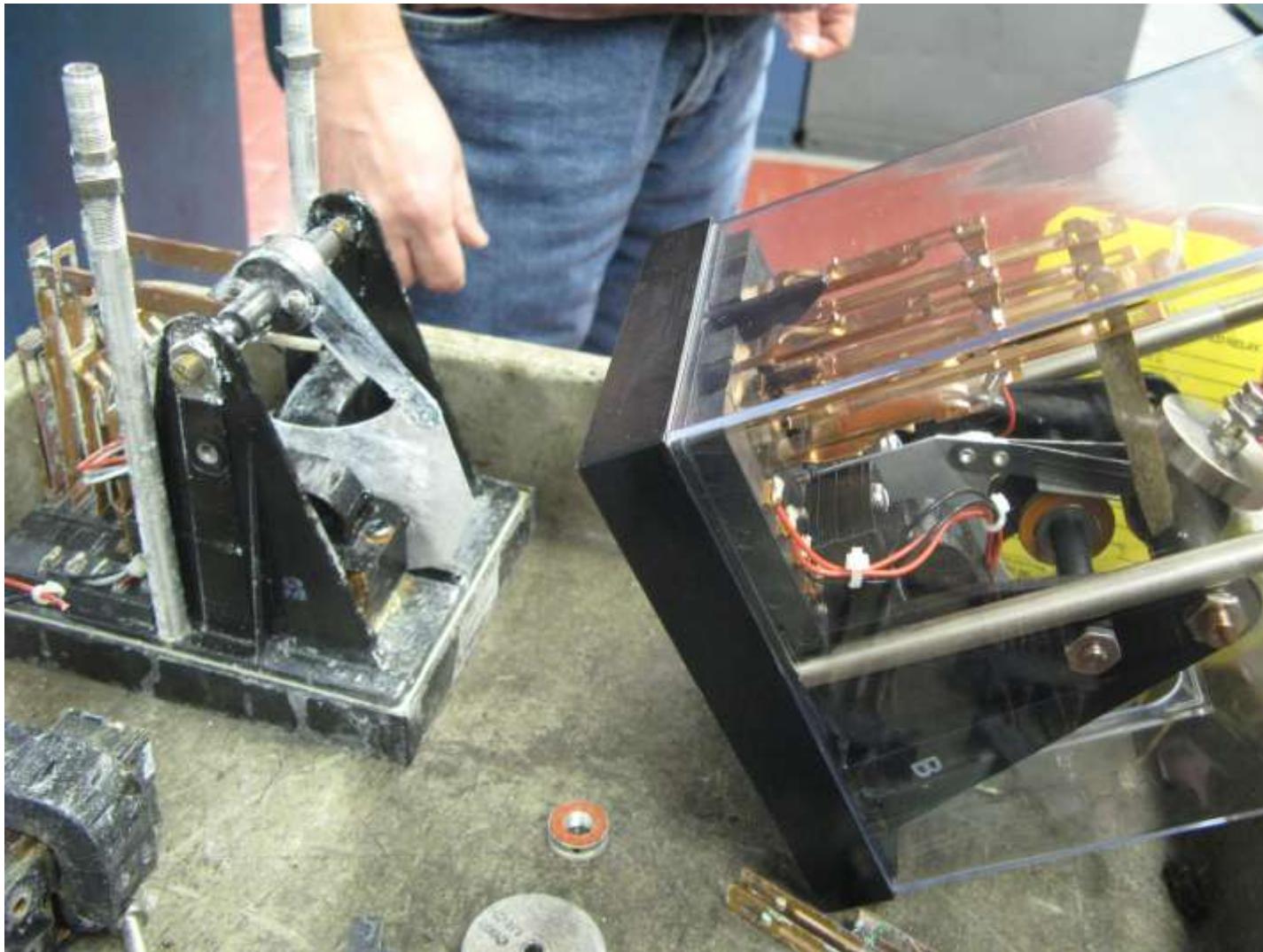
LIRR West Side Yard Flooded

LIRR yard floods; trains had been moved to high ground.



Boat Attached to Dock on LIRR Parking Lot

Boat attached to its dock floats to LIRR parking lot.



Damaged Signal Components

Damaged vs. pristine version



South Ferry Station Flooding

Platform, tracks, totally flooded.

Photos: Restoration





Boat Lifted Off of Tracks

Crane puts boat onto flatbed freight car.



Pumping 14th Street Tunnel (L)

Used on Front Page of NY Times



Pumping 14th Street Tunnel (L)

Some water remains.



LIRR Customer Reps Greet Commuters

They provide info on abridged service.

Public Response



Charlsey @just_jotter

1 Nov

With God as my witness, I will never take the subway for granted again! @MTAInsider @NYCMayorsOffice #NYC #mta #subway #manhattan #Sandy

Expand

Hurricane Sandy: Live Updates

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Hurricane Sandy, still hours away from making landfall in New Jersey, was already causing floods and destruction across the Mid-Atlantic region on Monday. Even as thousands fled the storm, officials urged those who stubbornly remained in its path to get out of the way and tried to prepare for a devastating storm surge expected at high tide Monday night. Transit shutdowns and school closings were expected to last at least into Tuesday.

[FULL COVERAGE](#)

[COMMENTS](#)

HIGHLIGHTS

- 2:01 pm Parts of Atlantic City Are Flooded
- 12:42 pm President Urged People to Heed Evacuation Orders
- 12:35 pm Considering the Storm's Impact on Election Polling
- 11:39 am New York City Schools Will Remain Closed on Tuesday
- 11:30 am Video: Mayor Bloomberg Gives Update

4:16 pm Bridges Around New York to Close

Andy Newman Half a dozen bridges in and around New York City are closing, Gov. Andrew M. Cuomo announced Monday afternoon.

The Tappan Zee Bridge over the Hudson River, about 20 miles north of New York City, closed at 4 p.m.

The George Washington Bridge, the Verrazano-Narrows Bridge, the Throgs Neck Bridge and the bridges to the Rockaways are closing at 7 p.m., the governor said.

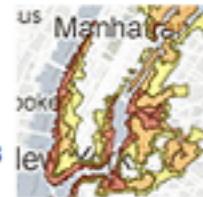
The Holland and Brooklyn-Battery Tunnels closed earlier in the day.

For now, the Lincoln and Midtown Tunnels will remain open, along with the Robert F. Kennedy Bridge and the Bayonne, Goethals and Outerbridge crossings.

But he added, "If the winds continue to increase, and the weather conditions get worse, they can close on very, very short notice."

◀ NEW YORK CITY EVACUATION ZONES

There are three evacuation zones in New York City that are based on the strength of the hurricane making landfall. Mayor Bloomberg has issued a mandatory evacuation of Zone A.



◀ LIVE IMAGES

The View from Above

Watching the hurricane from the 51st floor of the New York Times building. Updates once per minute.



Updated 2 P.M. ET Oct. 29

Max. winds **90** m.p.h. Category **1**

[Larger Map »](#)



Map data ©2012 Google, INEGI - [Terms of Use](#)

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Near Landfall, Storm Pounds East Coast

[PHOTOGRAPHS: LATEST IMAGES](#) [TIMESTCAST: UPDATES ON THE STORM](#) NEW



Michael Appleton for The New York Times

◀ 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 ▶

A collapsing crane on a West 57th Street skyscraper in New York.

Hurricane Grows in Strength, Imperiling a Swath of States

By JAMES BARRON and BRIAN STELTER 2:40 PM ET

Hurricane Sandy, a storm that historians say is on a scale with little precedent along the East Coast, is hours away from a landfall that is expected to paralyze life for millions of people.

• [State-by-State Guide to the Storm](#) 3:50 PM ET

• [Post a Comment](#) | Read (705)

Live Updates

4:16 P.M. Bridges Around New York to Close

4:07 P.M. Governor Cuomo News Conference

4:04 P.M. Atlantic City Official: 'City Is Under Siege'

[MORE UPDATES ▶](#)

Crane Dangling Over West 57th Street

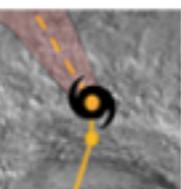
By ANDY NEWMAN 34 minutes ago

The boom on a crane at a luxury skyscraper under construction at 157 West 57th Street was collapsing.

Interactive: Tracking Hurricane Sandy

Follow the storm's path and get local forecasts.

• [Readers' Photos](#) | Submit



Live Images: View From Above

Watch the storm from the 51st floor of the Times building, with updates every minute.



Storm Prompts Candidates to Curtail Campaigns

By MICHAEL D. SHEAR and MARK LANDLER 1:08 PM ET

President Obama returned to Washington, and Mitt Romney canceled campaign events through Tuesday.

UPDATES FROM @NYTMETRO ON TWITTER [Twitter icon](#)



kate zernike • [@kzernike](#)

As #sandy nears landfall on the southern Jersey Shore, the power just went off here on the northern part, in Monmouth county. #Njsandy

3 minutes ago • [Reply](#) [12](#) [★](#)

ROOM FOR DEBATE

Monsters Vs. Sexy Nurses

Do racy Halloween costumes mask our fears of death?



ANXIETY

My Monster, My Self

Eight artists depict and describe a monster that embodies their deepest or most irrational fear.

To Our Readers

The Times is providing free unlimited access to storm coverage on nytimes.com and its mobile apps.

• *Markets in New York are closed because of the storm.*

The Opinion Pages

OP-ED COLUMNISTS

- Krugman: Medicaid on the Ballot
- Keller: The No Agenda Myth

MORE IN OPINION

- Editorial: Surveillance and Accountability
- Edsall: Billionaires Going Rogue
- Taking Note: Romney's New Auto Ad

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The New York Times

TRAVEL ▶

Myths and Mountains in Nepal

A trek through the remote Mustang region reveals towering



Santa Fe by Bicycle

There are dozens of new bike trails and "bikeways" for those ready to discover Santa Fe on two wheels.

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governor said.

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4:07 pm Governor Cuomo News Conference

The New York Times



Watch [live streaming video](#) from newyorkstateofficeofthegovernor at livestream.com

SHARE THIS POST ON: [Twitter](#) [Facebook](#)

4:04 pm Atlantic City Official: 'City Is Under Siege'

N.R.
Kleinfield



Storm Conditions

Updated 4:40 PM ET

CITY	WIND SPEED	RAINFALL LAST DAY	TIME OF LAST OBSERVATION
Central Park	28 m.p.h.	0.22 in.	Mon. 3:51 PM
J.F.K. Airport	41 m.p.h.	0.35 in.	Mon. 3:51 PM
Islip, N.Y.	36 m.p.h.	0.63 in.	Mon. 3:56 PM
Atlantic City, N.J.	38 m.p.h.	4.57 in.	Mon. 3:54 PM
Georgetown, Del.	26 m.p.h.	3.23 in.	Mon. 3:54 PM



The New York Times

Tuesday, October 30, 2012 Last Update: 11:41 PM ET

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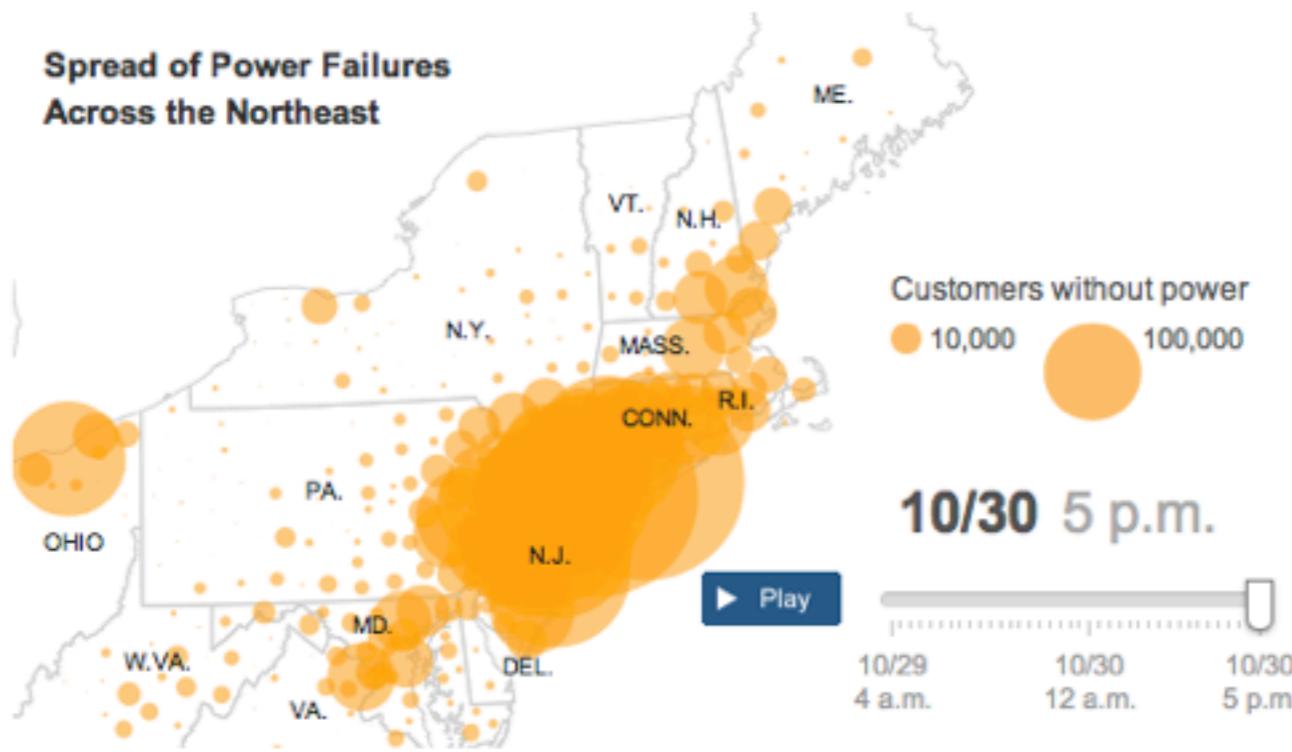
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Sunday Review
T Magazine
Television
Theater
Travel

Northeast Suffers Huge Damage in Storm's Path

A DAUNTING RECOVERY

Power Failures and Transportation Systems Crippled by Storm May Take Days to Repair

Spread of Power Failures
Across the Northeast



Live Updates

6:37 PM New Jersey and New York Start to Address Price Gouging

6:02 PM A New York City

[MORE UPDATES »](#)

Buses

Bus service is operating on a near normal schedule. [Current status via MTA.info](#)

[View All »](#)

In Storm Deaths, Mystery, Fate and Bad Timing

By N. R. KLEINFIELD and MICHAEL POWELL 9 minutes ago

In its howling sweep, the storm claimed at least 39 lives, expressing a full assortment of lethal methods.

Flames Destroy Scores of Homes in Queens Enclave

By SAM DOLNICK and COREY KILGANNON 8:42 PM ET

Few predicted that some of the worst destruction would come

The Opinion Pages

EDITORIAL

Marriage on the Ballot

Voters in four states could make progress on equality for gay Americans.

OP-ED CONTRIBUTORS

Illogical Housing Aid

Mitt Romney's dad had the right idea on housing aid. His son should listen.



OP-ED COLUMNISTS

- Dowd: The 'I' of the Storm
- Friedman: Minnesota Mirror

MORE IN OPINION

- Campaign Stops: What Too Close to Call Really Means
- Letters: Hurricane Sandy
- Fixes: When Tragedy Strikes, Come Together
- Room for Debate: Would States Outperform FEMA?

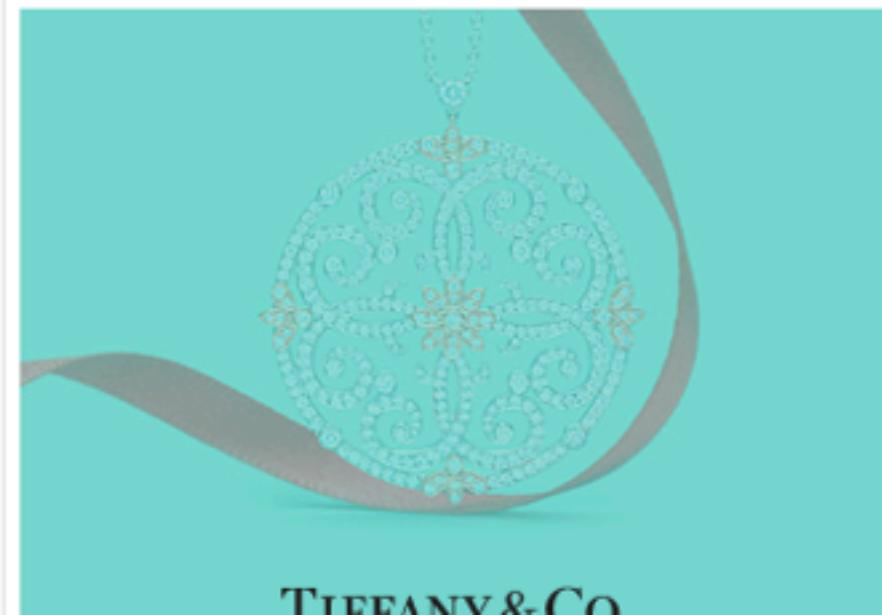
To Our Readers

The Times is providing free unlimited access to storm coverage on [nytimes.com](#) and its mobile apps.

Financial markets in New York are closed due to the storm.

 **State Farm™**

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[FULL COVERAGE](#)[COMMENTS](#)

HIGHLIGHTS

- 7:51 am Mass Transit in the New York Region
- 7:47 am New York City Traffic Report: Heavy
- 3:41 am Streets Calm Overnight, Police Say
- 11:46 pm 22 Deaths Reported in New York City
- 6:08 pm Con Ed Says Power Is Not Expected Back Before the Weekend



9:44 am With Mayor Ringing the Bell, Wall Street Gains

The New York Times

Mayor Michael R. Bloomberg rang the opening bell at the New York Stock Exchange on Wednesday to reopen trading on Wall Street after a historic two-day closing.

The Dow Jones industrial average added 0.4 percent as it came out of the gate.

Traders were expecting unusual volatility on pent-up demand. [Read more.](#)

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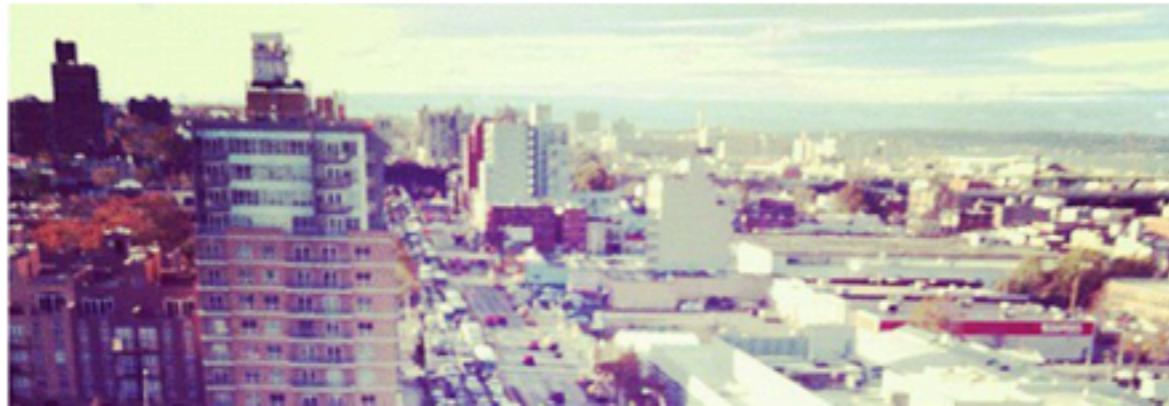
9:25 am Traffic Nightmare in Full Effect

Andy Newman

 **Brooklyn Spoke**
@BrooklynSpoke

[Follow](#)

Here's the traffic heading into the city on 4th Avenue in Brooklyn right now. Just awful. pic.twitter.com/CfMiE6AT



New York Area Services

● Suspended ● Partial Operation ● Operating Normally

NYC TRANSIT

- **Taxis** Taxis allowed to pick up multiple passengers at multiple points. Livery cars can be hailed.
- **Subways** Restoration likely to come in stages; no certain date for full service.
- **Buses** Buses run on regular routes on Wednesday, but expect delays, detours and crowding.

INSTITUTIONS

- **N.Y. State Courts** Some courts in the Bronx and Queens will reopen Wednesday. Others remain closed.
- **NYC Schools** Closed Wednesday.
- **New York Public Library** The New York Public Library will remain closed on Wednesday.

COMMUTER RAIL

- **Long Island Rail Road** No opening estimated at this time.
- **PATH** No service until further notice.

New York Area Service Updates

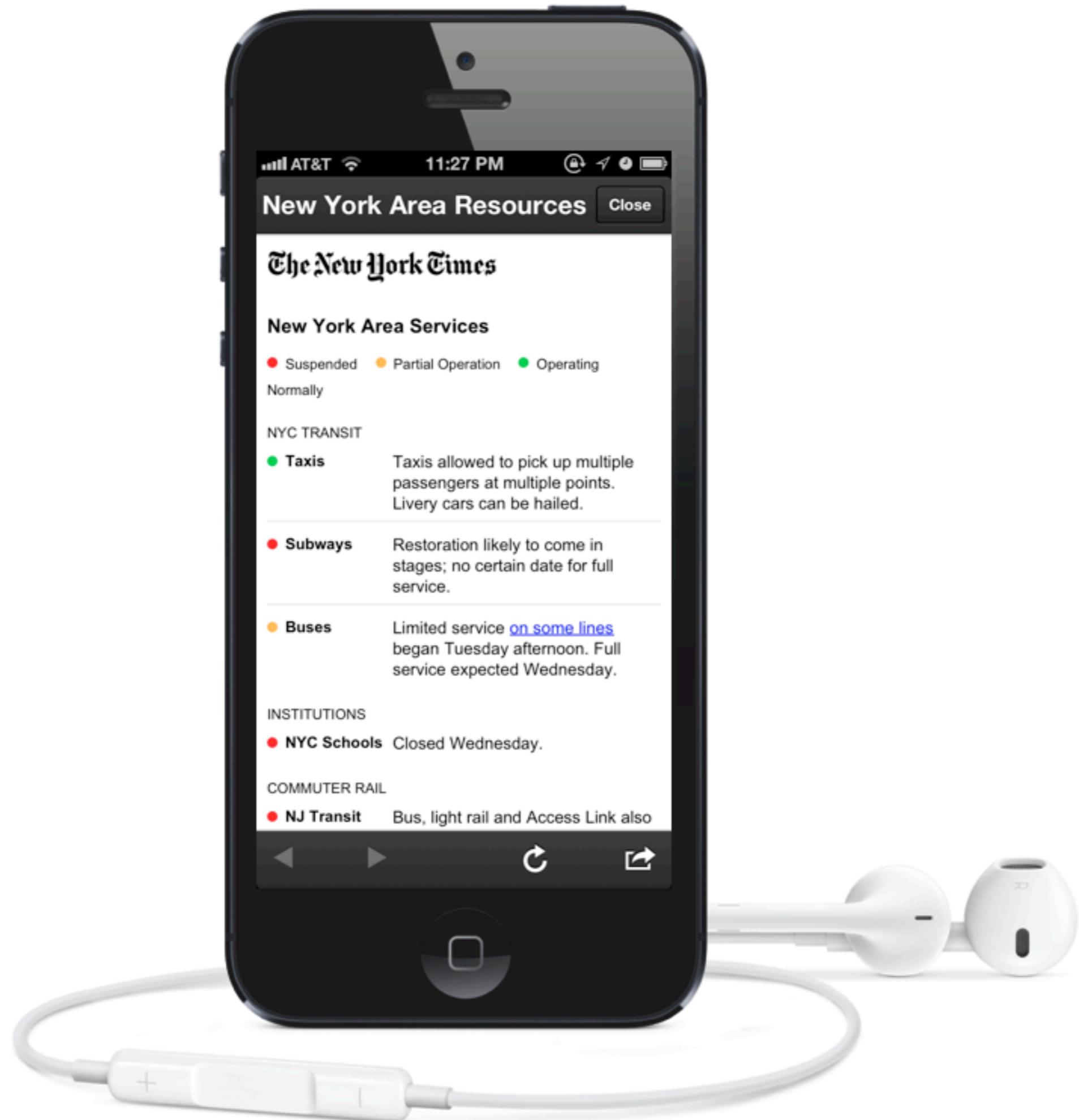
• [NYC Transit](#) • [Commuter Rail](#) • [Bridges and Tunnels](#) • [Airports](#) • [Other Transportation](#) • [Institutions](#)

NYC Transit

PARTIAL	Buses	Buses run on regular routes on Wednesday, but expect delays, detours and crowding. Fares waived on Wednesday. Dedicated bus lanes will be created to help buses travel from Brooklyn into Manhattan on Thursday. For more information, visit the M.T.A. Web site .	MTA.info @MTAInsider
SUSPENDED	Subways	Limited service to return on Thursday at 6 a.m. ; no certain date for full service. (Map) Service will be supplemented by buses between Manhattan and Brooklyn. No subway service below 34th Street in Manhattan because of a lack of electricity.	MTA.info @MTAInsider
NORMAL	Taxis	Taxis allowed to pick up multiple passengers at multiple points. Livery cars can be hailed.	@NYCTaxi

Commuter Rail

PARTIAL	Amtrak	Some Northeast Regional service resumed Wednesday . Modified service to and from New York City was to begin Friday .	Amtrak service alerts @AmtrakNEC
PARTIAL	Long Island Rail Road	Limited hourly service resumed at 2 p.m. on Wednesday. Shuttle buses from Barclays Center to Manhattan will run Thursday.	MTA.info @LIRRScoop
PARTIAL	Metro North	Limited service on the Lower Harlem Line at 2 p.m. on Wednesday. Hudson Line and New Haven Line remain suspended. For rush hour Thursday, regular service returns from Mt. Kisco to Grand Central Terminal on the Harlem Line and from Stamford to Grand Central Terminal on the New Haven Line.	MTA.info @MetroNorthTweet
PARTIAL	NJ Transit Rail	River Line light rail service resumed, mostly, 3 p.m. Wednesday. River Line service suspended between Walter Rand & Entertainment	



EDIT	Category (Text)	EDIT	EDIT	EDIT	Short Summary (Text)	EDIT	Expanded (Text)	EDIT	ExternalLinks (Text)
EDIT	Utilities	0	Electricity New York City	Yellow	Visit Con Edison's Web site or see their interactive map of outages . Rockland Electric Company and Pike County Light & Power Co.			1	@ConEdison @ORUConnect
EDIT	Utilities	1	Water	Green	New York City tap water is safe to drink.			2	
EDIT	Utilities	2	Electricity New Jersey	Yellow	PSEG.com Jersey Central Power and Light Atlantic City Electric Check outages on PSEG's interactive as well as outages on Jersey Central Power and Light's map .			3	
EDIT	Utilities	3	Electricity Long Island	Yellow	Visit Long Island Power Authority's Web site or check their outage map .			4	@LIPAnews
EDIT	Utilities	4	Electricity Connecticut	Yellow	Visit Connecticut Light and Power's Web site or check their outage map .			5	@CTLightandPower
EDIT	NYC Transit	5						6	
EDIT	NYC Transit	6	Subways	Yellow	Service Status via MTA.info .			7	@MTAInsider
EDIT	NYC Transit	7	Buses	Yellow	Bus service is operating on a near normal schedule. Current status via MTA.info .			8	@MTAInsider
EDIT	NYC Transit	8	Taxis	Green	Normal rules have resumed.			9	@NYCTaxi
EDIT	Emergency Supplies	9	Food and Water		A list of emergency food and water via nyc.gov .			10	@NotifyNYC
EDIT	Commuter Rail	10	NJ Transit Rail	Yellow	More information on NJtransit.com .			11	
EDIT	Commuter Rail	11	PATH	Yellow	More information on Port Authority of New York and New Jersey .			12	@PATHTweet
EDIT	Commuter Rail	12	Long Island Rail Road	Yellow	More information on MTA.info .			13	@LIRRScop
EDIT	Commuter Rail	13	Metro North	Yellow	Check here for details.				

Social Media and Hurricane Sandy

NYU Rudin Center for Transportation
November 27, 2012