



After Action Report

Boil Water Notice Incident 10.30.25–11.1.25

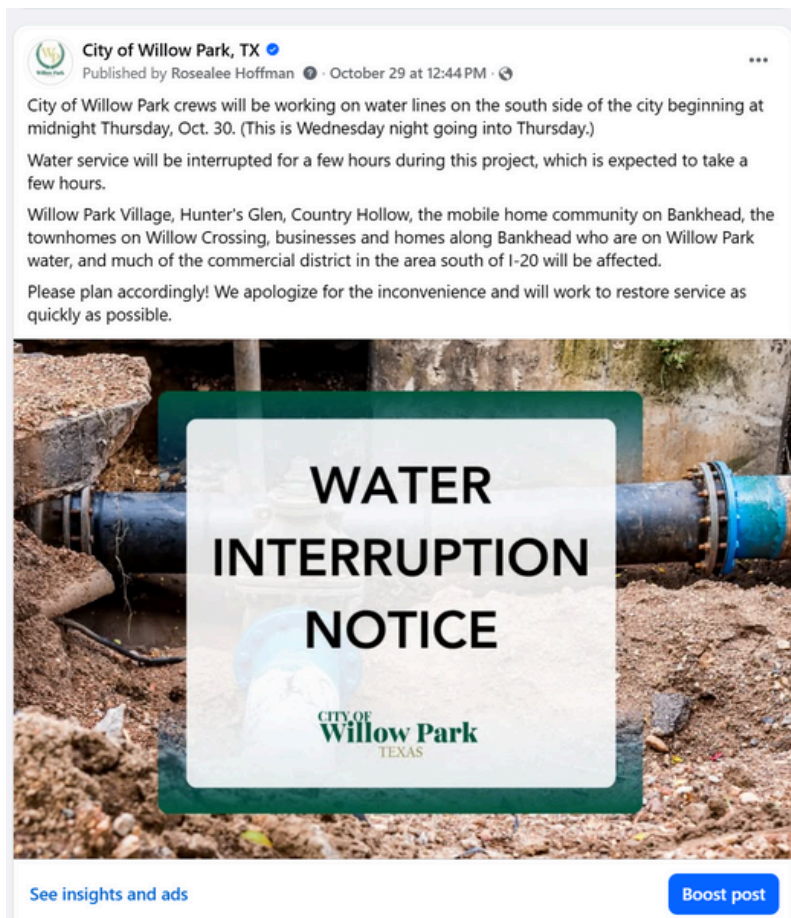
*This report covers the events of an operational period spanning from noon
Wednesday, Oct. 29, through Friday, Nov. 1.*

Wednesday, October 29: (standard messaging procedure for utility work)

12:40 p.m. – notice of the water interruption during the overnight hours was posted on the city website, and an alert was sent to all website subscribers

12:44 p.m. – notice was posted on the city's social media channels Facebook and NextDoor. The post was shared to the police department page and some community groups on Facebook as well. The post reached 9,887, including a large percentage of people who do not follow our pages

12:49 p.m. – the city's callout system was activated, which sent an email, text message, and phone call to all subscribers in the system. We also sent an alert out via the TextMyGov system, which is not an emergency system, but it was utilized as an extra layer of notification



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Thursday, October 30:

6:58 a.m. - During the project in the overnight hours, the crews working the site discovered there was an issue with getting the pipes to align, causing an unforeseen and unexpected delay. The communications department was notified. At the time, water was expected to be back on within the next hour.

8:39 a.m. – Interim City Manager Michelle Guelker informed Communications Director Rose Hoffman that she expected the city to need to issue a Boil Water Notice now that service was restored. A crisis communications strategy was prepared

9:40 a.m. – **Language required by the state for the boil water notice was prepared and a crisis communication plan was followed.** The following steps took place, in this order: (SEE ATTACHED MATERIALS THAT WERE PUBLISHED)

a. Staff was informed of the issue, and a script was provided for anyone answering phones to be able to answer questions.

b. The mayor and council, as well as emergency personnel, were notified via email

c. A notice was posted to the city website and delivered to website subscribers

d. Notices were sent through the city's callout system, **which was activated in emergency mode**, sending a wireless emergency alert to all white page and yellow page listings within the affected area. As a failsafe, we also sent callout messages to everyone on those routes, and a textmygov alert was also issued

e. Notices were placed on social media channels. The local media was called to assist in spreading the word

f. A spreadsheet listing all commercial accounts was created, and the Communications Director and Parks Director personally called every impacted business, in the following order of importance:




1. Health care facilities
2. Schools
3. Restaurants
4. Other businesses

Friday, October 31:

4:30 p.m. (approximately) – the notice of boil water was rescinded. Steps a-e were followed, and calls were placed to the schools and larger restaurants to inform them of the update

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BOIL WATER NOTICE

Boil Water For:  <ul style="list-style-type: none">• Drinking• Brushing Teeth• Washing fruits & vegetables• Preparing food• Mixing baby formula• Making ice• Giving water to pets• Coffee makers• Dish washing by hand, rinsing with bottled, boiled or chlorinated water	Use Caution:  <ul style="list-style-type: none">• Water filters in most kitchens and households do NOT re-move bacteria or viruses• Bathing babies and young children (give sponge bath; use boiled water that has cooled)	DO NOT Need to Boil Water For:  <ul style="list-style-type: none">• Washing clothes in washing machine• Taking showers (adults & older children)• Flushing toilets• Car Washing• Household cleaning
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Boiling Water Instructions

1. Heat a pot of water on the stove until bubbles come from the bottom of the pot to the top
2. Once the water reaches a rolling boil, let it boil for 1 minute
3. Let the water cool completely, then pour into a clean container for storage

GRAPHIC
POSTED TO
WEBSITE AND
SOCIAL
MEDIA

During a routine water project last night, crews encountered an unexpected issue with the pipes that caused a lengthy delay. Due to the delay, water pressure was interrupted for an extended period of time. As a precautionary measure, we are issuing a [boil water notice](#) for the following areas:

- Bankhead Hwy from Trinity Christian to Nu Energy
- South Ranch House
- Willow Crossing
- Willow Bend
- Willow Park Village subdivision (Bay Hill Dr., Spyglass Dr., Winged Foot Dr., Troon Dr., Sawgrass Dr., Firestone Dr., Muirfield Dr., Castlepines Dr., Olympic Dr., and Prairie Dunes Dr.)
- Hunter's Glen subdivision (Cold Track Dr., Whitetail Dr., and Camouflage Cir.)
- West Oak subdivision (Torri Ct., West Oak Dr., Beverly Dr., Apryl Dr., Terry Dr., Robyn Dr., Pete Dr., Becky Dr., Merry Dr., Rising Sun Rd, and Rising Sun Ct.)
- Country Hollow subdivision (Deer Ridge Dr., Whitetail Dr., and Morning Dew Dr.)

We are expecting this notice to last at least 48 hours. We will notify the public as soon as we receive test results indicating the [boil](#) water notice can be lifted.

Boiling Water Instructions

1. Heat a pot of water on the stove until bubbles come from the bottom of the pot to the top
2. Once the water reaches a rolling boil, let it **boil for 1 minute**
3. Let the water cool completely, then pour into a clean container for storage

SCRIPT GIVEN
TO STAFF TO
PROVIDE
INSTRUCTIONS
TO CALLERS

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Post incident analysis from the communications department:

The vast majority of residents and businesses provided positive feedback on the efforts by the city to get the right information to the right people at the right time. Some businesses expressed appreciation for the in-person calls to ensure they got the word. A few residents and businesses reported they did not get any sort of alert for the boil water itself, even using the emergency override, so research is needed to determine the cause of the issue. Communications Director Hoffman is troubleshooting the system and will partner with CivicReady if needed to address any corrections.

Based on reporting from the system, it appears that the people who did not receive notifications are not registered with our system. This is symptomatic of ongoing issues with getting the public enrolled to receive our updates, and emphasizes the need for a unified communications strategy and a “one message, many voices” approach that points the community to one central location for messaging. The communications department plans a campaign for the first quarter of 2026 to help address the enrollment issue.