

Estes Park Flood September 2013

Presented by:
Frank Lancaster, Town Administrator
Town of Estes Park

The Event - September 12, 2013



- Six inches of rain by 1:00 am on Thursday the 12th
- Town began emergency operations by 3 a.m.

Fall River reaches twice the 100 year event by
4:30 am



Three Drainages converge in Downtown Estes Park: Black Canyon Creek, Big Thompson and Fall River



At 5:30 am predictions made for larger basins that extend up to the continental divide as Fall River continues to grow in volume (begin sand bagging operations).



By 5:30 am the
Emergency
Operations
Center is in full
operation and
we began
evacuating all
low lying
drainages.



Key staff and police personnel disperse around the community to watch bridge approaches and key weakness areas.



Utilities Fail – All cell phones and land lines are out. 911 system fails



Staff mobilizes equipment on both sides of the river in case river cuts Town into isolated areas.

EOC fully engaged by noon and all highways into town are impassable with the exception of Trail Ridge Road to the West

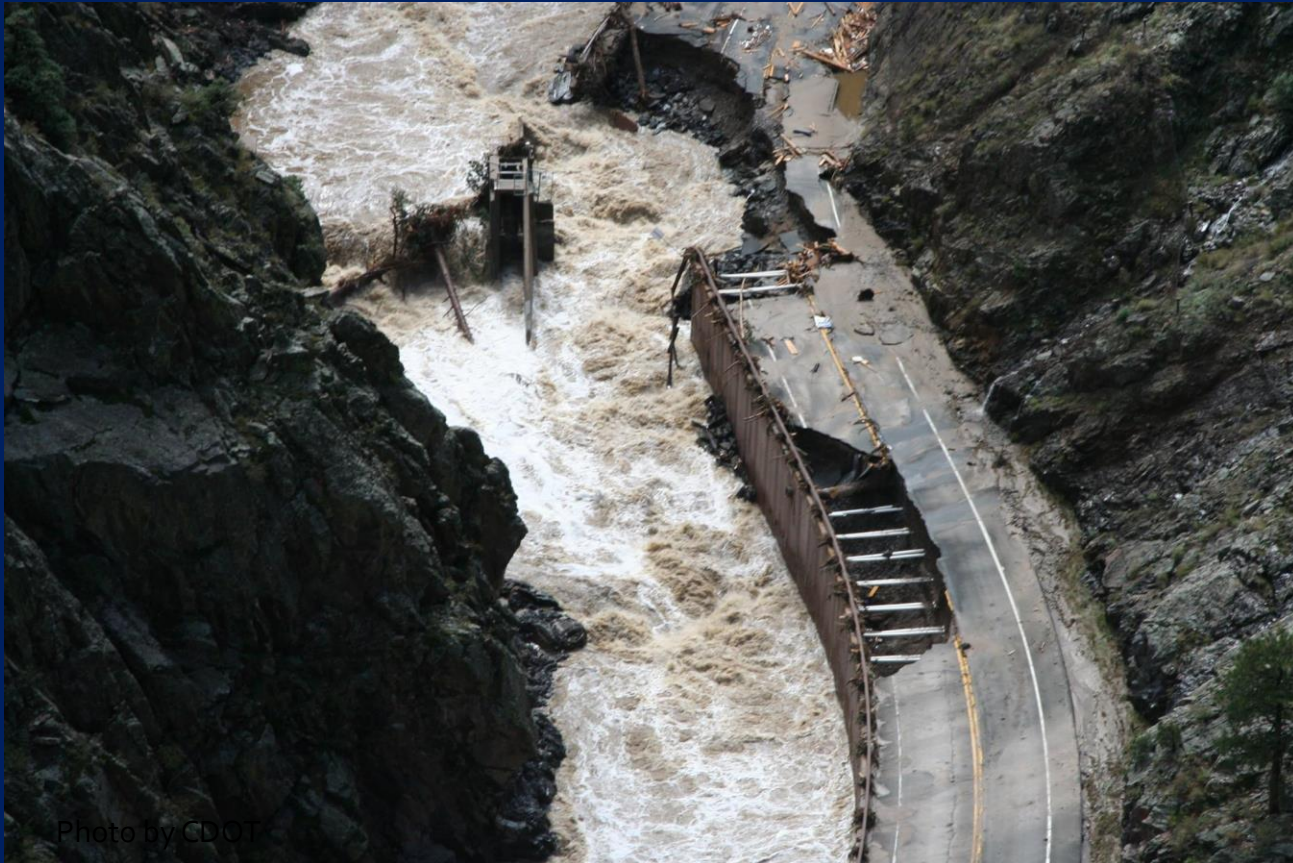


Photo by CDOT

Predictions become reality as flooding expands in all basins by noon.



Fall River by early afternoon. Overtopping of roadways and dams begin to create mass infrastructure losses.



Evacuation efforts are accelerated to get residents out before roadways and bridges are lost.



By evening water levels continue to climb and critical infrastructure is being lost. State highways are closed and the Town becomes an island. Resources are now only what was present within the community.



Making it through the night!

- Staff is at full tilt with equipment and resources dumping boulders and dirt in areas where main highways are being lost by four raging rivers converging in downtown.
- Set priorities for life safety and welfare.



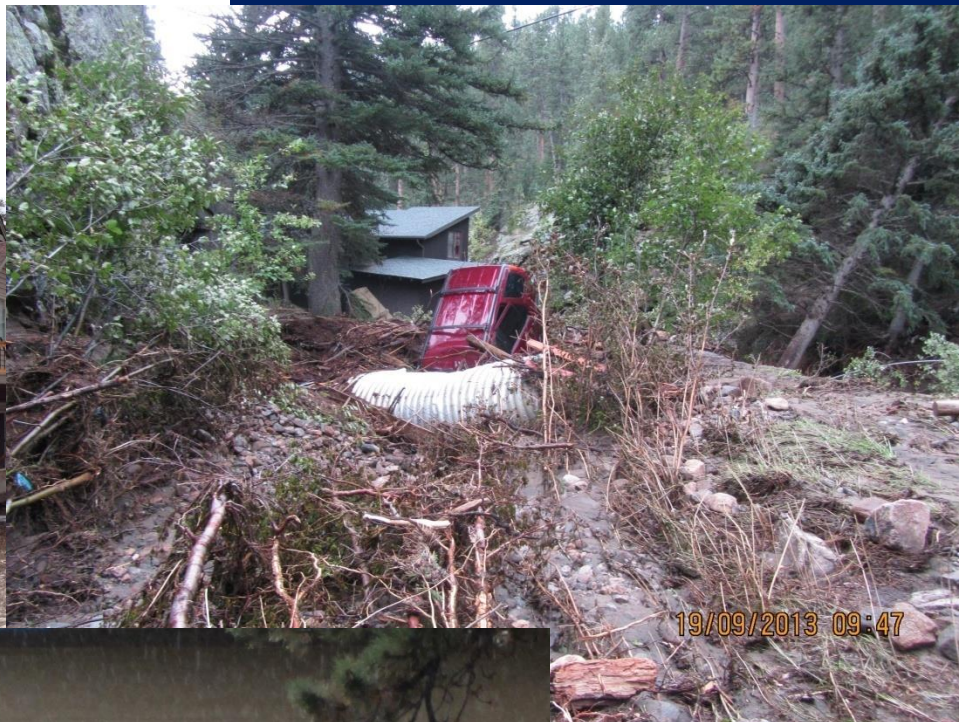
Major infrastructure lost including utilities and raw sewage in the streets.



Crisis Realized

- Public concern and confusion about basic life needs begin to become real – food, water, etc.
- Unprecedented disaster and challenges.





There is a run on the grocery store and gas stations

- No Cell Phones
- No Landlines
- All roads cut off except for Trail Ridge Road
- 911 out of service for two days
- Run on the Grocery Store and for gas
- ONLY communication was via the internet



- Over 2,500 homes had no sewer and were in a no-flush zone for several months





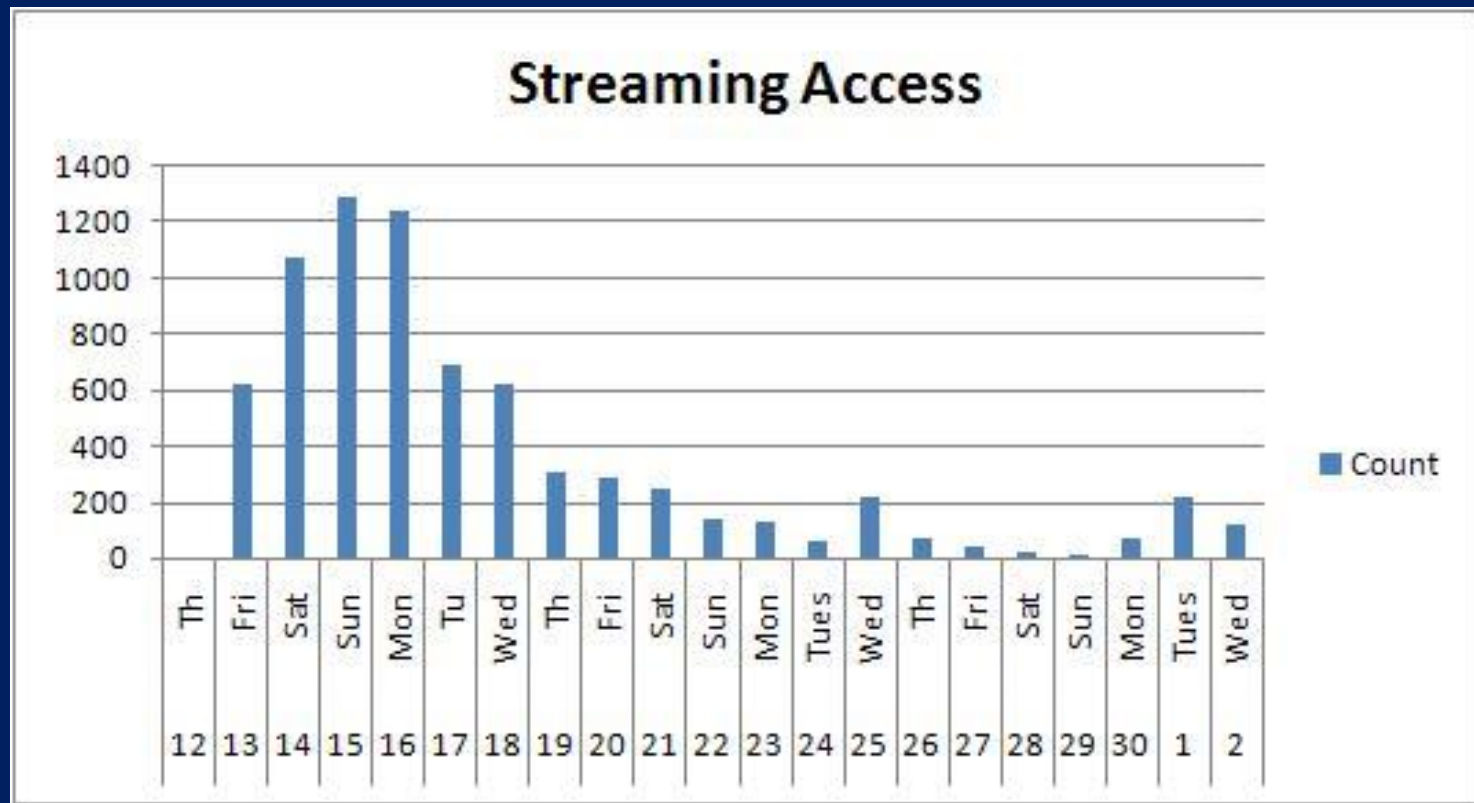
2013 ALLENSPARK • DRAKE • ESTES PARK • GLEN HAVEN • LYONS • PINEWOOD SPRINGS



Daily Public Meetings, streamed on Cable and the Internet



Importance of Internet Access



Emergency Operations Center

- Use of social media was extensive, Twitter and Facebook, to get out timely information

Town of Estes Park Colorado
September 13, 2013


Current Road Closures:
Hwy 34 Loveland to Estes Park
MM74 breach of road
MM82 (the narrows) breach of road
Rock Canyon Rd
Evergreen Bridge going out
7 Pines evacuation
Rainbow Trout Lane evacuated (1 person refused)

Hwy 36 Lyons to Estes Park ... See More

Like · Comment

Town of Estes Park Colorado
September 13, 2013

Downtown Estes Park this morning outside of Town Hall



Like · Comment · Share


Town of Estes Park Colorado
September 13, 2013

CORRECTION: The Town call center is open until 10:00 p.m. this evening. Saturday hours are 7 a.m. - 7 p.m. the number is 970-577-3716

Like · Comment

Town of Estes Park Colorado
September 13, 2013

UPDATED BOIL ORDER - Please see the attached graphic for the updated area. This is the only boil order in effect.



Like · Comment · Share

Town of Estes Park Colorado
September 13, 2013

Downtown Estes Park this morning outside of Town Hall



Town of Estes Park @TownofEstesPark · Sep 12
Along with cell service, many landlines may be down. Our call center is still open for when service returns.
Expand

Retweeted by Town of Estes Park

Frank Lancaster @EstesTownAdm · Sep 12
Seven state troopers are coming in over Trail Ridge to help relieve our police staff this afternoon.
Expand

Town of Estes Park @TownofEstesPark · Sep 12
Sanitation districts overwhelmed with storm water and evaluating situation - water still safe to drink.
Expand

Town of Estes Park @TownofEstesPark · Sep 12
The Estes Park Town Board will meet at 12 noon to ratify a disaster declaration for Estes Park.
Expand

Town of Estes Park @TownofEstesPark · Sep 12
Evacuations now include low-lying properties along Fall River from downtown Estes Park to Rocky Mountain National Park.
Expand

Town of Estes Park @TownofEstesPark · Sep 12
Caution Stay out of high water don't attempt to drive through running or standing water Don't travel on Fish Creek Rd or downtown Elkhorn
Expand

Town of Estes Park @TownofEstesPark · Sep 12
Detailed information posted to [facebook.com/townofestespar...](https://www.facebook.com/townofestespar...)
Expand

Town of Estes Park @TownofEstesPark · Sep 12
Breaking News on our Facebook Page [facebook.com/photo.php?fbid...](https://www.facebook.com/photo.php?fbid...)
Expand

Town of Estes Park @TownofEstesPark · Sep 12

3 weeks later, we're kicked
while we're down!!!



Thinking outside of the box

- Procurement of crusher for Lake Estes.
- Procurement of contractors to run operation in Lake Estes.
- 250 thousand yards of material estimated to be lost during the event.
- 12,500 semi loads of material needed to replace the lost material = \$13.75 million of material.
- 120 thousand yards needed just to restore emergency access.



Crusher hauled over Trail Ridge Road with help of the NPS

The largest item ever taken over Trail Ridge.



Lake operation - Cooperation with the Bureau of Reclamation and Governor & Vice President

- 110,000 cubic yards CDOT Class 5 material produced for \$17/cy and used by CDOT, Larimer County, RMNP, Recreation District, Town of Estes Park
- Total savings of \$8.7 million to the tax payers



The 5000 foot "Extension Cord"



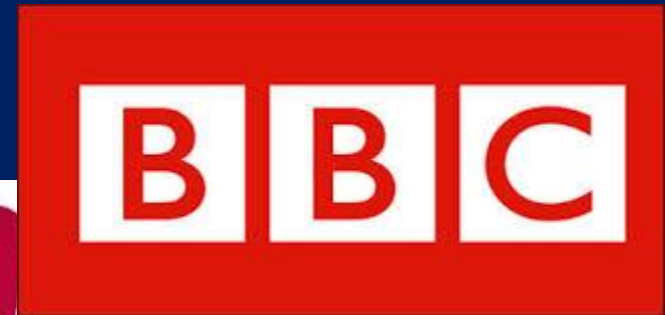
Operations went beyond Town limits to the whole Estes Area, Particularly for utilities



Local Media Coverage



International Media Coverage



Post-Flood Economic Recovery



- Situation: Flood damage & resulting road closures
 - Tourism is Estes Park's #1 industry & key economic driver
 - Almost all businesses experienced significant loss of business
 - Many also incurred flood repairs & restoration expenses
 - Deep economic injury, even after physical damage repaired
 - National & international coverage of devastation, not recovery
- Solution: Integrated, multi-phased marketing campaign
 - Immediate Crisis Response
 - Short-term campaign to return revenue streams
 - Long-term strategies to mitigate effect of losses, retain market share and capitalize on national & international exposure

facebook

Want to support
★ **ESTES PARK?** ★

PHOTO: BARRELL E. SPANGLER

ENTER OUR CONTEST BELOW

ENTER OUR SHOW THE LOVE PHOTO CONTEST, YOU COULD WIN ONE OF THREE GRAND PRIZE GETAWAYS AND MOUNTAIN STRONG SWAG

Estes Park, CO
★★★★★
51,934 likes · 14,715 talking about this · 37,540 were here

Travel Agency · Tourist Information · Mountain
500 Big Thompson Ave, Estes Park, Colorado 80517
(800) 443-7837
Today 9:00 am - 5:00 pm

About Photos BookDirect Events Show the Love Photo Contest

Estes Park, CO with Alan Shaddock and Linda Lovelett Zelma
Thanks to everyone who submitted a photo to the "Show the Love" photo contest for #FanPhotoFriday! Keep entering those great photos and vote for your favorites. We end the day with this stunning image shared by our friend Alan from Hastings, NE.

about 3 weeks ago

Like Comment Share

1,863 Likes 40 Comments

36,016 people saw this post

Visit Colorado
November 11

Happy Veterans Day from Colorado! Thank you to all of the men and women who have and continue to serve our country. We are incredibly grateful.

Photo: Estes Park, CO

Like Comment Share

1,727 people like this.

Write a comment...

Robert Woods Thank you right back for being a beautiful and spiritual place to want to serve... To me you are truly home...

twitter

visitestespark

Visit Estes Park Estes Park is your favorite Colorado National Park, with extraordinary views, real wildlife, and outdoor adventure!

http://www.VisitEstesPark.com

November 2013

Show the Love PHOTO CONTEST

PHOTO: MARY BARRELL

WEEKLY MOUNTAIN STRONG SWAG · 3 GRAND PRIZE GETAWAYS
SHOW YOUR SUPPORT · USE #LoveEstesPark

BackpackerMag: Help support our hard-hit neighbors in Estes Park—submit your favorite EP photos w/ hashtag #LoveEstesPark & you could win 1 of 3 getaways!

Mark Udall @MarkUdall
Resilience of #EstesPark a testament to #CO spirit of strength & independence. Proud to help lead #CO flood recovery.
pic.twitter.com/65VzblHs9

2 Nov

View photo

Visit Estes Park

@VisitEstesPark

Follows you

Estes Park, the Official Visitor Information Source on the mountain village - majestic beauty, real wildlife, & outdoor adventure!

Colorado USA visitestespark.com

Instagram

VisitEstesPark
Oct 27, 7:05pm via HootSuite

Estes Park is currently ranked 3rd! Let's get to #1! Keep voting for Estes Park, to be named The Coolest Small Town!

ow.ly/qaTKn

10 retweets



Owned Media: Social Media

examiner.com A&E News Life Leisure

News > Politics > Republican

Mountain Strong: Estes Park recovering from national natural disaster

See also [Government Topics](#) / [Natural Disaster](#) / [Red Cross](#) / [National Guard](#)


September 18, 2013

MOUNTAIN LIVING **Tulikivi**

Home Decorate & Renovate Ideas & Inspiration Design Pros Lifestyle

More Blog • Digital Editions • Home of the Year • Parties • Cal

Support Estes Park and Celebrate Fall



The Peaks
A GRAND HERITAGE
RESORT & SPA

We've seen some unbelievable images of Estes Park, Colorado, this month, and the mountain town want everyone to know that things are looking brighter in Estes Park. The area is ready to celebrate the area's beautiful fall foliage and elk rut (both of which are part of the weekend's annual Elk Fest).

The Denver Post @denverpost Following

Despite floods and a government shutdown, lovely Estes Park is ready for fun: [dpo.st/1g7aqWI](#) by @joeybunch

Reply Retweet Favorite More

Kevin Torres @kevinltorres 3 Nov
I really love reporting from @VisitEstesPark @TownofEstesPark . The people here are very kind. Views are nice too!
[pic.twitter.com/9F5PzHW1Os](#)
View photo

James Dougherty @Dougherty7NEWS 11 Oct
To say that the people of #EstesPark are excited that #RMNP will reopen tomorrow is an understatement: [pic.twitter.com/BcVWJnJzFQ](#)

TRAVEL+LEISURE

DESTINATIONS GETAWAYS NEWSLETTERS IDEAS

Fly Emirates non-stop JFK

home > magazine table of contents - october-2013 > america's favorite towns

Like 21k Send 316 +1 Pin it

America's Favorite Towns

BACK 3 of 22 NEXT

No. 2 Estes Park, CO

Elk wander the streets at will in this gateway town to Rocky Mountain National Park, where a bustling Main Street encourages visitors to stroll with ice cream cone in hand. Its 2 million annual visitors can choose from rustic to regal accommodations that earned high marks in the cool motels (No. 1), B&Bs (No. 4), and vacation homes (No. 9) categories. Historic inns like the 105-year-old **Stanley Hotel**, which inspired Stephen King's *The Shining*, came in at No. 3. [visitestespark.com](#); [shopestesparkcolorado.com](#).



Courtesy of Visit Estes Park



WELCOME TO ESTES PARK
COLORADO
★★★
WHERE WILD MEETS LIFE

← **ELLIE EAGLE** WELCOMING COMMITTEE, TOUR GUIDE

"It's hard to agree on the best thing about Estes Park. views. Climb up to Gem Lake, take the tram 1,100 feet Mountain, or drive Trail Ridge Road where you can see over 12,000 ft., which, take it from me, is a cool place."

Base Camp for Rocky Mountain National Park | VisitEstesPark.com

ESTES PARK COLORADO

START PLANNING YOUR TRIP. VisitEstesPark.com
Base Camp For Rocky Mountain National Park

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WELCOME TO ESTES PARK
COLORADO
★★★
WHERE WILD MEETS LIFE

← **ERNEST ELK** WELCOMING COMMITTEE, PUBLIC RELATIONS

"The trails surrounding Estes Park are great for wandering, especially in winter. I like to hunt it, but you might want to rent snowshoes. It's a great way to explore the area before heading into the valley to forage for food. I've heard the village has excellent local fare."

Base Camp for Rocky Mountain National Park | VisitEstesPark.com

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Base Camp for Rocky Mountain National Park | VisitEstesPark.com



Post-Flood Economic Recovery

State forgave sales tax deadlines

August Sales Tax Fell 4% - State allowed deferred payment

September Down 34%

October Down 18%

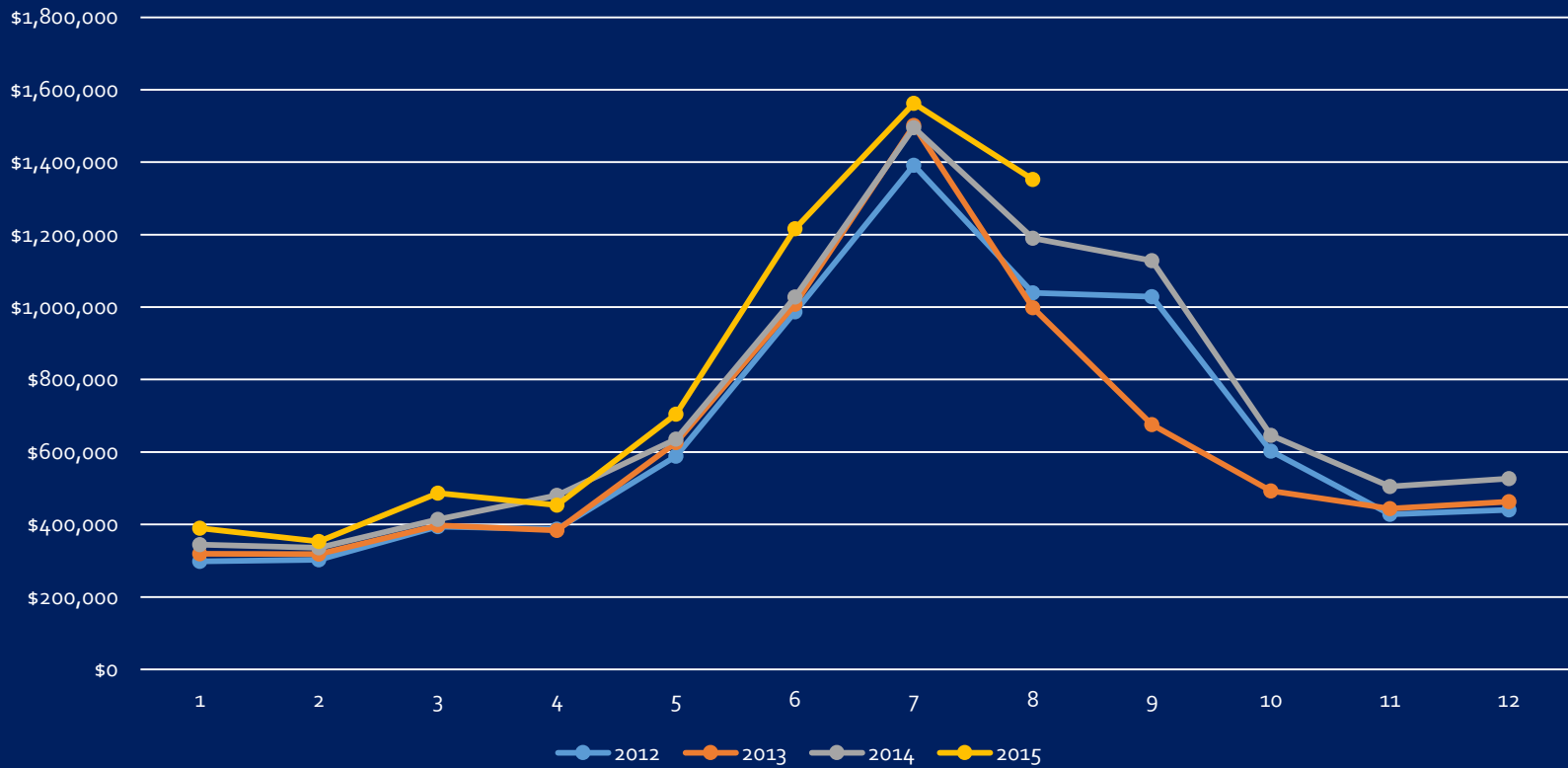
November UP 4%

December UP 5% *

*partially due to flood recovery
expenditures

Post-Flood Economic Recovery

Monthly Sales Tax Revenue



WE ARE BACK!

In the end, it's about the people and the community pulling together to put this behind us and move forward stronger than ever.....



We're the most prepared of
any community in Colorado!



And we're open for business.

