



Department of Public Works

Jeffrey J. Mantes
Commissioner of Public Works

James P. Purko
Director of Operations

MEDIA ADVISORY

For Immediate Release: February 16, 2009

For Additional Information Contact: Cecilia Gilbert, Permits & Communications Manager, 286-3261 or 708-2295 (cell)

Public Works Offers Text Messaging to Keep Public Informed of Snow Emergencies: *Snow Mobile – Winter Text Alert*

During the last Snow Emergency, December 19-21, 2008 *over 1,700 vehicles were towed that were on “Snow Route Tow Away Zone”*, a total of *3,511 vehicles were towed for other snow related offenses and 13,086 citations were issued*. The primary purpose of declaring a snow emergency is to make sure the streets are cleared to keep the City open for business.

The City of Milwaukee is offering a text message system, *Snow Mobile - Winter Text Alert* to residents and businesses that want to be informed when the City declares a snow emergency or when the 4 inch rule is in effect. The message would state the date and time the emergency is in effect and would provide the same when it is lifted. The Department of Public Works worked with the Information and Technology Management Division to develop the system. The City of Milwaukee joins numerous other cities, Boston, Madison, and Chicago among others, in offering a text message alert specifically for snow emergencies. Those who wish to sign up can simply logon to the City of Milwaukee’s home page www.milwaukee.gov or the Department of Public Works’ website www.mpw.net.

Right now residents and businesses can sign up for e-notify, “snow emergency” category to received an email when the Commissioner of Public Works declares a snow emergency. E-notify can be found on the City’s homepage.

WHO: Mayor Tom Barrett
Nancy A. Olson, Chief Information Officer
Dept. Of Administration – Information and Technology
Management Division
Jeff Mantes, Commissioner, Dept. of Public Works

WHAT: *Snow Mobile – Winter Text Alert (Text Message System)*

WHEN: 11:00 a.m. - Tuesday, February 17, 2009

WHERE: City Hall Rotunda
200 East Wells Street