

# Community Involvement

County Fair  
School Events  
Parades





# Community Involvement

## March reading night with Lawrence Public Schools

- “Touch a Truck”
- Read books
- APWA Mascot
- School activities





# Paint the Plow Contest



# News Release and School Notices



## SCHOOL SAFETY

*Our future is in our children, so let's protect them.*

The Van Buren County Road Commission reminds all drivers to keep these safety tips in mind:

**Wait for school buses.** Prepare to stop when a slowing bus has its overhead yellow lights flashing, and come to a complete stop when its red lights are flashing and its stop arm has been extended. Proceed with caution when red lights stop flashing and the extended stop sign is withdrawn.

**Be alert and ready to stop.** Children are not always aware of their surroundings and assume that drivers will stop for them. Youngsters also dart into the road without looking first for traffic.

**Allow extra time.** Frequent stops that happen during the morning pick-up and afternoon drop-off call for drivers to allow extra time for their week-day commutes.

**Slow down.** Watch for children walking in the street, especially where there are no sidewalks. Watch for children playing and gathering near bus stops.

"Most importantly," says Larry Hummel, Engineer-Manager of the Van Buren County Road Commission, "educate your children about school safety. Walk the route to and from school with your children, and find out beforehand if there will be crossing guards at intersections. If they are riding a bike or scooter, make sure they know and obey the traffic laws and wear proper safety equipment. And if your child will be taking the bus, instruct them to arrive at the stop early, stay out of the street while waiting, and always keep themselves visible to the bus driver." Our future is in our children, so let's protect them.

Visit us on the web at [www.vbcrc.org](http://www.vbcrc.org) and find us on Facebook at [www.facebook.com/VBCRC](https://www.facebook.com/VBCRC)



## WINTER SAFETY

Because we all share in the responsibility of keeping our children safe!



The Van Buren County Road Commission wants you to know . . .

During the winter months, the Van Buren County Road Commission performs many duties, but snow and ice control are the most noticeable. When you consider the working conditions, including visibility and traffic, they are probably the most dangerous. That's why it is very important for residents, *especially children, and newly licensed drivers*, to know what they can do to help snow plow operators.

- ⌘ Don't build snow forts, make tunnels, or play in or on snow banks next to roads.
- ⌘ Keep **well away** from the edge of the roadway as you wait for the school bus, get the mail, or watch the plow trucks.
- ⌘ Stay away from the end of a driveway when a snow plow is approaching.
- ⌘ Keep sleds and toys away from the roadways at all times.
- ⌘ Keep garbage cans up in the driveway if it snows on garbage collection day.
- ⌘ Wear your seatbelt and always allow extra time to reach your destination - especially on snowy days.
- ⌘ Don't attempt to pass a snow plow vehicle while they're plowing.
- ⌘ Plow drivers have limited visibility and they cannot see directly behind their trucks. Plus, plows can suddenly move sideways from hitting drifts or by cutting through packed snow. Motorists are advised not to travel next to a plow.
- ⌘ Don't crowd the plow!

Visit us on the web at [www.vbcrc.org](http://www.vbcrc.org) for more information.



# Facebook

Van Buren County Road Commission  
@VBCRC

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This Week

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4,578 ↑  
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0  
Website Clicks

273 ↑  
Post Engagement

Want More Phone Calls?

Get people near Van Buren County Road Commission to call (269) 674-8011 today.

Promote Local Business

Van Buren County Road Commission shared a link.  
Published by Linnea Rader [?] · October 5 at 6:12pm ·

Government Organization · Lawrence, Michigan  
4.5 ★★★★★ Open Now

Search for posts on this Page

80% response rate, 5-hours response time  
Respond faster to turn on the badge

7,383 likes +4 this week  
Donna Spenner and 220 other friends

18 were here 0 this week  
Craig Ericksen

See Pages Feed  
Posts from Pages you've liked as your Page

Invite friends to like this Page

4,578 post reach this week

## WHO?

Someone who will ask questions, understand what they are posting about.

Someone you can trust to create accurate posts and responses. As well as know when and how to respond (or not).

Need all staff to help develop posts, take pictures/video and provide insight.

Don't "MAKE" someone do this... need buy in, dedication, etc... to make it successful.

Smart phone helps!

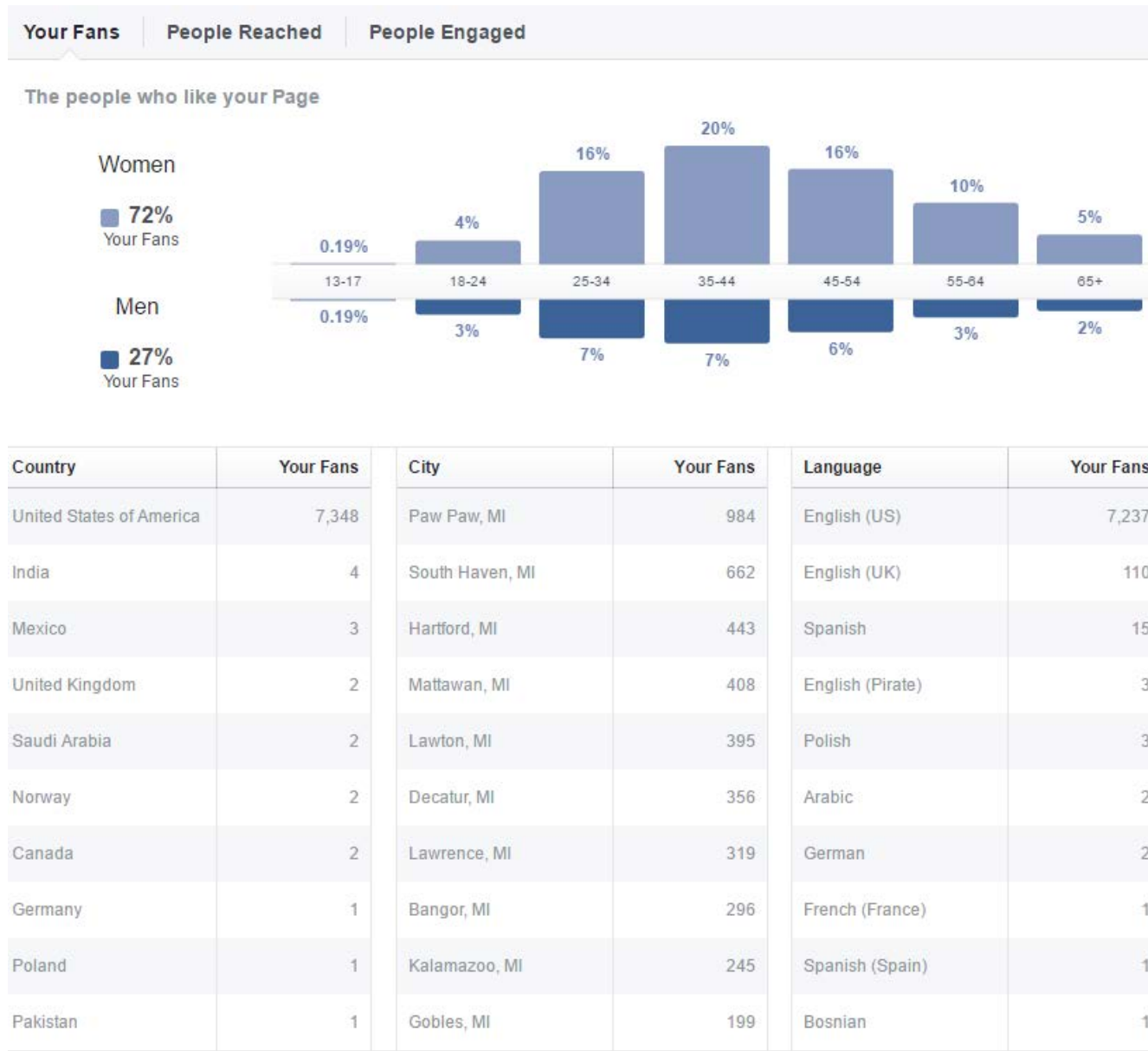
## TIME Investment

Time to post, time to respond and time to monitor the page for comments/questions.

Snow storm = increased time requirement

Think of it as an investment. Time well spent. More people educated and understanding what we do.

# Your “People”



- Who are you reaching?
- Are you sharing information with the intended audience?

7,383 –Current “Likes”

County Population  
76,258



## Van Buren County Road Commission

Posted by Linnea Rader [?] · February 3

Yesterday the newest member of our office staff had the chance to ride along with a plow driver for part of the day. Here's what she had to say about the experience:

"After only 2 years of being at the Road Commission, I still consider myself a 'rookie'. I learn new things each season and see a bit more of the 'bigger picture' each time. Yesterday was one of the days where I learned A LOT as I was able to ride along with one of our plow drivers. While I have a bit of experience riding along with my husband in his semi and have respect for the men and women who operate huge trucks in general, I wasn't prepared for being in that snow plow. The gentleman I rode with is a true professional.

In the dark morning with very little visibility, we were off and plowing. Snow was blowing up over the hood of the truck and I am so glad I was not the one behind the wheel... I would not have been able to find the road! (Check out some of the videos posted for a look at this.) I learned just how much these guys have to focus on while driving—it is far more than I ever considered! While he is "just driving" he is also controlling all the blades (there are 3 on his truck), the amount of material he is spreading, keeping an eye out for the roadway to be sure he's where he should be, looking ahead for stranded/stuck vehicles, and making sure to steer clear of people out shoveling their driveways, keeping track of their equipment for any mechanical issues, and much more. It is so much to think about and keep track of!!

Not only did I learn about the daily tasks of these drivers as they plow, but I also got a glimpse of the pride he takes in his work—he is plowing roads so people can travel safely and he realizes the great importance of this. Roads are opened up, widened, and maintained by this seasoned veteran during each snow event in Van Buren County and we are lucky to have dedicated, professional snow plow drivers like him! I left my experience yesterday with a renewed respect and admiration of these drivers. They do so much more than they receive credit for and they do it in a crazy stressful environment. I challenge each of you to consider this as we continue into our wonderful Michigan winter."

# Posting ideas

Office staff rode in the truck and wrote about the experience. It was well received and provided a unique perspective. In this case, several posts followed throughout the day, explaining what we do.

7,244 people reached

Boost Post

Like · Comment · Share

28 Shares

Amy M Gerhold, Courtnee McGrew, Stephanie Arant Truelove and 277 others like this.



**Teri Williamson Wright** What a great experience. Respect for the guys out keeping our lives moving thru this season. Kudos!!

Like · Reply · 5 · February 3 at 8:07am



**Anne Pyburn Craig** My ex drove a plow for the local DPW in NY and I got to ride along sometimes. It is awe inspiring. Thanks u guys

Like · Reply · 1 · February 3 at 8:23am



**Buzz Whelan** Many things in life I have tried while in the life of heavy construction and road building. Snow plowing in the winter is one thing our firm did and we ran a big plow truck. I had little opportunity to drive it but it was a learning experience when I did. Today's drivers are some of the real pros in our trucking industry. Thank you VBRC for your crack Sharpe pro's that help keep our roads safe.

Like · Reply · 2 · February 3 at 8:29am



**Carol Fairclough** Really appreciate you sharing your experience with us. I am thankful every day for the work that the crew perform, having to travel at night I for one is especially grateful for the dedication and professional services that is provided. Thank you and keep safe out there as you make it safe for us to travel.

Like · Reply · 2 · February 3 at 8:56am

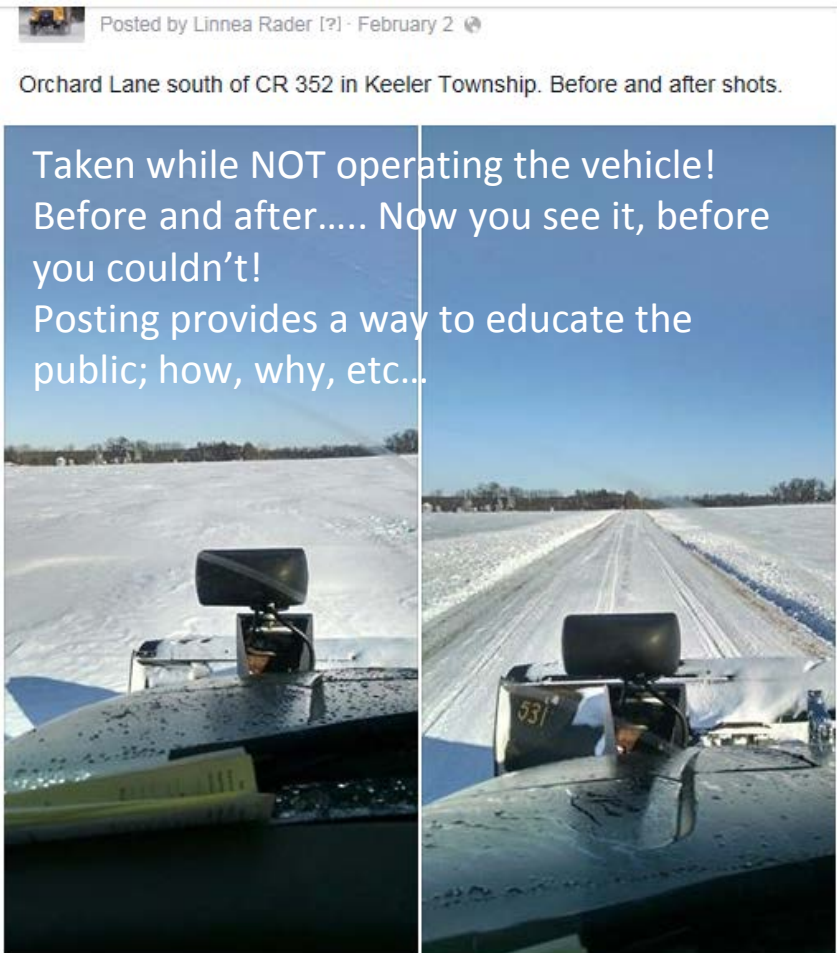


**Donna Barnett** Thank you for your insight KL!! This is what I think about every time I see negative comments on here. These drivers work long hours and do a fantastic job!!!! Venturing into other counties makes you appreciate them even more. Thank you drivers for help making MI winter travel in VB Co so much better!!!! 😊

Like · Reply · 2 · February 3 at 8:56am



# Pictures from Staff



# Video

Adding a video (or a picture)  
helps reach more people and  
catch attention.

Post Details

Reported stats may be delayed from what appears on posts

Video Post

**Van Buren County Road Commission**  
February 4 at 3:25pm

The Road Commission is not responsible for any damage to mailboxes as they are items allowed to be placed in the Right-of-Way for resident convenience. That being said, as a courtesy, if our trucks come in direct contact with a mailbox or its post we will replace it with a standard box and post. Please understand we are working to clear roads and are not attempting (see the video, visibility isn't great) to damage any mailboxes or trash cans.

00:14

7,804 people reached

Boost Post

Like · Comment · Share · 110 33 12

Jeff Pera, Fern Conklin, Shannon Valve and 107 others like this.

12 shares

**Christa Robb** I wish more people understood that their mailbox is not a "right", but an "allowance".  
Unlike · Reply · 6 · February 4 at 3:55pm

**Karla Wiles Vassar** Our mailbox was knocked over on Monday, but we just took care of it ourselves. 😊  
Unlike · Reply · 14 · February 4 at 3:56pm

**Tom Eldred** Hard to see people who get upset over a broken mailbox after snow storms like this last one. Especially with community awareness campaigns like Shake you mailbox day.  
Like · Reply · February 4 at 4:08pm

**Charlie Louahrin** The same whiney people complain about the thrown snow

**7,804** People Reached

**3,407** Video Views

**199** Likes, Comments & Shares

<b>120</b> Likes	<b>110</b> On Post	<b>10</b> On Shares
<b>66</b> Comments	<b>61</b> On Post	<b>5</b> On Shares
<b>13</b> Shares	<b>12</b> On Post	<b>1</b> On Shares

**1,746** Post Clicks

<b>399</b> Clicks to Play	<b>0</b> Link Clicks	<b>1,347</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page