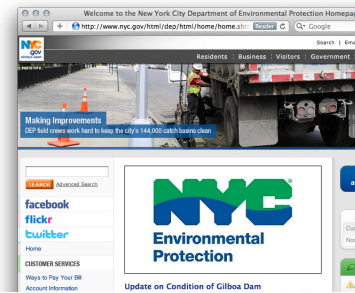


## www.howDEP'swebsiteworks.com

In every DEP communication, pamphlet, brochure and report that reaches NYC residents are the words **visit [nyc.gov/dep](http://nyc.gov/dep)**. It is the Web Group's task to make sure the information visitors are looking for is posted—and easily located—on the agency's website.

Web Group is the hub of all of the content coming in through the various bureaus of DEP, and as material is received it is reviewed, repurposed and developed into web property accessible on the website. Part of the communications team, the Web Group consists of digital media manager **Mark Hayden** and computer programmer analyst **Girma Moges**. Together they handle all aspects of development for the [nyc.gov/dep](http://nyc.gov/dep) website. The site is under the umbrella of NYC.gov, and the Web Group works closely with the NYC Department of Information Technology and Telecommunications to enhance web services.



"Managing and developing the DEP website is a job that requires you to wear several hats," says Hayden. "You need to be part editor, part project manager, part graphic artist, part coder/scripter and part storyteller."

The mission and work of the agency is woven throughout the content of the site. This past year has been a period of transformation for DEP, with several major initiatives undertaken, includ-

(Continued on reverse side)

## Spotlight on Safety

### Coming Soon...EHS Matters Employee Recognition

The *EHS Matters Employee Recognition Program* is coming to all of DEP. It is designed to reward employees whose extraordinary actions and contributions, large or small, promote a safe workplace, improve operational safety and efficiency, and demonstrate environmental responsibility.

Since January, the program has been successfully running in the Bureau of Water and Sewer Operations. To date, nine employees have been recognized for their role in improving safety for themselves, their co-workers, and the public.

Every employee selected receives a signed certificate of commendation from the Commissioner and their Deputy or Assistant Commissioner.

Any employee can nominate any other employee, but the program is also designed to encourage supervisors to recognize positive EHS behavior, efforts and ideas that are observed on a one-time or consistent basis. Recognizing our best contributors is our way of saying thank you for a job well done!

To read the full article click here [👉](#).

## Commissioner's Corner

Yesterday, DEP teams responded to a massive water main break at the intersection of 106th Street and Central Park West called just after 11:00 am. A 30-inch cast-iron trunk main built in 1917 failed, sending water gushing down Central Park West and opening up a sinkhole large enough to swallow a car. We had crews in the area, and BWSO workers from Manhattan Field Operations, Shaft Maintenance, Distribution, EHS and Emergency Management were on the scene quickly and began to close nearby valves to isolate the broken main and end the flooding. By 12:15 p.m., the water had been turned off, allowing DEP to begin excavating the area to pinpoint the location of the break and giving the FDNY time to help pump water out of the basement of a particularly affected residential building nearby. Though the main was off, other trunk mains in the area were able to pick up the slack because our system is redundant, so no customers are without water while the main is being repaired. A few customers asked about discolored water during the incident, but that is normal when there are significant changes to the water distribution system. It is not a health threat and simply running the tap should clear up the issue. So far, a 12-foot section that failed has been replaced, and now contractors are working on restoring the roadway.

At the same time, Deputy Commissioner **Kathryn Garcia** testified yesterday before the City Council about improvements made to notifications of sewage discharges and other lessons learned from an earlier incident—the North River Wastewater Treatment Plant fire. DEP's impressive efforts to deal with the aftermath of the blaze were captured perfectly by the New York Times here [👉](#). For this hearing, the Council, led by Chairman of the Waterfront Committee **Michael Nelson**, was specifically interested in DEP's efforts to alert the public about the impacts of the fire. Our testimony outlines the full effort [👉](#). In summary, our communications plan was robust and comprehensive considering the scope of the crisis. Based on predictions from a Regional Bypass Model and results from daily sampling in the harbor, DEP held daily press conferences,



issued daily press releases, posted information including sampling results online, and sent out citywide notices through Notify NYC, the city's official source for information about emergency events and important city services. The Health Department and Parks Department also issued corresponding advisories, and put up signs at beach and kayak access points if they were off limits or were under health advisories. Still, DEP always strives for improvement, and has already implemented some measures to improve our communications for the future. For example, we have begun posting weekly harbor water quality data on our website for the first time ever, and we are in the process of developing an email alert system for residents who would like to be informed any time there are sewage discharges when it rains.

Last Friday, I travelled to Eastview Precinct to attend the ceremony for five DEP Police Officers who were promoted to Sergeant. **Anthony Garcia**, with DEP since 2002, and **Jason Rossi**, with DEP since 2003, are both part of the Patrol Division out of Hillview and serve as Field Training Officers. **Thomas Reis**, also with DEP since 2002, is a team leader for Squad Two of our Emergency Service Unit. **Joaquin Romaguera**, with DEP since 2003, is part of the Emergency Service Unit as well, as team leader of Squad One and dive team leader. Finally, **Aubrey Zephyr**, with DEP since 2003, is part of our Detective Bureau. DEP Police must patrol a vast 2,000 square mile watershed, and their presence and professionalism was especially evident during Hurricane Irene, when our officers helped evacuate people and stayed on post at Gilboa Dam, giving us critical information when data monitors were knocked out by the storm. Congratulations to each of the five officers and their families.

At DEP, everyone is responsible for safety. If you or anyone on your team is concerned about your working conditions, it's okay to ask your supervisor or your bureau's EHS liaison how they can help. If you've still got questions, you can call the EHS Employee Concerns Hotline. It's DEP's responsibility to acknowledge and fix unsafe situations, procedures, and practices. With your help, we'll not only get the job done, we'll make it safer for ourselves, our coworkers, our families, and our city. CALL (800) 897-9677 OR SEND A MESSAGE THROUGH PIPELINE. HELP IS ON THE WAY. [👉](#)

## Focus on the Field



In the course of a normal day's work, **Girma Moges** might analyze how green infrastructure works with grey infrastructure to reduce combined sewer overflow, work through EHS procedures, or help to convince the federal government that a new regulatory framework is vital to saving New Yorkers billions of dollars without sacrificing public health. That's because as a computer programmer analyst and member of the Web Group, Girma sees nearly every written word on the DEP website, or as he says, "everything public goes across my desk."

His work to manage the website includes figuring out how to

convert written or printed material into interactive, user-friendly webpages. Since arriving at DEP in 2006, Girma has seen the website evolve to become the resource that DEP employees and the public rely on for accurate and complete information every day. Girma also works extensively on the Weekly Pipeline and is responsible for laying out the features, selecting photos, and adapting new sections. "The hardest part is trying to fit everything every week," he says.

Girma's experience in digital media goes back to his stint as a college intern at DEP, when he majored in media studies. But he attributes his current position to a natural progression of his long-standing interest in computers. "It started as side work while I was in school but that led to real experience which led to a job here." The daily changes and updates to the DEP website help keep his skills sharp.

In his free time, Girma enjoys going to the movies and biking.

## Milestones

Congratulations to **Art Tringali**, BWS, and his wife **Diane** on the birth of their daughter, **Siobhan Elizabeth Anne**, on August 25.

Congratulations to **Rosanna Pullara**, ACCO, and her husband **Vito** on the birth of their daughter **Kayla** on August 16. All are doing well.

## Kodak Moment



**HELPING HANDS:** DEP staff volunteers at the Hurricane Irene Evacuation Center at Franklin K. Lane High School in Brooklyn. Please click here [🔗](#) for a complete list of names of the dedicated and hardworking staff who volunteered to assist their fellow New Yorkers. If you would like to be a part of the Coastal Evacuation Plan team, please email **Herb Roth** at [hroth@dep.nyc.gov](mailto:hroth@dep.nyc.gov).

## Kudos Corner

The Croton Water Treatment Plant tunnel project has won the 2011 Engineering News Record Award for Best Civil/Infrastructure Project in Region. Congratulations to the BEDC design and construction teams, especially **Gerard Cox, Paul Smith, Bernard Daly, Vincent Moorehead, Arne Fareth** and **Francis Lo**.

([www.howDEP'swebsiteworks.com](http://www.howDEP'swebsiteworks.com)... continued)

ing Strategy 2011-2014 and the NYC Green Infrastructure Plan. The website has mirrored this transformation and focus, and has been completely revamped with a new structure and navigation along with vibrant expanded content. Every section has been reimagined and rebuilt for a better user experience—and the site has increased significantly in size.

Case in point: The navigation menu under the new Water Utilities section. What was once a single section called Harbor Water has grown into new sections for Harbor Water, Stormwater, and Wastewater, along with a new web-centric focus on "Green" initiatives and infrastructure. Our citywide pilot projects and the associated grant programs are also showcased, as well as a new focus on the Jamaica Bay Watershed and Staten Island Bluebelt. Other highlights include a section dedicated to natural gas drilling and the watershed, complete with an email subscription center where visitors can sign up for the weekly "Recent News on Natural Gas

Drilling" email. Visitors can also sign up to receive press releases by email, a feature that has gained substantial popularity.

One of the more enjoyable and most visible enhancements to the website has been the themed banners that appear on the top of every page of the site, which features employees in the field doing their jobs every day; scenic panoramas that highlight the natural beauty of the watershed and announce the change of seasons; or even community participation, such as the recent showcasing of Water-On-the-Go stations throughout the city.

The momentum this agency is experiencing and the corresponding expansion and enhancements to the DEP website translate into a substantial increase in visitors to the site from around the world, with visitors from more than 200 countries over the past year. The accomplishments of this agency are clearly recognized worldwide, thanks largely in part to the efforts of Web Group.



**SWORN TO SERVE:** Thirty-five new Environmental Police Officers being sworn in on Monday, 9/12, at the DEP Police Academy in the Kingston Office Building.

**We welcome your feedback! To submit an announcement or suggestion, please email us at: [newsletter@dep.nyc.gov](mailto:newsletter@dep.nyc.gov) 📧**