

MADRAS-JEFFERSON COUNTY

CHAMBER OF COMMERCE
& Economic Development

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To our Central Oregon Trucking Companies and Fleets

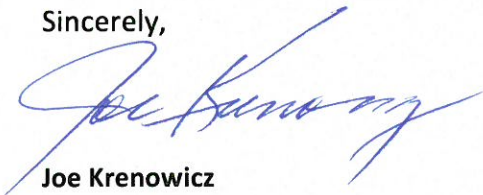
The Madras Chamber and the City of Madras, Oregon would like to make you aware of the upcoming event and the traffic impact it may have on trucking companies and their customers.

On **August 21, 2017** there will be a Total Solar Eclipse occurring over Madras. Which will be **dramatically** effecting both North and South bound lanes of Hwy 97 and Hwy 26 that feed through Madras. Starting Sunday Aug 20 and diminishing Aug 22. Madras is preparing for approximately 45,000 visitors to our community of 8,000. Many will be traveling the Central Oregon highways beginning Thursday Aug 17 to final destinations to attend Solar Eclipse events and in preparation of viewing the Total Eclipse on Monday morning.

We proactively want to make the best of the situation for all. Starting with our Central Oregon firms trucking product to, from and thru Madras. There may be adjustments you may deem necessary to meet your customers' expectations while minimizing your trucking management challenges.

We have included information pieces that may be a benefit to you. If you have any other questions or clarifications that we can address, please contact us.

Sincerely,



Joe Krenowicz

Executive Director | 541.475.2350 office | Director@MadrasChamber.com
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What makes the 2017 Total Solar Eclipse unique going over Madras?

- ✓ We have the highest atmospheric clarity of all the locations along the path across the US from the Oregon Coast to the South Carolina Coast.
- ✓ We are one of five cities that have commercial air service within 100 miles and we have the highest probability of no clouds at the time of the Eclipse of all locations across the US.
- ✓ The Cascade Mountain Range is a unique feature attracting photographers due to the Eclipse occurring early in the morning and photographs of East Side of the Cascade Range are highly sought.

Fun facts about the Total Solar Eclipse on Monday August 21st, 2017

- ✓ Timeline: Solar Event length 1hr-40m. Total Eclipse length 2m-3s.
 - 9.06 Start of the Partial Eclipse
 - 10.19 Start of the Total Eclipse
 - 10.20 Maximum Shadow of the Total Eclipse
 - 10.21 End of the Total Eclipse
 - 11.41 End of the Partial Eclipse
- ✓ The shadow's speed is 2777 mph (1.241 km/sec), almost four times the speed of sound. Comparable to watching a 4½-hour 500 Mile NASCAR Race in 11 Minutes!
- ✓ The Eclipse's band of Totality is 70 miles wide. From Redmond to Maupin
- ✓ This Total Eclipse is one that will be occurring somewhere on the Earth every 18 months.
- ✓ If only 1% of the Sun is visible, it is still 10,000 times too bright to see the Total Eclipse phenomena. Madras is in the sweet spot where 1,000's of guests from all over the world will be traveling to for the unique experience
- ✓ Between 1901 and 2099, a 200 year span, there will be:
 - 452 Partial or Solar Eclipses in the World
 - 139 Total Solar Eclipses in the World
 - **ONE** Total Solar Eclipse in Madras, Oregon
- ✓ Solar Eclipses crossing the United States Coast to Coast.
1918 2017 2045 2099

Why all the excitement over a Total Solar Eclipse?

(Response from an unknown party)

If I have to explain, you would not understand. If you already understand, nothing I can say will matter. It's like having kids or riding a Harley or being in love. It is a spiritual experience for some, an intellectual and emotional unraveling for others. But truly, it just is--and you just have to believe.

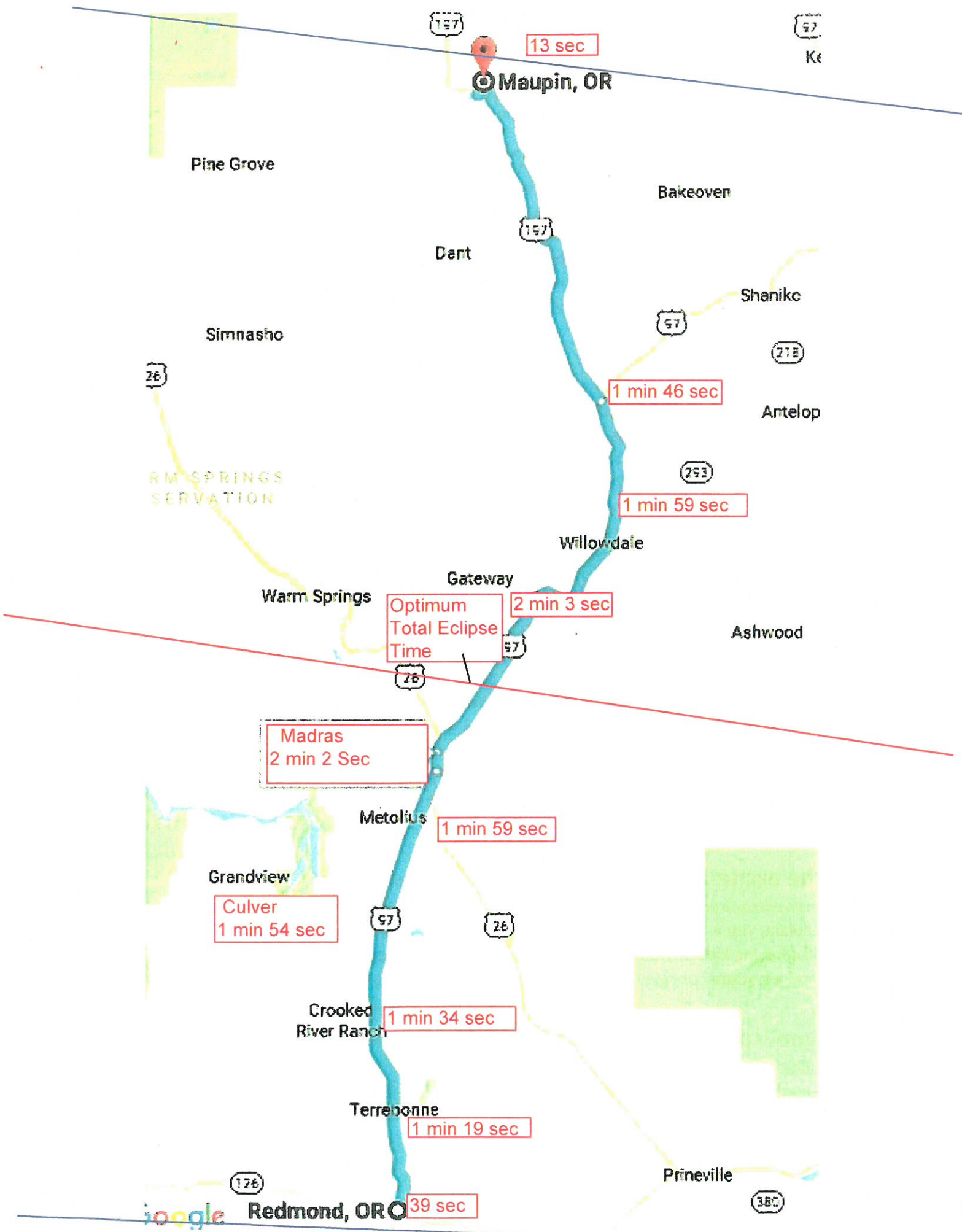
Want to know more? Very informative sites for the non-Eclipse Chaser

www.Eclipse.gsf.nasa.gov/solar.html

www.EclipseWise.com/solar/SEgmap/2001-2100/SE2017Aug21Tgmap.html

www.Eclipse2017.org

www.GreatAmericanEclipse.com



Total Solar Eclipse

Monday August 21st, 2017

Begins 9:06 AM

Total Eclipse 10:19 AM

Total Darkness 2.02 MINS



FUN FACTS...

- ⚙ There has not been a Total Solar Eclipse with a path from one side of the US to the other since 1918 and there won't be another until August 12, 2045 - 28 years!
- ⚙ We are expecting more than 45,000 people in the Madras area during the four-day (Thursday - Monday) "festival" for this event!
- ⚙ Over that weekend, there will be more porta-potties in Jefferson County at one given time than ever before in history.
- ⚙ Madras hotels and motels have been booked for over a year. Prineville, Redmond and Bend are close if not already completely booked.
- ⚙ Just some of the countries being represented by visitors coming to Madras include Japan, France, Italy, Spain, and Australia.
- ⚙ Bend cancelled its annual brew festival due to the eclipse!
- ⚙ The Perseid meteor shower will grace our skies from July 17 through August 24th, peaking around August 12th. The Perseid is one of the best meteor showers to observe, producing up to 60 meteors per hour at its peak.

WHAT MAKES OUR LOCATION UNIQUE...

- ⚙ Madras has a 35% better chance for clear skies than any other location along the path of totality - from the Oregon Coast to the South Carolina Coast!
- ⚙ Due to our high elevation and flat plateaus, we have lots of prime viewing areas.
- ⚙ We are one of five cities in the eclipse path with commercial air service within 100 miles and lots of connecting highways into our town.
- ⚙ The Cascade Mountain Range is a unique feature that attracts photographers. The early morning eclipse engulfing Mt. Jefferson could be a photographer's dream!



WHAT THE TOTAL SOLAR ECLIPSE TASK FORCE IS WORKING ON...

- ⚙ Traffic management - coordinating with City & County Public Works ODOT, and private sector event planners.
- ⚙ Emergency Management - coordinating with Jefferson County Emergency Management, the State Office of Emergency Management, local and State law enforcement, Fire, EMS, and private healthcare providers. Mutual aid agreements and partnerships with other agencies from around the state will assist in coverage.
- ⚙ Sanitation - placement of garbage, sewer, water, porta-potties, and hand-washing stations throughout town.
- ⚙ Fire and health inspections - mobile food vendors, RV / tent camping locations, (places where people gather), etc.
- ⚙ Logistical contingencies - cell tower overload, power outages, street light sensor activation.
- ⚙ Public property inventories - suitability for parking and/other essential services.
- ⚙ Centralized messages - providing continuity of messages to our community and the region, utilizing tools such as our website (madraseclipse.com), social media, presentations, and traditional media.

WHAT YOU CAN DO...

- ⚙ Stay informed and inform others:
 - Website (www.MadrasEclipse.com)
 - Facebook (Madras Oregon Solar Eclipse)
 - Twitter (@MadrasEclipse)
- ⚙ Plan ahead - prior to the festivities, get your essential errands done:
 - Grocery shopping
 - Pick up prescriptions
 - Doctor visits
 - Fuel up your vehicles
- ⚙ Reduce light pollution - put a blue light bulb in all your exterior lights. Many astronomers will be in town in the weeks leading up to the eclipse and reducing light pollution will be a big hit for meteor shower viewing, star gazing and for experiencing total darkness during the eclipse!
- ⚙ Be a Madras Ambassador - let us know if you're interested in assisting visitors with questions, giving directions, etc.