

Solar Eclipse Planning for Municipalities

Presented by: XXXX

INSERT MUNICIPAL COUNCIL NAME

INSERT DATE



THE ROYAL ASTRONOMICAL SOCIETY OF CANADA
LA SOCIÉTÉ ROYALE D'ASTRONOMIE DU CANADA



Our Discussion Today

- What is a solar eclipse?
- Benefits of, and need for, eclipse planning
- Health and safety
- Viewing the April 8, 2024 solar eclipse
- Eclipse Planning: Considerations and Opportunities
- Resources

What is a solar eclipse?

- A total solar eclipse occurs when the moon blocks out the sun in the sky
- The moment when the sun is completely blocked by the moon is called “totality”. A site that experiences a total solar eclipse is in the path of totality
- Sites can experience total, partial or annular solar eclipses
- A total solar eclipse is one of the wonders of the natural world that can be experienced by anyone.



Benefits of a Holistic Approach to Eclipse Planning

- Managing a major event that includes several uncertainties
- Tourism and community development opportunity – a positive experience of your jurisdiction for residents and visitors
- New working partnerships, increased community focus and volunteering, improved communication strategies, development of marketing materials and media plans, and forming a cohesive community identity.
- Showcasing your community and sites during a time of high media attention
- Benefits even if weather is not favourable and for sites outside path of totality

Health and Safety

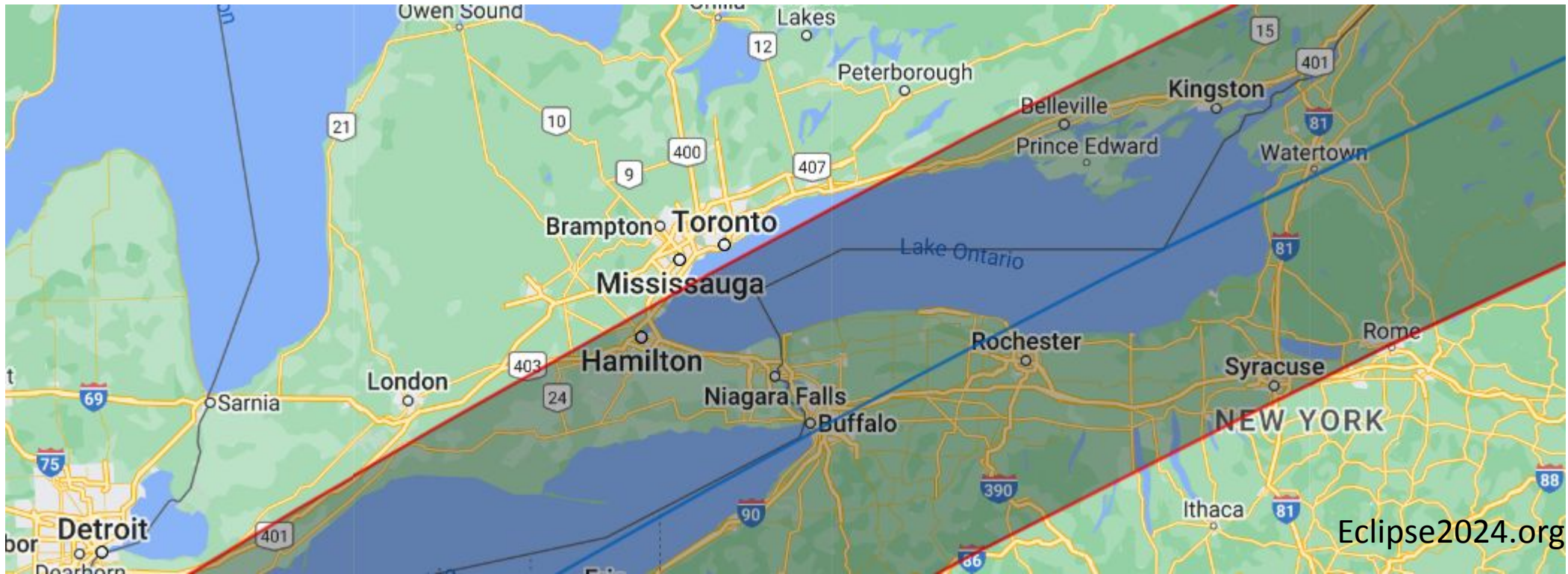
- **Never look directly at the Sun without using protective filters that comply with the ISO 12312-2: 2015 standard.** Sunglasses, smoked glass and space blankets are not safe substitutes.
- You **can** remove solar viewers and look directly at an eclipse **only during totality** and **if you are in the path of totality**.

Solar viewers will be in high demand. **SECURE THEM NOW**



Viewing the 2024 Solar Eclipse

- The eclipse taking place on April 8, 2024 is being referred to as the Great North American Eclipse
- In Niagara Falls, the solar eclipse will take place between approximately 2:00 – 4:30 pm, with totality taking place at 3:19 pm (2:43 min). At Long Point, totality takes place at 3:16:20 (3:22 min)



Viewing a Solar Eclipse - Factors

- What influences where people choose to see an eclipse
 - The amount of time that totality is experienced in a particular geographical area
 - Favourable weather conditions
 - Natural beauty or iconic viewing areas
 - Accessibility (roads, availability of accommodations)

Be in place 24-48 hours in advance to view a total solar eclipse



Opportunities and Need for Planning

- Staff resources and coordination needed
- Estimating visitor numbers - In 2017, communities saw up to 50% population increase on eclipse day but various factors can impact
- Transportation considerations:
 - Traffic jams up to 12 hours in 2017 – need to consider high risk areas and pinch points. Major highways out of population centres also need attention
 - Traffic may also impact workplans of non-eclipse staff
- Accommodations
 - Prepare accommodations and consider early opening of campgrounds

Messaging should emphasize that eclipse watchers should be at their location of choice 24-48 hours in advance



Eclipse Viewing and Events

- Residents and visitors will want to experience the eclipse. Directing them to appropriate venues and events can:
 - Help with traffic flows and emergency management
 - Present excellent marketing and tourism opportunities
 - Cultivate and expand partnerships
 - Be relevant for sites and communities outside the path of totality



Longer-Term Community Benefits



- Proper planning and marketing of your community for the eclipse can contribute to longer-term community and organizations benefits:
 - New partnerships that support tourism, economic development, and natural and cultural heritage
 - Increased attention to and “discovery” of your community and sites
 - Improved inter-departmental coordination that can be leveraged for other projects
 - A greater focus on STEM fields within the community and among students
 - More engaged staff and community members
 - Opportunity to share a wondrous event with many groups and audiences

Resources

Royal Astronomical Society of Canada

<https://www.rasc.ca/solar-eclipses>

Being in the Shadow - Dr. Kate Russo

<https://www.beinginthesshadow.com/>

American Astronomical Society Solar Eclipse Resources

<https://eclipse.aas.org/resources/downloads>

Astronomical Society of the Pacific Conference Series (Vol 516),

[Celebrating the 2017 Great American Eclipse: Lessons Learned from the Path of Totality](#)

See you in the shadow!



eclipse@rasc.ca