



Sussex County Emergency Snow Removal

40 competing contractors. One mission. Never a bill.

What it is

A volunteer network of roughly 40 local plowing and excavation companies in Sussex County, New Jersey. During serious weather events, when a 911 emergency requires police, fire, or EMS access to a property, the call is routed to the participating drivers closest to the scene. Whoever is nearest drops what they are doing and opens the driveway or road so first responders can get through.

What it costs the family

Nothing. There is no charge and there never will be. Every driver donates their time, fuel, and equipment. The network exists for people at their lowest moment: a medical emergency, a house fire, a night when minutes matter and a snowbank is in the way.

How it works

- Activated alongside the 911 response during serious storms; not a service the public calls for routine plowing.
- Calls route to whichever participating drivers are closest to the emergency scene.
- Roughly 40 member companies across Sussex County, many of them direct competitors the rest of the year.
- Founded and organized by James Watson, owner of JWSR LLC (Hamburg, NJ), volunteer EMT and 1st Lieutenant of the Wantage First Aid Squad.

Quote from the founder

"These are companies that bid against each other all year long. When the weather turns dangerous, that competition goes quiet, and 40 rivals become one crew. The last thing a family should ever see is a bill for the plow that got the ambulance to their door."

— James Watson, founder

Story angles

- Competitors cooperating: rivals who lock arms for the community when it matters.
- Public safety: how minutes lost to snow affect emergency outcomes, told with the first aid squad.
- Recruiting: contractors who want to join the network can reach out before the coming winter.

Interviews, ride-alongs, and connections to other network drivers and Wantage First Aid Squad members are available. Print-quality photos available on request (credit: JWSR LLC). Background story: jwsrllc.com/blog/sussex-county-emergency-snow-removal