

## For Information Only

### Emergency Public Notification System Implementation

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#### Resolution

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## Executive Summary

The City of Greater Sudbury (CGS) through a funding agreement with Vale, has purchased the mass public emergency notification system Everbridge. The system branded, Sudbury Alerts, will notify residents of any imminent threat to public safety. Sudbury Alerts adds an additional level of functionality to current communication methods used to disseminate emergency information to the public before, during and after all emergencies.

This report serves as an update to Council on the implementation of the mass public emergency notification system, Sudbury Alerts.

## Implementation

City of Greater Sudbury's Emergency Management in consultation with Everbridge, community partners and CGS departments have developed a detailed implementation plan and have been aggressively working through the plan with a projected implementation date of March 31, 2017.

Sudbury Alerts will be implemented in two phases. In the first phase, the City will launch the mass notification component of the system to the public and in phase two employee contact information will upload into the system to support a corporate business continuity program.

#### Target Audience

The target audience is any resident of Greater Sudbury who has a home phone number, a cellular phone number, and/or an email address.

#### Data Collection

Currently, there are 55,000 public names and landline telephone numbers (residential and businesses) that exists in the public domain. Contact information for residents and businesses will be added by uploading the local White and Yellow Pages data. Residents and businesses who do not wish to receive these notifications will have the option to opt-out. Residents and businesses whose contact information is not located in the White and Yellow Pages will be required to self-register via a web-based portal on the City's website, where residents may add additional contact

#### Signed By

##### **Recommended by the Department**

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Chief of Fire and Paramedic Services,  
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methods and addresses (e.g. home, work, relative's home), specify which geographical areas within the City they wish to be notified about or update contact information at any time through their own user portal.

### **Training**

Everbridge will provide customized remote access training to CGS staff and Greater Sudbury Police Services 911 Communications Centre Dispatchers, who will be operating the system through a service level agreement following standard operating procedures.

### **Communications Plan**

A City-wide public education and awareness campaign has been implemented in partnership with key community stakeholders to:

- increase awareness of Sudbury Alerts among all target audiences
- encourage residents to subscribe to receive system notifications and/or customize their preferred method of contact – cellphone, text message, home phone and email – to ensure real-time access to potentially lifesaving information
- encourage partner agencies and local organizations to share Sudbury Alerts awareness tools with their own target audiences (employees, customers, public, etc.)

The communications plan will utilize communication channels such as social media, newsletters, paid advertisements, media releases and media conferences, the City's website, and printed marketing materials to increase awareness of the notification system.

### **Timelines**

Jan-Feb 2017	Implementation, training and internal training
Feb 2017	Uploading of White and Yellow Pages data into the system
Feb 2017	Uploading of Emergency Services staff contact information and internal testing
Feb 21, 2017	Launch of the emergency notification component of Sudbury Alerts to the media and public
Mar-Apr 2017	Promote Sudbury Alerts to residents; encourage to subscribe to the notification system
May 2017	Conduct a notification system test of Sudbury Alerts with residents during Emergency Preparedness (EP) Week
TBD	Implementation of Phase Two, staff training and internal testing

### **Evaluation**

The success of the communication strategy will be evaluated by measuring public awareness of the notification system, the number of residents who sign up to receive notifications and the number of community partners helping to promote the campaign to their own audiences. Once the system has been fully implemented staff will continue to explore ways to educate and encourage residents to subscribe to the notification system.

### **Future Tests**

To be successful, Sudbury Alerts will be managed according to best practice guidelines in the mass notification field. Regular testing of the system will ensure the greatest opportunity to achieve a satisfactory

level of public awareness and cooperation. As such, Sudbury Alerts will be tested annually during Emergency Preparedness (EP) Week. EP Week is a Canada-wide initiative recognized each year during the first full week of May to increase awareness of individual and family preparedness.