



Public Safety and Community Services

INTER-OFFICE MEMORANDUM

TO: CHAIR AND MEMBERS
PUBLIC SAFETY COMMITTEE

DATE: 2020 November 24

FROM: DIRECTOR - PUBLIC SAFETY AND
COMMUNITY SERVICES

FILE:

**SUBJECT: MASS NOTIFICATION SYSTEM (MNS)
COMMUNITY SAFETY PLAN INITIATIVE**

Emergencies place unique demands on communication processes. Hazardous events can impact telecommunications systems, disrupting communications exactly when they are needed most.

Under the Emergency Program Act, City of Burnaby has a statutory duty to notify persons who may be harmed or who may suffer loss as a result of an emergency or impending disaster. The methods used to deliver mass notifications are at the discretion of the City.

An emergency notification system is a collection of methods that facilitate the dissemination or broadcast of messages to residents to inform/alert them of an impending or existing emergency. Effective systems use a number of overlapping communication tools to deliver consistent information so that if one method fails another is likely to succeed.

The Community Safety Plan identified a Mass Notification System initiative under the Emergency Management priority.

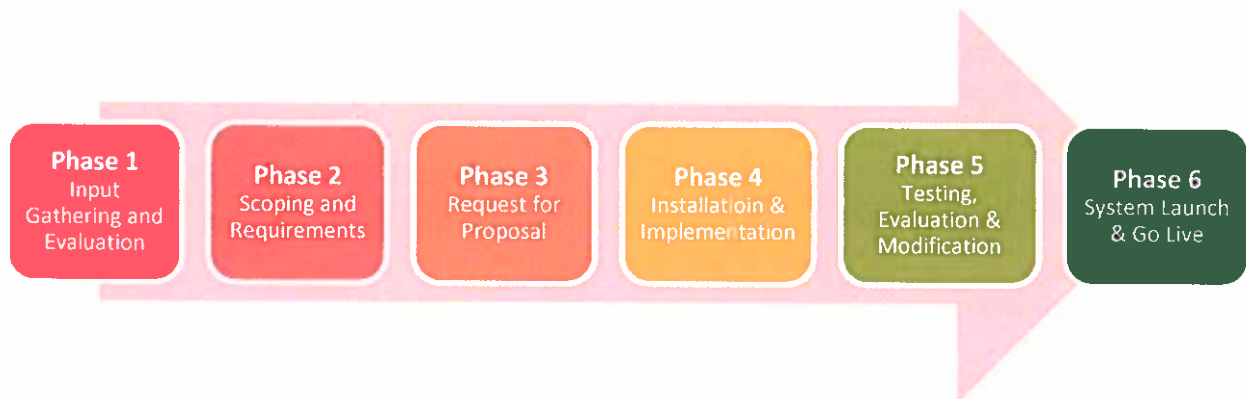
The MNS Project

Because of the public's growing reliance on the internet (including the internet-of-things) and cell phone technologies, a mass notification system (MNS) should be able to effectively (time-bound) and efficiently (qualitatively and quantitatively) disseminate messages to the at risk and/or selected populations. It is desired that the MNS integrate with the City's existing technical environments and business activities.

City of Burnaby (CoB) has commenced the Mass Notification System (MNS) project albeit under the shadow of the City's COVID-19 response and service continuity activities. A Mass Notification System Task Force, lead by the Emergency Management Coordinator

and reporting to the Emergency Planning Committee, was created in February 2020; however, work was suspended from March to late September due to the secondment of staff to the City's Emergency Operations Centre.

The project is being undertaken using an interdisciplinary approach. The approach includes collaboration by all City departments as well as engagement with and inputs from the public. The approach is divided into six phases. This approach will ensure the maximum benefits are realized from the solution that is selected.



The project will include: a system/product; the services needed to implement that system/product; and, the development of internal strategies, triggers, processes, protocols and staff resources

At the present time, we are in Phase 1. To date, interviews with key departmental representatives have been performed and a public engagement survey is currently underway.

Attached therein is a copy of the public engagement mass notification system survey. It is requested that members of the Public Safety Committee provide their input by completing the survey no later than 2020 December 09.


Dave Critchley
Director – Public Safety & Community Services

DC:cp

Copied to: Risk Manager
Emergency Management Coordinator

Attachment: Mass Notification Survey

Mass Notification System Survey

Emergencies and disasters place unique demands on communication processes that are often significantly different than the demands of routine, non-emergency circumstances. Emergencies often include escalating and evolving events that require flexibility from communication processes.

Under the Emergency Program Act, the City has a statutory duty to notify persons who may be harmed or who may suffer loss as a result of an emergency or impending disaster. The methods currently used by the City are varied and overlapping so that if one method fails another is likely to succeed.

Considering the broad range of hazards that might impact Burnaby and the diversity of residents, businesses, visitors and commuters who could be within the city at any given time, adding a local mass electronic notification system to the City's emergency management communications toolkit has been identified as an Emergency Management initiative of the City's Community Safety Plan. [Click here to read the Community Safety Plan.](#)

Let Us Know What You Think!

The City of Burnaby is considering implementing a mass electronic notification system that would be used to communicate Burnaby-specific information. This mass electronic notification system is intended to communicate emergency and disaster information and will complement or work in conjunction with existing federal (AlertReady) and provincial (BC Emergency Alerting System) mass notification systems. In addition, the system could communicate information about other City programs and services.

Your responses will help us form system-specific criteria or requirements in our Request for Proposal to mass notification system vendors.

This survey is administered by the City of Burnaby. Personal information collected and used for the purpose of receiving information regarding a mass notification system will be managed in accordance with s. 26 (c) of the Freedom of Information and Protection of Privacy Act. All personal information collected through this survey will remain confidential and de-identified when shared with the public. For questions regarding the collection of Personal Information and receipt of electronic messages please contact: Corporate Communications & Marketing at communications@burnaby.ca.

1. TELL US A LITTLE BIT ABOUT YOURSELF.

Please indicate your age group.

- ☐ Under 18 years
- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 year and older
- ☐ Prefer not to answer

What language is primarily spoken in your home?

- ☐ English
- ☐ French
- ☐ Mandarin
- ☐ Cantonese
- ☐ Korean
- ☐ Punjabi
- ☐ Tagalog
- ☐ Other (please specify): _____
- ☐ Prefer not to answer

What do you do in Burnaby? (Select all that apply):

- ☐ Live in Burnaby
- ☐ Work in Burnaby
- ☐ Attend school in in Burnaby.
- ☐ Access shopping, recreation, sport or entertainment in Burnaby
- ☐ Other (please specify): _____

- ☐ None of the above

2. WHAT KIND OF INFORMATION WOULD YOU LIKE TO RECEIVE FROM THE CITY THROUGH A MASS NOTIFICATION SYSTEM? *Select all that apply.*

NOTE: When a mass notification system is implemented, test messages may be issued for either public awareness or technical testing purposes. It will not be possible to opt out of receiving this message type.

- ☐ Civic meeting messages
Council and Committee meetings; Public Hearings, etc.
- ☐ City Information
Surveys; career postings; upcoming events and activities, seasonal watering restriction information; educational information such as fire prevention, emergency preparedness; etc.
- ☐ City Payment Reminders
Property tax payment or utility payment deadlines; licence renewals; library loan return dates; etc.
- ☐ Notices
Program cancellations; facility or park closures; planned or scheduled water or sewer service disruptions; online service outages; etc.
- ☐ Advisories
Garbage and recycling pick-up schedule change; planned water or sewer service disruption; boil water advisory; etc.
- ☐ Alerts
Major emergency incidents; personal protective actions like Shelter-in-Place; voluntary evacuation; Amber Alerts; unplanned water or sewer outages; etc.
- ☐ Orders
Mandatory evacuation
- ☐ Other (please specify): _____

3. HOW WOULD YOU WANT TO RECEIVE MESSAGES FROM THE CITY THAT ARE SENT USING A MASS NOTIFICATION SYSTEM? *Select all that apply.*

- ☐ Voice (telephone call)
 - ☐ Email
 - ☐ Text (SMS)
 - ☐ Mobile App Push Notification
 - ☐ Social Media Post (limited to Facebook or Twitter)
 - ☐ Other (please describe): _____
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4. PLEASE SHARE ANY ADDITIONAL COMMENTS YOU MAY HAVE REGARDING THE CITY ADDING A MASS ELECTRONIC NOTIFICATION SYSTEM AS A COMMUNICATIONS TOOL.

Please complete the survey no later than 2020 December 09.

Completed surveys may be returned in one of three ways.

Dropped off in person to: Dave Critchley
Director Public Safety & Community Services

Scan and emailed to: getprepared@burnaby.ca

Sent by mail to: City of Burnaby
Attention Emergency Management
4949 Canada Way
Burnaby, BC V5G 1M2

Thank you for completing the survey.