



PHASE 1

PURPOSE:

Resident Alert Notification System

Resident Alert Notification System is a mass notification system developed and supplied by Everbridge.

Resident Alert messages shall only be initiated for matters deemed to require mass notification to residents. It will be used as an effective and efficient medium to inform residents of such matters.

The Resident Alert message will be posted in the manner included in the procedure identified below.

Resident Alert Information for citizens is available on the Town's website.

What constitutes as an Alert

Resident Alerts will be of two classifications. Those that can be foreseen and planned, and those of an emergency nature.

Notifications to be issued through the Resident Alert system for all residents include:

- Unplanned disruption to waste collection
- Disruption to water services
- Traffic Disruption
- Safety alerts
- Emergency notices

AUTHORITY:

- Council Discretion

PROCEDURE:

Unless the event is an emergency that requires an immediate alert, the following procedure shall be followed:

- Resident Alert shall be used when there are more than 10 properties affected by an event or service disruption.
- The alert shall be delivered between the hours of 7:00 a.m. and 9:30 p.m.



Town of Conception Bay South Policy Manual

Title: Resident Alert Policy
Policy Number: 080

Resolution Number: 17-463
Date Approved: November 21, 2017

- The Resident Alert message shall be prepared by the Department initiating the alert, unless otherwise deemed an emergency by the Chief Administrative Officer.
- The Chief Administrative Officer and designate will review the request with regard to the criteria outlined in this policy. The decision will be made to either proceed with distributing the alert, or denying the request if it does not meet the criteria.
- Wherever possible, the message shall be forwarded to the Chief Administrative Officer and designate 48 hours in advance of the message distribution.
- The message shall include a contact person for further information, including phone numbers and email addresses.
- Once the message is approved by the Chief Administrative Officer, the designated staff member shall prepare the following from the approved content for a Citizen Alert:
 - create a text and email message for cellphone, text/email distribution;
 - record a voice message for land-line phone and cellphone voice message;
 - distribute the alert to all residents or select recipients by geographic area or defined zones as identified by the Department initiating the alert.
- The alert shall be distributed by the designated staff person.
- The message shall be emailed to Council and all Town staff via Town email addresses by the designated staff person.
- The message will be supplemented by website notices, Facebook and Twitter posts, and notification on Town app. The appropriate Senior Manager will determine if print/radio advertising required and follow their normal protocol for advertising.
- All Notifications will be sent to all residents in the Resident Alert. The exception will be service disruptions that only impact a specific area of Town. In those cases, only residents in the geographic area identified will be targeted through Resident Alert system.
- When the designated staff member is not available, the Chief Administrative Officer will prepare the alert in consultation with the respective Director and direct the IT personnel to distribute the Resident Alert.
- Regular monitoring of the Resident Alert Message system shall be carried out by the Chief Administrative Officer and designated staff person to ensure the system is working properly and messages are being delivered appropriately.

In the case of an emergency:

- Senior Management or designate of the Department initiating the Alert shall create alert information to be sent to Chief Administrative Officer, who will direct the designated staff member to write, record and distribute the message.



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- The message shall be emailed to Council and Town staff via Town email accounts.
- The message will be supplemented by website notices, Town Facebook and Twitter notifications, and the Town app. The appropriate Senior Manager will determine if print/radio advertising required and follow their normal protocol for advertising.

REVISION HISTORY:

Revision:	Resolution #	Change Made:		Date: