

## **COUNCIL REPORT**

**To:** Mayor and Council

**From:** Fire Department

**Date:** February 7, 2025

**Subject:** Public Alerting System (PAS)

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### **RECOMMENDATION:**

THAT Council approves a two-year contract with the Regional District of Fraser Fort George (RDFFG) for the use of their Public Alerting System (PAS) in the amount of \$750 per year plus GST;

AND THAT the Chief Administrative Officer be authorized to execute the contract and any related documentation.

### **BACKGROUND:**

The District of Mackenzie is committed to ensuring the safety and well-being of its residents. Considering recent natural disasters and emergencies, such as wildfires, it is important to have a reliable way to communicate with the community during an emergency. Implementing a Public Alerting System will significantly enhance our ability to respond to emergencies and protect our residents.

### **Importance of a Public Alerting System (PAS)**

1. **Timely Communication:** A PAS allows for quick distribution of critical information to residents, providing them with timely updates on emergencies such as wildfires, floods, severe weather, and other threats. This can help residents take necessary precautions and evacuate if needed.
2. **Multi-Channel Delivery:** An effective PAS can send alerts through multiple channels, including text messages, emails, phone calls, and App notifications. This ensures that residents receive the message through their preferred communication method.
3. **Community Engagement:** A PAS can also be used to engage with the community during non-emergency situations, such as public service announcements, local events, and community programs. This fosters a sense of community and keeps residents informed about important local activities.

4. **Building Trust:** Consistent and accurate communication during emergencies helps build trust between the local government and residents. Knowing that they will receive timely and reliable information can reassure residents and enhance their confidence in local authorities.

The Mackenzie Fire Rescue Department Staff have looked at multiple options for an Emergency Alerting System and feel that Connect Rocket, which is used by the RDFFG, is the most effective option at this time. Some of the benefits include lower annual subscription costs than other service providers and ease of use. Since the RDFFG uses Connect Rocket, residents of Mackenzie would be able to sign up for alerts in area "G" surrounding Mackenzie without requiring an additional system. Additionally, this also allows the Regional District to assist the District of Mackenzie Staff with emergency alerting if requested by the Emergency Operations Center in the event of an Activation.

A copy of the Contract from the RDFFG will be included in the Center Table File.

#### **BUDGETARY IMPACT:**

\$750 per year would be allocated from the Protective Services budget to support the recommendation.

#### **COUNCIL PRIORITIES:**

##### **Community and Social Development**

- Our investment in the municipality's services and infrastructure, our commitment to principles of social equity and well-being, and our belief in the value of resident engagement, creates a healthy community in which everyone feels valued and enjoys a high quality of life.

##### **Strong Governance and Finances**

- As the municipality's elected governing body, we serve all residents and businesses in the community. We engage residents and stakeholders on important issues and make our decisions through open and transparent processes. We are careful in our use of resources, mindful of the need to maintain programs and services, while also meeting the community's infrastructure needs.

#### **RESPECTFULLY SUBMITTED:**

Micaiah Taylor, Assistant Emergency Program Coordinator

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer