

BROADCAST INTRUSIVE ALERTING

SEASONAL PREPAREDNESS

APRIL 13, 2022



Emergency
ManagementBC

EMERGENCY ALERTING TYPES

BROADCAST INTRUSIVE ALERTS

- Interrupts regular TV and radio programs with an emergency message
- Wireless Devices (mobile phones)
 - Dependent on cell tower coverage

OTHER TYPES OF ALERTS










Emergency notifications in BC:

- Subscription-based apps
- Door to door
- Sirens (tsunami)
- Online communications (websites, social media)
- Traditional media (regular news updates on radio, TV)
- Signage (e.g. highway signs)

CURRENT STATE AUTHORIZED ISSUERS

NEW for 2022



HAZARD	 TSUNAMI	 FLOODING	 WILDFIRE	 AMBER ALERT	 CIVIL EMERGENCY	 TORNADO & SEVERE THUNDERSTORM
AUTHORITY TO ISSUE	 BRITISH COLUMBIA PROVINCE			 Royal Canadian Mounted Police Gendarmerie royale du Canada RCMP		 Environment and Climate Change Canada ECCC

BROADCAST INTRUSIVE ALERTING EXPANSION

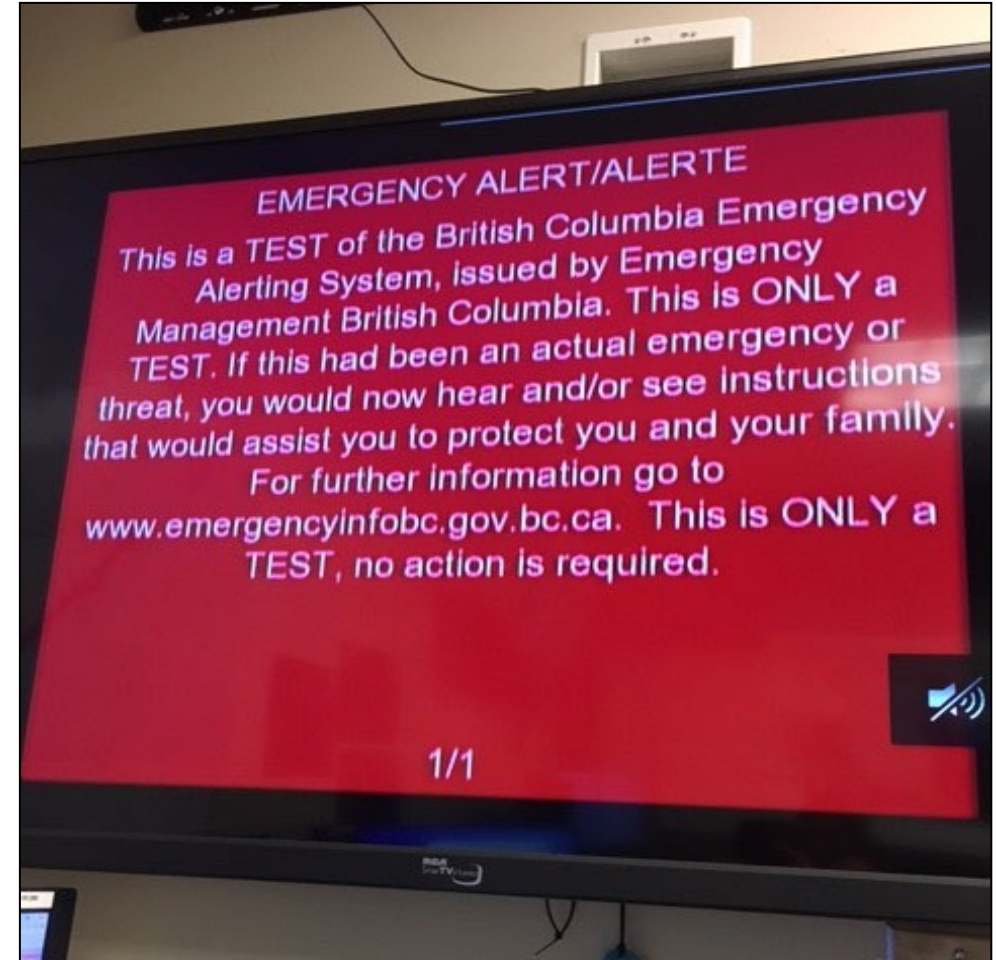
2022 Hazard Season

- Broadcast Intrusive Alerting available for Flooding and Wildfire events
 - Response to increased extreme events
 - Tool to utilize for Immediate Actions to Protect Life

BROADCAST INTRUSIVE ALERTING IN BC

ALERT READY

- Only Broadcast Intrusive (BI) Alerting System in Canada
- Operational in BC since 2015
 - Radio/Television
 - Wireless Devices (added in 2017)
 - Radio/Television + Wireless
- Cannot opt out
 - Broadcasters
 - Wireless providers
 - Device Owners



NATIONAL PUBLIC ALERTING SYSTEM (NPAS)

- Owned by Pelmorex (The Weather Network) operational in BC since 2015
- Alert Ready: Brand Name

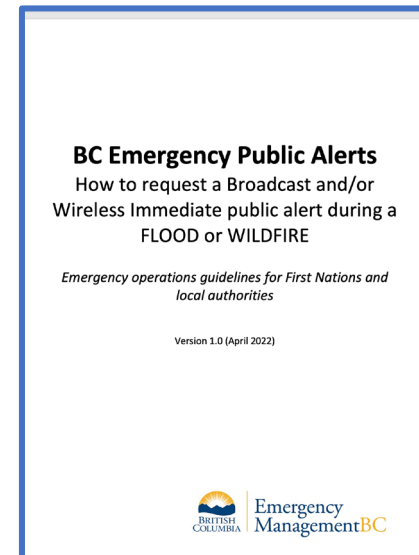


NATIONAL STANDARDS & GOVERNANCE

- Set by Senior Officials Responsible for Emergency Management (SOREM)
- Approved list of BI Hazards
- Criteria to issue Broadcast Intrusive Public Alert
 1. Imminent Threat to Life/Public Safety
 2. Action Required by public within 1 hour of Alert
- Issued by Authorized Provincial or Federal Government Agency
 - Or under Authority of Authorized Government Agency

2022 EXPANSION OF BI ALERTING IN BC

- Adding Flooding and Wildfire hazards
- Adding alert requestors
 - Local Governments and First Nations to support evacuation orders
 - BC Wildfire Service to support tactical evacuations
- Next Steps:
 - Step-by-step process development
 - Information package
 - Regional presentations
 - Education, training, lessons learned





1 Identify Flood or Wildfire risk

Is an emergency public alert needed?

- Is there an immediate threat to your community?
- Do you need to evacuate or do you need the public to take action right away?
- If yes, proceed to step 2



2 Call the ECC at 1-888-344-5888

What info does the ECC need from you?

- Tell them you want to send out a BI alert about flood or wildfire
- Fill out an Emergency Alert Submission Form
- If there is no time to fill out the form, tell them:
 - What area in your community is in danger
 - What instructions do you need to give to the public



3 Coordinate with EMBC

During the call with EMBC you will:

- Confirm that BI alert is needed for the situation
- Confirm alert message details, including geographic boundary



4 EMBC sends out Broadcast Intrusive alert

EMBC sends out public alert:

- Alert is sent to wireless devices on LTE networks, radio and TV in the impacted area

Questions?

