EMERGENCY MEASURES COMMITTEE

Thursday, May 12, 2016
1:00 PM

Henry Baker Hall. Main Floor, City Hall

Public Agenda
Emergency Measures
Thursday, May 12, 2016

Approval of Public Agenda

Minutes of the meeting held on February 17, 2015

Administration Reports

EM16-1   Emergency Management Update

<u>Recommendation</u>
That EM15-1 be removed from the outstanding list for Emergency
Measures Committee.

Adjournment

AT REGINA, SASKATCHEWAN, TUESDAY, FEBRUARY 17, 2015

AT A MEETING OF THE EMERGENCY MEASURES COMMITTEE
HELD IN PUBLIC SESSION

AT 1:00 PM

Present: Mayor Michael Fougere, in the Chair
                Councillor Sharron Bryce
                Councillor John Findura
                City Manager & CAO, Glen B. Davies

Also in   Council Officer, Ashley Thompson
Attendance: Solicitor, Mark Yemen
                Deputy City Manager & COO, Brent Sjoberg
                Director, Fire & Protective Services, Ernie Polsom
                Manager, Emergency Management & Business Continuity, Jay O'Connor

APPROVAL OF PUBLIC AGENDA

Councillor Sharron Bryce moved, AND IT WAS RESOLVED, that the agenda for this meeting be approved, as submitted.

ADOPTION OF MINUTES

Councillor John Findura moved, AND IT WAS RESOLVED, that the minutes for the meeting held on January 21, 2014 be adopted, as circulated.

ADMINISTRATION REPORTS

EM15-1   Emergency Mass Notification Systems for Regina Citizens

                Recommendation
                That this report be received and filed.

Councillor Sharron Bryce moved, AND IT WAS RESOLVED, that the Emergency Measures Committee agree in principle for the Administration to bring back a report prior to implementation of the Emergency Mass Notification System.

EM15-2   City of Regina State of Preparedness for Railway Incidents

      Recommendation
That this report be received and filed.

Glen B. Davies moved, AND IT WAS RESOLVED, that this report be received and filed.

EM15-3   After Action Report on Exercise Domino

      Recommendation
That this report be received and filed.

Councillor Sharron Bryce moved, AND IT WAS RESOLVED, that:

1. **The Emergency Measures Committee endorse a "mid-size table top exercise" in 2015 and a "full scale mock exercise", when appropriate.**

2. **That a report be brought back to a future meeting of the Emergency Measures Committee once the Emergency Preparedness Plan is completed.**

ADJOURNMENT

Glen B. Davies moved, AND IT WAS RESOLVED, that the meeting adjourn.

The meeting adjourned at 2:15 p.m.

_____   _____
Chairperson   Secretary

May 12, 2016

To: Members,
        Emergency Measures Committee

Re: Emergency Management Update

RECOMMENDATION

That EM15-1 be removed from the outstanding list for Emergency Measures Committee.

CONCLUSION

The City of Regina's (City) Emergency Operations Center (EOC) has been completed and the team has very recently been activated (beginning of May 2015). As a result of four activations of the City's emergency response plan, the EOC was utilized effectively, documentation on functions of the facility developed, and staff familiarization initiated. As well, the activations allowed verification of key plans, including the need for an effective mass notification capability.

BACKGROUND

On February 17, 2015, a report was brought forward to the Emergency Measures Committee outlining the need for a mass notification system (refer to Appendix A – EM15-1). The Administration's main focus for requesting the system was to address an identified gap in the City's emergency notification process. The committee moved that a report be brought forward to inform Council prior to the implementation of the system. At that time, there was also a motion to hold a full scale exercise in 2016.

DISCUSSION

In May 2015, the EOC had its first activation. At this point, the EOC was not fully operational, and the team had to use an alternative. The EOC has been activated four times in 2015 for the following situations:

- Buffalo Pound Water Crisis;
- Northern Fire Evacuees;,
- Heavy Rainfall Event; and
- Syrian Refugee Resettlement Support.

The new EOC location in Building "A" 2425 4th Avenue was opened and operational in the fall of 2015. An official opening orientation was held with select members of the Administration on December 8, 2015. The first event managed in the new facility was the Syrian Refugee Resettlement. The facility operated as expected and provided excellent support to operations. It also provided much needed "real time" information to operations to help direct 2016 activities that will see further development of both EOC processes and documentation to further enhance activations. Training will be provided to orient staff to the space, the processes and general emergency management principles over the next 12 months.

The Regina Emergency Management Agency (REMA) met the intent of the February 2015 EOC motion to hold a full scale exercise. The activations have evaluated all aspects of the City's major emergency response systems, including the Municipal Emergency Response Plan and Emergency Social Services Plan. It also permitted the creation of a donation and volunteer management plan. The activations entailed working with a wide range of federal, provincial, non-government agency and industry partners, as well as a wide cross section of City Departments.

The City also participated in two major exercises - one hosted by the Regina Airport Authority (RAA) and the other by the Area 6 Pipeline Response Co-operative. Both of these also fed information into the growth of the City's systems.

One of the key items validated by the Emergency Management Team was the City's need for an effective mass notification and communication capability. Particularly with the Buffalo Pound water shortage crisis in May of 2015, it was critical to be able to reach out and inform residents that there was an issue how the City was managing the situation, , and what was required of residents. While the City was able to meet these requirements through other processes, these required cumbersome and time consuming processes to accomplish. In a faster paced incident where minutes count, these processes would not have been able to meet our communication requirements.

In May 2015, a request for proposal (RFP) was created outlining the minimum requirements for a Mass Notification System. Three responses were received and evaluated by Administration. Through this competitive process, it was determined that the Everbridge proposal best addressed the City's requirements. Administration awarded the contract to Everbridge in December, 2015. The Co-op Refinery Complex has stepped forward and offered to donate funds for the system so there would be no cost to the taxpayers. There is a five (5) year contract in place with the Co-op Refinery Complex, with an option to extend the contract. The system and Co-op donation was announced on May 3rd, 2016 during National Emergency Preparedness Week. The system can reach the public via email, text and voice to numbers, and addresses in the system. We can alert the entire city, neighborhoods, or specific blocks and addresses. It can also be used as part of the fan out processes for activation of City personnel and mutual aid/industry partners.

The Everbridge system is complementary to the provincial SaskAlert system that was activated in early 2015. SaskAlert reaches out to a community through the radio, television and Weather Network App, and Everbridge can reach personal and business voice, text and email addresses. This will allow for maximum saturation of emergency messages in the community. In addition to these features, the Everbridge system can also be used for internal notification of City staff, EOC staff activation, and emergency conference calls.

The Everbridge system uses a database that the City will create and maintain in three ways. Firstly, this will be done through the purchase of the WhitePages data, which will provide access to most landline numbers in the City. Secondly, through a voluntary enrolment process, we will encourage through a city-wide marketing campaign. The voluntary sign-up obtains email and cell phone numbers. Regina Fire and Protective Services will benchmark system uptake measures as part of its standard annual reporting and performance benchmarking. Lastly, City employees will be entered into the system through a phased process.

REPORT IMPLICATIONS

Financial Implications

Funding for the Mass Notification System is being provided by the Co-op Refinery Complex who approached the City wanting to make a significant investment in community public safety and security. The funding provided will cover the implementation of the system, population of the system's database and advertising for the public "voluntary sign-up" campaign in the first year. In subsequent years, the donation will cover the cost of system maintenance.

The contract with the Co-op Refinery Complex includes an option to continue after the five (5) years based on a mutual desire to continue the arrangement. Budget requests, estimated to be $55,000.00, for the 2021 budget will be included in upcoming budget planning processes as a precaution.

Policy and/or Strategic Implications

The system addresses the health and safety goals outlined in the Official Community Plan (OCP) and will help to mitigate social, health and environmental impacts during emergencies to ensure the safety and security of the City.

Other Implications

It should be noted that this system will only be used for emergency alerting, not for general public information. Social and conventional media will continue to be used for general public information. The system will be offered to all departments and emergency response partners as a tool for communicating emergency information to the city. This will ensure the system maintains integrity with the community.

Privacy Impact

The Privacy and Freedom of Information Officer has been involved in the process since the creation of the RFP. All data that is collected, stored and disposed of will be done in accordance with corporate policies.

Accessibility Implications

None with respect to this report.

COMMUNICATIONS

The City's Communications staff are working with Regina Emergency Management Agency (REMA) on an advertising strategy to promote the new system over the coming months. The effectiveness of this system is somewhat dependent on having people sign-up their mobile devices and email addresses. This will augment the WhitePages data that will be purchased annually to populate the database. Additionally, people may sign up for areas of the city they wish to be notified for, such as a home, school, place of employment or the same for family members, such as an elderly parent. This maximises the usefulness of the system and decreases the amount of unnecessary messaging to the general public. If advertising the system in future years is determined to be required, funding will need to be allocated at that time.

DELEGATED AUTHORITY

The disposition of this report is within the authority of the Emergency Measures Committee.

Respectfully submitted,   Respectfully submitted,

Ernie Polsom, Fire Chief/Director   Chris Holden,
Regina Fire & Protective Services   City Manager

Report prepared by: JO

February 17, 2015

To: His Worship the Mayor
        Members of the Emergency Measures Committee

Re: Emergency Mass Notification System for Regina Citizens

RECOMMENDATION

That this report be received and filed.

CONCLUSION

This report outlines the need for an emergency mass notification system during complex emergency incidents or disasters, and the need to implement the system through a successful public education campaign and corporate partnership program.

BACKGROUND

The need for timely and appropriate notification for natural and man-made emergencies exists in all Canadian communities. Both the Canadian Standards Association (CSA) and the National Fire Protection Association (NFPA) have produced standards on Disaster/Emergency Management and Business Continuity Programs that help guide industry best practices including the need for a public warning system. The system is important to support the municipality's efforts in all four phases of an emergency event, including mitigation, preparedness, response and recovery.

During the 2013 Exercise Domino in Saskatoon, the need for a mass notification tool that could send targeted information to the right audience became very apparent. It was identified that sending targeted information and being able to get feedback from the community was essential to safely and effectively serving the community during the response and recovery phase.

DISCUSSION

Given the changes in our society as a result of technology, municipal emergency managers must be able to interact with residents in a meaningful, relevant, and rapid way. Citizens are overloaded with information from dozens of different sources and a mass notification system needs to be able to reach through the clutter and deliver essential life safety messages accurately and when they are needed. Some systems allow the end user to select what types of messages they receive, ensuring that they receive messages that are only relevant to them.

When an emergency incident occurs in the City of Regina (City), such as severe weather or a hazardous goods spill, many agencies work together to ensure the City's residents remain safe. With the pipeline corridors, processing plants, railway lines, and highways in the City, the message to shelter-in-place or evacuate may need to be issued at a moment's notice to a highly select group of homes or businesses. The ability to share the information with those who require it will assist in effectively managing the event and meeting resident expectations.

While complex emergencies and large scale disasters clearly benefit from a system of this nature, its strength lies in the fact that it can also work just as effectively for the day-to-day emergencies that responders may need to issue, like Amber Alerts or utility interruptions. This use ensures

that the City becomes the trusted source of vital information affecting city residents, visitors and businesses.

To be relevant, the system needs to be simple and versatile enough to use in the field by incident commanders issuing shelter-in-place instructions, in the Emergency Operations Centre (EOC) issuing city-wide boil water advisory or a message to parents about an emergency event at their child's school. Just as critical will be the system's ability to allow a subscriber (citizen) to feed information back into the system about events like downed power lines or a debris-blocked street. Some systems allow the subscriber to send a message and GPS tagged photo to the mapping component which would be monitored by the appropriate department or the Emergency Operations Centre.

The Administration will be establishing a plan to proceed with the implementation of a mass notification system in upcoming budget cycles. Mass notification systems provide timely alerts to service subscribers in the form of an email message, a text message, or a voice mail message to their phones or computers. These systems are flexible enough to notify a whole street or the whole city depending on circumstances.

> Advantages: A mass notification system will be a critical tool in the emergency management toolbox that will keep the City aligned with industry best practice and provide an essential service to residents. The system allows access to the notification system from anywhere in the world with an internet connection, ensuring maximum effectiveness of the tool, no matter the scope of the emergency incident or the location of the City's key leadership personnel.

> Disadvantages: It is estimated that the initial cost of implementing the system and a public education campaign will be $82,000. Annual maintenance costs are expected to be approximately $56,000 (see Table 1). However, there may be opportunities to partner with other agencies in the operation and maintenance of the system.

The Administration has also considered the implications of maintaining status quo. The City continues with the status quo, which is relying exclusively on conventional and social media. Regina Emergency Management currently relies on the local media, through the issuing of public service announcements (PSAs), and the services of the City's Communications Department to warn residents about incidents that are occurring, or could occur, and what proactive measures they can take.

> Advantages: Social media and traditional media are cost-effective tools for communicating a broad message to the public.

> Disadvantages: These conventional tools are useful, but are limited in a number of ways. Writing and distributing a PSA can be time consuming and result in delays in providing information to the public. Citizen expectations of immediate and accurate information to guide their response to an incident cannot be met by traditional messaging processes. With the advent of cable, satellite, and internet-based entertainment platforms, the penetration of traditional media into the community is much reduced.
> Social media is a broad tool and needs to be used strategically to reach large segments of the population. Current communications strategies are not able to meet this demand.

RECOMMENDATION IMPLICATIONS

Financial Implications
Opportunities to partner in the operation and maintenance of this tool create both cost-saving opportunities for the City and notification efficiencies for all involved. As such, a partnership funding model is being proposed (based on the Saskatoon model) that would have key agencies and ministries help fund the program. More details will be provided on this as part of a 2016 budget request. Budget estimates are listed in Table 1.

Table 1: Estimated Costs of Implementing a Mass Notification System

	Initial	Ongoing
System	$39,000	$36,000
Public Awareness Campaign	$40,000	$20,000
Open source data	$3,000	N/A
Total Estimated Cost	$82,000	$56,000

Environmental Implications

This report is being provided for informational purposes only.

Policy and/or Strategic Implications

The implementation of a mass notification system will ensure that the City is delivering on its mandate to provide good government through its ability to communicate effectively with its citizens no matter the conditions.

Other Implications

Privacy Impact
Regina Emergency Management will be completing a Privacy Quick Assessment and will be working with the Access to Information & Privacy Coordinator to fully comply with the recommendations received from that assessment.

Accessibility Implications

This report is being provided for informational purposes only.

COMMUNICATIONS

A public awareness campaign will be developed to inform residents about the new mass notification system, encouraging them to sign up to receive notifications, and to encourage them to advise Regina Emergency Management if their contact information changes. The campaign will be crucial to the success of the process. Campaign design will be developed in consultation with key City departments and will build on existing work in this area.

DELEGATED AUTHORITY

The disposition of this report is within the authority of the Emergency Measures Committee.

Respectfully submitted,   Respectfully submitted,

Ernie Polsom, Fire Chief   Brent Sjoberg
Regina Fire & Protective Services   Deputy City Manager & COO

Report prepared by: JO/an