



Date: 07/06/2019

AGENDA ITEM SUMMARY

To: Chair and Directors, Emergency Preparedness Committee

And To: John MacLean, Chief Administrative Officer

From: Emily Epp, Manager of Communications

Date of Meeting: Emergency Preparedness Committee_Jun12_2019

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Short Summary:

Emergency Preparedness Communication

Voting:

-

Memorandum:

Staff have been coordinating with other local government and First Nation government communications staff to emphasize emergency preparedness in our communications this spring.

Two joint communication meetings have been held and one is scheduled for mid-June to discuss how to support each other's communication efforts, how to partner together and to build relationships.

Throughout the spring, staff have been sharing preparedness messaging and resources consistently through the CRD's Emergency Operations Facebook page and encouraging the local governments to share or post their own messaging. The focus has been on encouraging residents to have a plan, make an emergency kit, sign up for emergency notifications and FireSmart their property.

Staff coordinated a FireSmart presentation at the CRD's North Cariboo Info Fair and have been sharing FireSmart and emergency preparedness information at meetings that staff have attended. Staff also gave a preparedness presentation to a Williams Lake high school class.

In May, CRD staff partnered with municipal staff for an Emergency Notification System campaign, focused around a sign-up week from May 13-17. As part of the campaign, staff created a how-to video and a PDF how-to guide for signing up for the system, along with social media posts and advertising.

Throughout the month of May, 513 residents registered for the Cariboo Chilcotin Emergency Notification System bringing the total number of subscribers to nearly 15,500. During the promotional drive, most people registered themselves online, with a small group of people

calling or visiting their local government for assistance. In addition to new subscribers, 80 people logged into their existing profile to update their information during the month of May.

The following chart shows a breakdown of new subscribers by area. (Note: The numbers in the columns don't add up because people can subscribe to more than one category.)

Subscription Category	May 1, 2019	May 30, 2019	Change
Total Subscribers	14,966	15,479	+513
Wells Subscribers	834	863	+29
100 Mile House Subscribers	3,907	4,095	+188
Quesnel Subscribers	4,125	4,254	+129
Williams Lake Subscribers	5,735	5,910	+175
CRD Subscribers	8,853	9,183	+330

Staff plan to continue these coordinated efforts and to continue encouraging residents to be prepared.

Attachments:

N/A

Financial Implications:

Most efforts have had little to no cost; any costs have come from the Communications Advertising budget.

Policy Implications:

N/A

Alignment with Strategic Plan:

- ☐ Ensuring Sufficient and Sustainable Funding
- ☐ Building on our Relationships
- ☒ Providing Cost Effective High Quality Services
- ☐ Focusing on Being Well Governed

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CAO Comments:

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Options:

Receipt only

Recommendation:

That the agenda item summary from Emily Epp, Manager of Communications, dated June 7, 2019, regarding emergency preparedness communication, be received.