

M.D. Public Notification Policy

5C.019

Section: 5.0 Environmental and Protective Services
- C. Protective Services

Authority: General Manager of Environmental and Protective Services

Statement

The Municipal District of Bonnyville (M.D.) strives to offer improved opportunities for communication to residents for potential service interruptions and public events throughout the municipality.

Purpose

To establish guidelines for the administration and use of the Voyent Alert application within the M.D.

Definitions

For the purposes of this policy:

- (1) “Fanout” means the delivery of information to clients via text, email, and/or telephone notification through Voyent Alert;
- (2) “Notification Fatigue” means an excessive number of alerts pushed to a mobile device;
- (3) “Voyent Alert” means the web-based software application that was designed to be a notification and fanout platform for informing residents of emerging events.

Policy

- (1) The purpose of Voyent Alert is for sending out notifications to M.D. residents. These notifications may be for administrative or operational purposes.
- (2) Residents can enroll with Voyent Alert by downloading the application from the associated application store for their mobile device or by creating an account online at <https://ca.voyent-alert.com/>.
 - (a) Prior to enrollment, residents will need to accept the terms of service/use as provided by Voyent Alert.
- (3) Subscription and notification settings for Voyent Alert can be modified of the account either online or through the application on the associated mobile device.
- (4) Residents can cancel their account with Voyent Alert either online or through the application on the associated mobile device.
- (5) Voyent Alert can send notifications through an e-mail or a voice recorded alert which can be played back through a cell phone or landline.
- (6) The Director of Public Safety is responsible for the administration and overall use of Voyent Alert within the M.D.
- (7) Use of Voyent Alert is available to all M.D. departments. All requests are to be submitted to either Public Safety or the Manager of Legislative and Information Services.

- (8) M.D. staff wishing to conduct a fanout shall complete the on-line submission form found on the Voyent Alert website.
- (9) To reduce notification fatigue the following vetting process will be applied to all fanout requests:
 - (a) Requests for fanouts by M.D. departments (with the exception of Infrastructure Services) or concerning the following subject matters must be routed through Legislative and Information Services:
 - (i) M.D. Council;
 - (ii) M.D. Administration;
 - (iii) Public meetings or gatherings (i.e. Council Meeting, Open House, etc);
 - (iv) Community activities (i.e. Farmer's Market, RV Show, etc.).
 - (b) Requests for fanouts by Infrastructure Services must be routed through the Director of Public Safety.
 - (c) Requests for fanouts by the following external organizations must be routed through the Director of Public Safety:
 - (i) Royal Canadian Mounted Police (RCMP);
 - (ii) Bonnyville Regional Fire Authority (BRFA);
 - (iii) Local Search and Rescue (SAR);
 - (iv) Local Health Authorities.
 - (d) Requests for fanouts concerning the following subject matters must be routed through the Director of Public Safety
 - (i) Missing or found pet;
 - (ii) Road or trail closures;
 - (iii) Livestock at large;
 - (iv) Stolen vehicles (at the discretion of the Director);
 - (v) Emerging crime trends (at the discretion of the Director).

Voyent Alert is not meant to be a replacement or a peer system to any Provincial or Federal emergency alert system. While some of the fanouts may pertain to the same situation, Voyent Alert should not be considered an emergency fanout.

Policy Review

Within five (5) years from date adopted / amended / reviewed.

For administrative use only:

Related Documentation: (plans, bylaws, policies, procedures, etc.)	
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