



LaSalle Alerts Notification Policy

Policy Manual Section: Governance – Communication and Promotions

Policy Number: G-CP-006

Authority: 373/19

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Department Responsible: LaSalle Fire Service

Revision Dates: n/a

Review Date: November 2023

Status: Active

Purpose:

The purpose of this document is to provide a general policy for the use and administration of the Public/External **LaSalle Alerts** (Everbridge) Notification System. In addition to this policy, authorized users will refer to specific notification procedures in the Town of LaSalle Emergency Response Plan, and detailed instructions for launching notifications referenced in Operational Guidelines for communications staff and emergency dispatchers. Such written procedures must be in compliance with, and subject to the provisions of this policy.

Policy Statement:

The LaSalle Alerts Notification System will be used as a primary notification tool to advise residents of any large scale emergency, or situations that may impact the public safety or health of residents. During an emergency event, periodic official updates, instructions, and/or precautions for specific areas can be provided to residents via the mass notification system.

Scope:

This policy outlines who has the authority to create and send a message using the LaSalle Alerts Notification System.

This policy does not apply to the use of Internal/Staff notification system provided by Everbridge. Authorization criteria for use of the Internal/Staff notification system is determined by the Town of LaSalle communications and administration staff and internal protocols as may be established in various departments or work groups.



Policy:

Activation Criteria

In general, activation of the Public/External **LaSalle Alerts** (Everbridge) Notification System shall be authorized under emergency conditions that are believed to have the potential to be life-threatening, are likely to require a significant emergency response to assist residents and mitigate the hazards, and/or an immediate notification with protective actions may help reduce the potential threat to life, public safety, security, or damage to property.

Examples of possible activation of the emergency notification system include natural emergency events such as damage caused by tornados, flooding, large-scale fires, and human-caused emergencies such as hazardous materials releases, public health threats such as contaminated drinking water or infectious disease outbreaks, and criminal activity which impacts a threat to public safety. While the determination of whether a particular event or circumstance meets this criteria for activation of the emergency notification system is largely discretionary, the following criteria may assist in determining the need to launch a public emergency notification:

- Severity – Is there a significant threat to life safety?
- Public Protection – Is there a need for members of the public to take protective actions to reduce potential risks to personal safety and/or personal property?
- Effect of Notification – Will providing notification information assist members of the public in making decisions to take proper actions to increase personal safety?
- Timing – Does the situation require immediate public knowledge in order to avoid significant adverse impacts? If so, is it likely that the notification can be launched and received to provide effective notification information without risk of potentially delaying immediate personal protective actions by individuals?
- Geographic Area – consideration of the notification to a specific affected area. Can that area be effectively captured by the notification system?

Activation Authority

The Town of LaSalle Emergency Response Plan authorizes the following municipal officials, or their duly appointed Alternate in their absence, to initiate activation of the Public/External **LaSalle Alerts** Notification System:

- The Head of Council (Mayor)
- The Chief Administrative Officer (CAO)
- The Community Emergency Management Coordinator (CEMC)



- The Police Chief
- The Fire Chief
- The Director or Public Works

Direction to launch a public emergency notification must be received directly from one of these authorized individuals, or their duly appointed Alternate. If the identity and authenticity of the individual direction the launch of an emergency notification message cannot be readily confirmed, staff authorized to launch the message shall call the individual back using the contact information in the Emergency Response Plan to confirm authority and authenticity prior to launching the public emergency notification.

Personnel authorized to prepare and launch a public emergency notification message, as authorized and directed by the above municipal officials, are:

- Dispatch staff in the Emergency Communication Center
- Town of LaSalle staff as authorized by the Corporate Communication and Promotions Officer and the Emergency Response Plan

The circumstances and emergency nature of the event, at the discretion of the municipal official authorizing a Public Emergency notification, will determine who is tasked to prepare and launch the emergency notification message.

Notification Content

The municipal official authorizing and/or directing the launch of an emergency notification message must provide, if possible, the following critical elements for emergency messaging:

- Clarification, to be included in the message that “This is a Test Message Only” or “This is NOT A TEST”.
- Indicate that the message is from the Town of LaSalle.
- Description of the potential threat or incident creating the concern for emergency messaging.
- Boundaries or approximate geographic area affected.
- Actions being taken by emergency officials and/or protective actions to be taken by members of the public.
- Anticipated time frame for the duration of the emergency event if known, and/or when updated emergency messaging is expected to be provided.
- Direction as to where and how to obtain further or updated information.



Testing

As part of the Emergency Management Program, the CEMC and the Public Information Officer (PIO) will ensure regular testing of the emergency notification system is conducted on at least an annual basis. Test messages may include all contacts, or a selective representative sample.

Responsibilities:

The CEMC is responsible for this document.

Policy Review

This policy will be periodically reviewed and updated as required. This policy must be reviewed by the stated review date and approved by the responsible department.

References and Related Documents:

Town of LaSalle Emergency Response Plan.

To request a copy of the Town of LaSalle's Emergency Response Plan, please contact the Clerk's department at 519-969-7770 extension 1262.