

RE: GCPE Media Request: Interview & Alert Ready: due at 230pm

From: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>
To: Harper, Aimee GCPE:EX <Aimee.Harper@gov.bc.ca>
Cc: Nichols, Alisha EMBC:EX <Alisha.Nichols@gov.bc.ca>, Bosworth, Gemma EMBC:EX <Gemma.Bosworth@gov.bc.ca>
Sent: November 15, 2021 2:27:16 PM PST
approved

Madeline L. Maley (she/her)
Assistant Deputy Minister Regional Operations
Emergency Management BC
Phone: 250 704-3046 | Cell: 250 318-8441
24 Hour Emergency Reporting: 1-800-663-3456
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Follow the OFC at [@BC_FireSafety](#) and [@BCFireSafety](#)

With gratitude, acknowledging I am working on the traditional territory of Tk'emlups Te Secwepemc people

From: Harper, Aimee GCPE:EX <Aimee.Harper@gov.bc.ca>
Sent: November 15, 2021 1:03 PM
To: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>
Cc: Nichols, Alisha EMBC:EX <Alisha.Nichols@gov.bc.ca>; Bosworth, Gemma EMBC:EX <Gemma.Bosworth@gov.bc.ca>
Subject: GCPE Media Request: Interview & Alert Ready: due at 230pm

Hi Madeline,

Media request for your review please. Approved by Brendan and Chrissy. Most of this messaging is from the approved Alert Ready QA.

Thank you,
Aimee

Reporter

Julia Lipscombe, Producer
CBC Radio Vancouver
Julia.Lipscombe@cbc.ca
780-468-7579

Deadline **ASAP**

Request

Hoping to speak with someone from Emergency Management BC about the current flooding and mudslides. Ideally we'd book a live interview with our host, Stephen Quinn, tomorrow at 7:10 a.m. It would be seven min over the phone.

Also have two questions:

Was BC's emergency alert system employed anywhere in the province ahead of this weather system?
If not, why?

Recommendation

- No, the Alert Ready system hasn't been used during the current event.
- The public alerting system is currently only used in B.C. for tsunami notifications, AMBER Alerts, and policing incident alerts.

- We're looking at how alerting for other hazards might be integrated.
- Given the increasing threats our communities are facing due primarily to climate change, it's clear the Province needs to expand the Broadcast Intrusive Alerts through the Alert Ready system in B.C.

RE: For review: GCPE Media Request: Alert Ready: due at 2pm

From: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>
To: Harper, Aimee GCPE:EX <Aimee.Harper@gov.bc.ca>, Chandler, Alex EMBC:EX <Alex.Chandler@gov.bc.ca>
Cc: Nichols, Alisha EMBC:EX <Alisha.Nichols@gov.bc.ca>, Bosworth, Gemma EMBC:EX <Gemma.Bosworth@gov.bc.ca>
Sent: November 16, 2021 1:56:27 PM PST
approved

Madeline L. Maley (she/her)
Assistant Deputy Minister Regional Operations
Emergency Management BC
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From: Harper, Aimee GCPE:EX <Aimee.Harper@gov.bc.ca>
Sent: November 16, 2021 12:38 PM
To: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>; Chandler, Alex EMBC:EX <Alex.Chandler@gov.bc.ca>
Cc: Nichols, Alisha EMBC:EX <Alisha.Nichols@gov.bc.ca>; Bosworth, Gemma EMBC:EX <Gemma.Bosworth@gov.bc.ca>
Subject: For review: GCPE Media Request: Alert Ready: due at 2pm

Hi Madeline and Alex,

Media request for your review please. Approved by Brendan and Chrissy.

Thank you,
Aimee

Reporter

Colin Freeze, Reporter
Globe and Mail - BC Bureau
cfreeze@globeandmail.com
416-585-5385 c: 416-809-5385

Deadline Tuesday, November 16, 4:30PM

Request

I'm following up from a line of question we began this summer. Would it be possible to interview officials at EMBC such as Pader Branch today ? Or could you respond to the following questions by end of day ?

Q1. In 2016 submissions to a federal regulator (below) EMBC explicitly said it needed "Alert Ready" access to warn BC residents about flooding events. Yet statistics show that BC continues to have never used the system for any kind of warning. Why is this?

Q2. In July, EMBC officials said in the aftermath of devastating heat and fires they wanted to look at using the Alert Ready system more widely. Yet the alert count remains zero and there is no discernible progress from a public standpoint. Given this can you say whether any progress has been made at all on the promised capabilities? See link <https://www.theglobeandmail.com/canada/british-columbia/article-bc-pledges-to-use-alert-ready-system-for-more-natural-disasters/>

Recommendation

- We are prioritizing the expansion of the Alert Ready system in BC as communities across the province face more extreme weather events, primarily due to climate change.
- We are committed to finding the right solution to expand our provincial alerting program.
- First Nations and local authorities provide emergency notifications to their residents for all hazards and the Province amplifies these Orders and Alerts.
- We currently use Alert Ready's broadcast alerts for tsunami warnings, Amber Alerts and civil emergency events and EMBC has begun work to implement a pilot for the 2022 wildfire season.

Fwd: INFO: Alert Ready test CANCELLED today

From: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>
To: Ralfs, Brendan R EMBC:EX <Brendan.Ralfs@gov.bc.ca>
Sent: November 17, 2021 1:04:43 PM PST

Madeline L. Maley, RPF

Assistant Deputy Minister Response Operations

Emergency Management BC

Phone: 250 704-3046 | Cell: 250 318-8441

24 Hour Emergency Reporting: 1-800-663-3456

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Begin forwarded message:

From: "Rincon, Ivan EMBC:EX" <Ivan.Rincon@gov.bc.ca>
Date: November 17, 2021 at 12:59:49 PM PST
To: "Maley, Madeline L EMBC:EX" <Madeline.Maley@gov.bc.ca>
Subject: RE: INFO: Alert Ready test CANCELLED today

Madeline: FYI. Interestingly enough, the Premier was interrupted at 12:55 PM by an alert. Not sure where he is, but it was clear in the webcast.

Ivan Rincon, B.Eng., PMP, PgMP
Director BI Alerting Pilot Project
Emergency Management BC
ivan.rincon@gov.bc.ca
Cell: 778-587-5583

From: Nichols, Alisha EMBC:EX <Alisha.Nichols@gov.bc.ca> **On Behalf Of** Maley, Madeline L EMBC:EX
Sent: November 17, 2021 12:19 PM
To: EMBC ALL STAFF <PSSGEMBCALLEMSTAFF@Victoria1.gov.bc.ca>
Subject: INFO: Alert Ready test CANCELLED today

Good afternoon,

In light of current widespread flooding and our ongoing response, EMBC has made the decision not to participate in the national test of the [Alert Ready](#) system this afternoon.

We want to be mindful of not creating confusion during an evolving situation, or adding stress to affected British Columbians.

The next national test of the Alert Ready system will be in early 2022. We'll share information to all staff in advance.

Thank you,

Madeline L. Maley (she/her)
Assistant Deputy Minister Regional Operations
Emergency Management BC

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RE: INFO: Alert Ready test CANCELLED today

From: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>
To: Rincon, Ivan EMBC:EX <Ivan.Rincon@gov.bc.ca>
Sent: November 17, 2021 1:11:17 PM PST
Probs has the AB app and picked that up

Madeline L. Maley (she/her)
Assistant Deputy Minister Regional Operations
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From: Rincon, Ivan EMBC:EX <Ivan.Rincon@gov.bc.ca>
Sent: November 17, 2021 1:00 PM
To: Maley, Madeline L EMBC:EX <Madeline.Maley@gov.bc.ca>
Subject: RE: INFO: Alert Ready test CANCELLED today

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