



POLICY TITLE: PUBLIC ALERT SYSTEM USAGE POLICY (VOYENT ALERT SYSTEM)

POLICY NUMBER: 2025 – 02

VERSION NUMBER:

DATE APPROVED: MAY 7, 2025

EFFECTIVE DATE: MAY 7, 2025

Policy Statement:

This policy establishes guidelines for the use of the Public Alert System (PAS) to disseminate non-emergency information efficiently and effectively to the public.

Policy Scope:

This policy applies to all authorized personnel and agencies utilizing the Public Alert System for non-emergency communications. It does not cover emergency alerts governed by the Emergency Alert System (EAS) policy.

Objectives:

The objectives of the Public Alert System include:

- Keeping the community informed of important non-emergency updates.
- Enhancing transparency and engagement between authorities and the public.
- Promoting safety, well-being, and community awareness.

Authorized Uses:

The PAS may be used for:

- **Community Updates:** Notifications about town hall meetings, policy changes, or local initiatives.
- **Event Announcements:** Information about public events, cultural festivals, or civic programs.
- **Service Notifications:** Updates on utility work, road closures, or service disruptions.
- **Weather Advisories:** Non-severe weather updates or precautionary information.
- **Public Education:** Campaigns on health, safety, or environmental awareness.

Prohibited Uses:

The PAS shall not be used for:

- Personal, political, or commercial purposes.
- Sharing unverified or speculative information.
- Non-official communications or those unrelated to public interest.

Authorized Personnel:

Only authorized individuals may activate the system. Authority must be granted in writing by Council and those granted authority must review and agree to abide by this policy and understand the consequences of its inappropriate use.



Message Guidelines:

All messages disseminated via the PAS must:

- Be **accurate, clear, and concise**.
- Avoid causing unnecessary concern or confusion.
- Include:
 - **Subject:** A brief summary of the notification.
 - **Details:** Specific, relevant information.
 - **Action:** Any required or recommended steps for recipients.
 - **Contact Information:** How to obtain additional details or assistance.

Communication Channels:

The PAS may utilize various platforms, including:

- Email newsletters.
- Text message alerts.
- Social media accounts.
- Official websites.
- Automated phone systems.

Frequency and Timing:

- Notifications should be scheduled at appropriate times to maximize engagement and minimize disruption.
- Overuse or excessive frequency of alerts should be avoided to prevent desensitization.

Privacy and Data Protection:

- Recipient data (e.g., phone numbers, email addresses) shall be stored securely and used exclusively for authorized PAS communications.
- Compliance with applicable data protection regulations is mandatory.

Testing and Maintenance:

- Regular testing of the PAS shall be conducted annually to ensure reliability.
- Platforms and tools must be maintained to support seamless operation.

Monitoring and Feedback:

- The effectiveness of PAS messages shall be periodically reviewed through public feedback.
- Adjustments to messaging strategies will be implemented as needed.

Compliance and Accountability:

- Unauthorized or inappropriate use of the PAS is strictly prohibited and may result in disciplinary actions.
- All messages must be logged, including the sender, content, and distribution date.

Amendments:

This policy shall be reviewed annually and revised to reflect technological advancements, community needs, or regulatory changes.



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Effective Date:

This policy is effective as of May 7, 2025 and will be reviewed annually to ensure its effectiveness.

Contact:

For more information or if you have any questions about this policy, please contact the Chief Administrative Officer for the Rural Community of Fundy Shores

Version Log:

Version Number	Amendment Description	Approved By	Approval Date
1		Council	May 7, 2025

Annotation for Official Policy Book

This is to certify that the foregoing is a true and accurate copy of the Public Alert System Usage for the Rural Community of Fundy Shores, which was adopted by Council at its duly convened meeting held 7th day of the May, 2025.

Linda N. Sullivan Brown
Chief Administrative Officer/Clerk
Rural Community of Fundy Shores

Date