



March 2018

**DRAFT**

## **Maplewood Emergency Communications *Matrix***

### **GENERAL**

The District and North Shore Emergency Management (NSEM) are launching an awareness campaign in Maplewood Village Centre to encourage residents to sign up for Rapid Notify and to help them understand what to do when they receive a shelter-in-place notification.

### **STRATEGIC CONTEXT**

Maplewood Village Centre is part of the District's network of connected town and village centres where future growth and renewal are focussed. It is located close to the waterfront and is home to diverse businesses and industry including the chemical plants, Chemtrade and ERCO. Last fall a warning alarm was sounded by a neighbouring plant when Chemtrade released a small amount of chlorine. There was no risk to public safety; however, the sound of the alarm could be heard throughout the neighbourhood and residents were unsure what was happening and if they should take any action to protect themselves (i.e. shelter-in-place). The uncertainty caused some concern in the community. To address those concerns, the District and NSEM are working with the chemical plants to ensure proper notification protocol is followed in these cases.

Additionally, we are undertaking an awareness campaign to ensure that current and future residents of Maplewood:

- are familiar with the hazards within their community
- have signed up to receive emergency notifications through Rapid Notify
- know what to do if they are ever receive a notification to shelter-in-place

The public awareness campaign will launch in May (Emergency Preparedness week happens May 6-12).

## AUDIENCES

- Current and future residents in Maplewood Village Centre
- District council

## Communications tools:

Action Item	Responsibility	Cost	Lead Time	Launch/Issue	Details
<b>Key messages</b>	Fiona and Stephanie	No cost	1 week	ASAP	Key messages will be the basis of all communications. They will include general messaging about hazards specific to Maplewood; encourage residents to sign up for Rapid Notify; and help residents understand what to do if they receive a shelter-in-place notification.
<b>Website update</b>	NSEM	No cost	TBD	May 1	Ensure appropriate info is on NSEM website re: signing up for Rapid Notify and sheltering in place. We need a vanity URL so we can direct easily to web content.
<b>Social media updates</b>	NSEM & DNV	No cost	1 week	May 1	NSEM to post updates based on our key messages to their Twitter and Facebook pages. DNV will share messaging as appropriate.
<b>Video</b>	NSEM and DNV comms	\$5,000-\$8,000 (approx.)	Four weeks	May 1	The video will include: <ul style="list-style-type: none"> <li>• General emergency preparedness info</li> <li>• An explanation of Rapid Notify and how to sign up for it</li> <li>• Details on how to shelter-in-place</li> </ul>

<b>Poster</b> <b>Postcard</b>	Amanda	TBD (for printing & mailout)			<p>Based on our key messages, all print pieces will direct people to the NSEM website to:</p> <ul style="list-style-type: none"> <li>• sign up for Rapid Notify</li> <li>• learn about sheltering in place</li> <li>• review general preparedness tips</li> </ul> <p><b>Poster:</b> Will be placed in local businesses and will encourage Rapid Notify sign-up, and direct residents to the NSEM website for info on sheltering in place and general emergency prep.</p> <p><b>Postcards:</b> Will be mailed out to area residents each year and will encourage residents to sign up for Rapid Notify, direct them to NSEM's website for info on how to shelter-in-place and general emergency prep info. <i>We will ask the DNVFRS to deliver postcards to all buildings and businesses they visit as part of their yearly inspections.</i></p> <p><b>Design:</b> Amanda to design print pieces to be eye catching and yet distinctly NSEM. Rapid Notify wordmark to be tweaked to match NSEM logo font.</p>
<b>New resident info package:</b> <ul style="list-style-type: none"> <li>• <b>Welcome letter</b></li> <li>• <b>Postcard</b></li> <li>• <b>Shelter-in-place sticker</b></li> </ul>	NSEM/Amanda/Stephanie	TBD (printing and delivery)	ASAP	May 1	<p>This info package will be provided to new residents in Maplewood.</p> <p>The package includes a welcome letter on behalf of NSEM, a copy of the postcard, and a shelter-in-place sticker.</p> <p>The letter will touch on: general emergency preparedness, hazards in Maplewood, the importance of signing up for Rapid Notify, and encourage residents to familiarize themselves with sheltering in place.</p> <p>The postcard will be the same as the one described above.</p> <p>The sticker highlights the four main actions we want residents to take when sheltering-in-place.</p>

					For ease of delivery all items contained in the package will fit in a standard envelope.
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**Total cost: TBD**

## Key messages:

### Maplewood – general

- Located close to the waterfront, Maplewood is home to diverse businesses and industry including the chemical plants, Chemtrade and ERCO.
- We are working to make sure all Maplewood residents (current and future) are aware of potential risks related to living close to industrial lands.
- North Shore Emergency Management Office (NSEM) and local industry work closely to ensure good communication between NSEM, local industry, the District of North Vancouver Fire Department and local residents.
  - A Community Advisory Panel exists to help facilitate that communication.
- Maplewood residents are encouraged to sign up for Rapid Notify, our emergency alerting system, and to familiarize themselves with how to shelter-in-place.
  - Taking these actions will help residents stay up-to-date in the event of an emergency near Maplewood, and help keep them safe in the unlikely event of a chemical spill or accidental release.

### Rapid Notify

- Residents can sign up to receive emergency notifications via Rapid Notify, our emergency alerting system.
  - Rapid Notify is a phone based system that provides time sensitive information and alerts to residents about localized hazards that may affect their health and safety
  - Alerts are received via text, email or phone message.
  - Sign-up for rapid notify at <http://nsem.info/get-prepared/sign-emergency-notifications>. (we need a vanity url for this – nsem.info/rapidnotify)

### Shelter-in-place

- In the unlikely event of a chemical spill or release you may need to shelter-in-place.
- If you are instructed to shelter-in-place you need to:
  - Immediately go inside

- Close all doors and windows
- Turn off your ventilation system or furnace
- Monitor media for updates
  - Note: remain sheltering-in-place until you receive an all clear message from emergency officials (these messages will be sent out via Rapid Notify, and posted on traditional and social media channels).

### **Alarms and sirens**

- Anytime a prolonged industrial siren sounds related information and updates will be posted to nsem.info.

### **Emergency preparedness – general:**

- Be prepared! By following these steps you can make sure you're ready for any emergency.
  - Know your risks
  - Make a plan
  - Have an emergency preparedness kit
  - Learn more at nsem.info

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