



# NAAD System Governance Council Update

*Public Summary of the March 24, 2021 Meeting*

April 28, 2021

## Purpose

The purpose of this document is to provide Last Mile Distributors (LMDs) with an update regarding key NAAD System activities and discussions following the most recent NAAD System Governance Council meeting that was hosted virtually by Pelmorex on March 24, 2021.

## Operational Update

### Public Awareness Test

- The NAAD System Test Message Policy version 3.1 was approved at the March 24, 2021 Governance Council meeting. It includes a change to move the second yearly public test from the 4<sup>th</sup> week to the 3<sup>rd</sup> week of November. The change was made to avoid having the public test be scheduled the same week as Black Friday and Thanksgiving in the United States as these events normally generate high volumes of data traffic on wireless networks. The updated policy can be found [here](#).
- The next public test of the Alert Ready system is scheduled for Wednesday, May 5, 2021. The most up-to-date schedule with test times for each province and territory can be accessed [here](#).

### Wireless Public Alerting (WPA)

A working group composed of wireless service providers (WSPs), Pelmorex and participating Alert Issuers has been meeting regularly to review future enhancements to the wireless public alerting service. Stakeholders agreed to implement, by the summer of 2021, an upgrade that will include the following:

- A new feature named “UpdateX” which allows Alert Issuers to modify a wireless alert message target area and/or its expiration time by significantly reducing the number of duplicate alert notifications presented on wireless devices that have already received an active alert.
- Support the use of the “none” geocode value, an accepted value in the CAP-CP location references, in the cell broadcast system used by WSPs to distribute a wireless alert to the public.

The project plan includes the following milestones and next steps:

- The working group will finalize changes to the C-interface technical specifications.
- Pelmorex will complete the development changes to the alert gateway by April 15, 2021.
- Testing between Pelmorex and each wireless service provider will be scheduled once their respective cell broadcast systems have been upgraded. Lab testing is expected to begin in April.
- The activation of the UpdateX feature will not be completed until every wireless operator has upgraded their systems. The timeline for the activation of the feature is yet to be determined.

## NAAD System Development Update

The NAAD System team continues to develop a new alert interface for use by authorized government agencies to issue, update and end alerts in the system. The development phase is expected to be completed by the fall of 2021. Pelmorex will be working with users of the system to schedule training sessions and the migration of users to the new platform. Final timelines will be determined by the next Council meeting. The implementation of the new alert interface will not impact LMDs.

## Proposal for a National Mobile Application

NAAD System Governance Council members discussed at the last meeting a proposal to develop a national mobile application, under the Alert Ready brand, that would provide Canadians with a free app in order to receive and consult alert information. The proposed mobile application would complement already existing distribution platforms. Council members and federal, provincial and territorial partners will be discussing further this proposal over the next several months. Future updates will be provided once the relevant stakeholders review the scope and determine a direction.

## Update from Public Alerting Partners

- Public Safety Canada launched an emergency preparedness public awareness campaign which started in March 2021. The campaign aims to protect Canadians, their homes, and their communities by focusing on concrete actions that they can take to better prepare against the risk of natural disasters and emergencies.
- Public Safety Canada is also working on its Emergency Preparedness (EP) Week activities to be held May 2-8, 2021. The national theme for this year's EP Week is "Emergency Preparedness: Be Ready for Anything".
- Starting this spring, Environment and Climate Change Canada will begin issuing Broadcast Immediate (BI) Severe Thunderstorm alerts. A BI severe thunderstorm alert will be issued for extreme cases defined as a severe thunderstorm with an observed hail size of 7 cm or greater and/or wind speeds of 130 km/h or more.

**\*\*\* End of Document \*\*\***

For more information, please submit your questions to our Pelmorex Public Alerting Support team by completing the following [form](#).