



NAAD System Governance Council Update

Public Summary of the October 13, 2021 Meeting

November 12, 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 October 13, 2021.

Operational Update

Public Awareness Test

The most recent public test of the Alert Ready system was conducted on Wednesday, November 17, 2021. The most up-to-date schedule with test times for each province and territory can be accessed [here](#).

Wireless Public Alerting (WPA)

The WPA Subgroup of the Alerting Technical Working Group (ATWG) is composed of wireless service providers (WSPs), Pelmorex and participating Alert Issuers and has been meeting regularly to review future enhancements to the wireless public alerting service.

Stakeholders agreed to and are implementing 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.

This feature will be piloted first by Environment and Climate Change Canada in 2022 to reduce the number of tornado alert messages a user may receive on their wireless device.

- 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.

Pelmorex already completed the development work required to support these changes. Wireless service providers have upgraded their cell broadcast systems. The UpdateX feature will be enabled once Environment and Climate Change Canada complete the necessary updates of their systems in 2022.

NAAD System Development Update

Over the past year, the NAAD System team worked primarily on developing a new alert interface used by authorized government agencies to issue, update and end alerts in the system. The team is working with provincial and territorial emergency management organisations to complete the training and migrate system users to the new platform in the first half of 2022. The implementation of the new alert interface will not impact LMDs.

After the launch of the new alert interface, the NAAD System team will continue developing platform enhancements. This will provide an opportunity for federal, provincial and territorial government partners to prepare a new list of system priorities for review and adoption at a future meeting of the NAAD System Governance Council.

Future Evolution of the NAAD System

The NAAD System team is constantly looking at enhancing the NAAD System in order to meet the evolving needs of our partners, both government issuers and alert distributors. We are interested in engaging with all stakeholders to define, prioritize and plan future enhancements to the system.

Preliminary ideas of new feature enhancements include revisiting image attachment size requirements and hosting options, improving the Text-to-Speech (TTS) service, making active alerts available on the Alert Ready website, redesigning the alerts archive and possibly offering an alert data API to LMDs. The NAAD System team will also continue to modernize the infrastructure of the NAAD System. The adoption of the CAP-CP 1.0 alerting standards will also need to be reviewed by stakeholders in the future.

We encourage Last Mile Distributors to propose technical improvements or new features and services to Pelmorex by completing the following [form](#).

Update on Alert Ready Communications Activities

The Pelmorex Audience Relations team that manages the Alert Ready and En Alerte websites and social media accounts usually receives complaints and inquiries from the public after the issuance of an emergency alert or public test. The following table contains the primary types of complaints:

Theme	Top Comments	
Civil Emergency Alerts	System should not be used for these type of alerts	Causes alert fatigue
AMBER Alerts	Why are there always two alerts? One in English followed by one in French	Why are alerts distributed across the entire province?
Sound of Alerts	Sound should be changed as it is harsh	Causes distress
Text to Speech ¹	Difficult to understand the message, conversion of .ca is misunderstood	French translation is terrible
Opt Out/Tiered	Canadians wish to opt out of the service	Canadians wish to have a tiered system

¹ The majority of complaints received in regards to the audio version of an alert message are related to wireless handsets for which the accessibility features are enabled. In these cases, the device generates its own audio version of the alert and it does not use the audio generated by the centralized Text-to-Speech service of the NAAD System.

In regards to media coverage between January 1 and August 31, 2021, there were approximately 710 news articles that were published about Alert Ready and En Alerte.

The communications plan for the period ranging from September 2021 to August 2022 will focus on executing and completing the following:

- Activities related to the scheduled public tests of the Alert Ready system.
- Public relations plan to further educate the media and the public about the national public alerting system.
 - **Educate** - Reduce uninformed media coverage by creating media-facing educational FAQ and infographics on how the Alert Ready system works.
 - **Partner** - Establish and foster relationships with media contacts to increase access to opportunities on stories about the Alert Ready system.
 - **Expanding the brand** - Determine and introduce a unified call to action to foster relationships and prepare a consistent message.

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