

APPENDIX D

PUBLIC INFORMATION EVENTS

Public Information Events

The following message was sent to 130 B.E.S.T. members and e-mailed to 15 Community Advisory Committee members on March 17, 2003:

B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX

COMMUNITY MEETING NOTICE

For Residents and Businesses located east of First Street

A meeting to discuss the Brandon Emergency Alerting Project

B.E.S.T. has been working on developing a program to demonstrate and evaluate an emergency alerting siren system. We have chosen an area between First Street and 17th Street East and between Rosser Avenue and Richmond Avenue as the test area. We will provide a public education campaign so everyone has an understanding of the project. We plan to activate the siren six times in 2003. Each activation will be followed by a telephone survey of 250 people living or working in the test area. For more project details, join us at a community meeting as follows:

Date: Thursday, March 27, 2003

Time: 7:45 PM

Place: East End Community Centre

For more information phone Brian Kayes at 729-2239.

The following message was provided to City Council and City staff through e-mail on March 21, 2003:

Emergency Preparedness

I have come to an agreement and signed a contract to receive some grant funding to test an emergency alerting siren system in Brandon. I have been working with the Community Advisory Committee for Emergency Preparedness and B.E.S.T. on this project. The area in which we have decided to conduct the testing is east of 1st Street to 17th Street and south from Rosser Avenue to Richmond Avenue. This includes part of Green Acres and Riverview Wards. This was chosen because it is easy to describe (so the public understand where we are doing it), has a mix of activities including different types of residential, large and small business, ACC, the BRHC, and it takes in portions of both Green Acres and Riverview Wards.

An alerting system has been a missing link in our ability to quickly notify the public when there may be a need to shelter-in-place, evacuate, or stay out of a particular area of the City. One siren will be installed in the test area and following a public education campaign, will be activated in six planned test events. Each activation will be followed by a telephone survey of citizens in the test area. We are convinced that the testing process that we have developed will tell us if the system works and if it is acceptable to the citizens of Brandon. If we obtain a positive result plans would be for an eventual system for the City that would involve a number of sirens located throughout Brandon. If we end up with a negative result, we will keep looking.

Brian Kayes
Emergency Coordinator

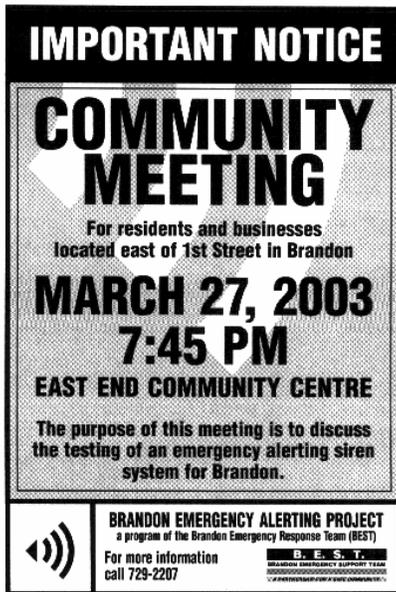
The following message was broadcast on four local radio stations March 23 – 27, 2003:
Radio Message:

The following is a message for Brandon residents East of First Street. The City of Brandon is planning a meeting to discuss the testing of an emergency alerting SIREN.

In this changing world, it may be necessary to alert the public to an emergency situation taking place in the city.

A meeting to discuss the testing of an emergency alerting siren will take place Thursday, March 27 at 7:45 PM, The East End Community Centre at the corner of Park Street and Victoria Avenue.

The following message was published in two local newspapers on March 20, 26, 27, 2003:



IMPORTANT NOTICE

COMMUNITY MEETING

For residents and businesses located east of 1st Street in Brandon

MARCH 27, 2003
7:45 PM

EAST END COMMUNITY CENTRE

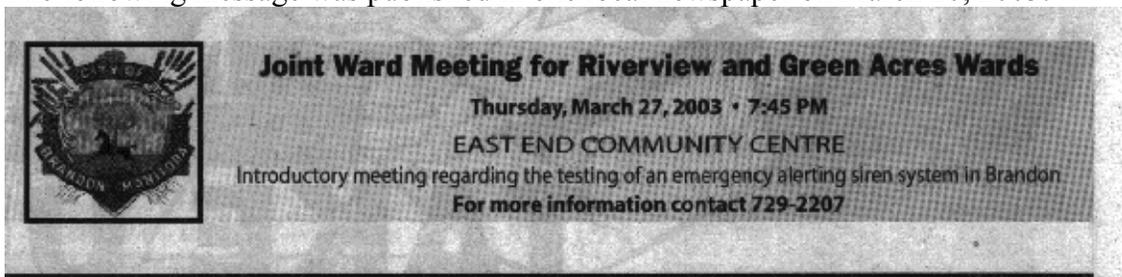
The purpose of this meeting is to discuss the testing of an emergency alerting siren system for Brandon.

 **BRANDON EMERGENCY ALERTING PROJECT**
a program of the Brandon Emergency Response Team (BEST)

For more information call 729-2207

BRANDON EMERGENCY ALERTING PROJECT
A PROGRAM OF THE BRANDON EMERGENCY RESPONSE TEAM (BEST)

The following message was published in one local newspaper on March 20, 2003:





Joint Ward Meeting for Riverview and Green Acres Wards

Thursday, March 27, 2003 • 7:45 PM

EAST END COMMUNITY CENTRE

Introductory meeting regarding the testing of an emergency alerting siren system in Brandon.

For more information contact 729-2207

Community Meeting

The Community Meeting was attended by 27 people. A 15 minute Power Point presentation on BEAP was given by the Project Coordinator (see Appendix E) followed by the showing of B.E.S.T.'s 10 minute video, *Shelter-in-Place Staying safe during a hazardous materials release*. A fact sheet was provided (below). This was followed by a question and answer period and by Media interviews.

The following fact sheet was provided at the Community Meeting:

Fact Sheet for the Brandon Emergency Alerting Project

Purpose

To determine if a wireless siren system for emergency alerting is suitable and acceptable for Brandon.

Partners

Industry Canada, City of Brandon, Brandon Emergency Support Team, Community Advisory Committee for Emergency Preparedness, Acoustic Technology Inc., Probe Research, Manitoba Hydro, Brandon Regional Health Centre, Brandon School Division, Riding Mountain Broadcasting, Craig Broadcasting, Standard Radio, The Brandon Sun, The Wheat City Journal

Equipment

A wireless radio activated system that includes a 1600 watt speaker station, a high intensity strobe light, a remote alerting device for key facilities (schools, hospital, etc), and a computer control station. The equipment has arrived and is to be installed shortly.

Cost

Financial contributions of approximately \$170,000 are being provided by Industry Canada, City of Brandon, and B.E.S.T.. In addition to this, our partners are providing various in-kind contributions.

Long term vision

Our long term vision for public alerting sees a community that has the technological resources to notify each and every one of its citizens through a variety of means.

Public Involvement

Our citizens are an integral part of this project. They are partners in our emergency preparedness program and each have a vital role to play to protect everyone's safety.

Test Area

Eastern portion of Brandon (Green Acres and Riverview Wards)

1st Street to 17th Street East

Rosser Avenue to Richmond Avenue

Siren and strobe light will be located on the 900 block of Douglas Street.

Number of tests

6 public siren activations, each followed by a public opinion survey

Several silent or chime test trials

Expectations of public

When the siren is heard the public should tune into their local radio station for emergency broadcast information. People are expected to participate in public meetings and phone surveys

Time Frame

Siren activations will take place between May and November of 2003

Activation times will vary from time of day and day of the week

Surveys

6 telephone surveys of residences and businesses conducted by Probe Research

Surveyors will contact approximately 250 people per siren activation

Volunteers

The Brandon Emergency Alerting Project will be dependent on volunteer support to monitor the project, assist with information development, deliver information, collect sound level data, observe tests, be part of the project team.

For more information call Brian Kayes at 729-2239 or b.kayes@brandon.ca

The following message was provided to City Council and City staff through e-mail on March 28, 2003:

Emergency Preparedness

We held our first community meeting last evening to introduce the Brandon Emergency Alerting Project. Twenty-seven people came to the East End Community Centre for the meeting. Following a short presentation and a viewing of the Shelter-in-place video a few people had questions that were answered. The group was supportive of the idea and asked how they may assist to make the project a success.

Brian Kayes
Emergency Coordinator

The following message was provided to City Council and City staff through e-mail on April 25, 2003:

Emergency Preparedness

The Brandon Emergency Alerting Project continues. The equipment will be installed in the next week or so. I have been working with the local media on our public education campaign that we will launch a week before the first test is to take place.

Brian Kayes
Emergency Coordinator

The following message was sent to 130 B.E.S.T. members and e-mailed to 15 Community Advisory Committee members on May 26, 2003:

B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX B.E.S.T. FAX

BRANDON EMERGENCY ALERTING PROJECT

B.E.S.T and the City of Brandon will be holding a media launch of the Brandon Emergency Alerting Project.

Date: June 4, 2003
Time: 11:00 am
Place: 900 Douglas Street (across from the Post Office)

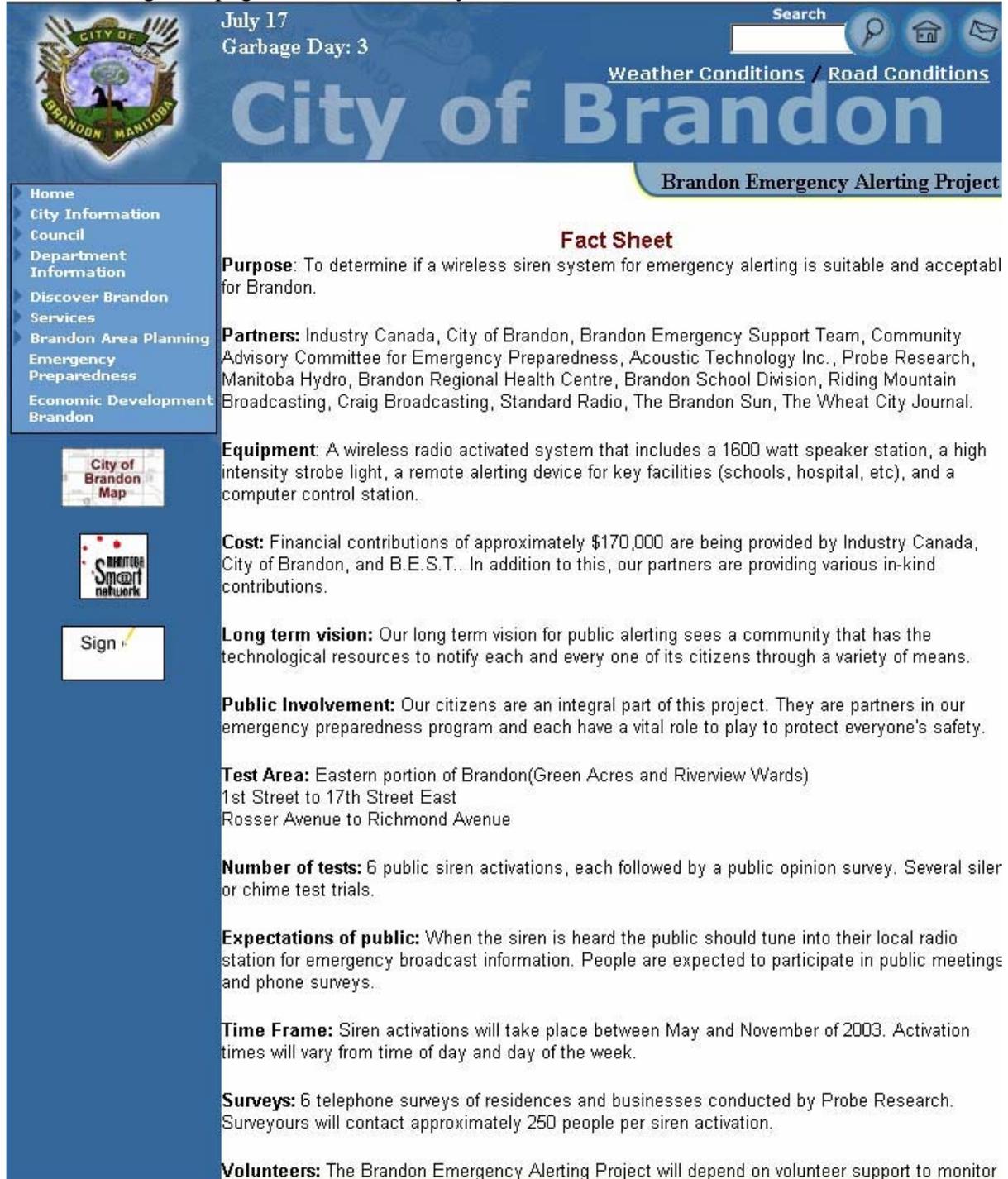
This will be an opportunity for the media to take some pictures and to learn more about the project. It would be a great show of support for the project if some of the B.E.S.T. members are able to attend. The launch should not be longer than 30 minutes.

Hope to see you there.

Brian Kayes
729-2239

Pre-Test #1

The following web-page was activated May 16, 2003:



The screenshot shows the City of Brandon website interface. At the top left is the City of Brandon logo. To its right, the date "July 17" and "Garbage Day: 3" are displayed. A search bar is located in the top right corner. Below the search bar are links for "Weather Conditions" and "Road Conditions". The main header "City of Brandon" is prominently displayed. A navigation menu on the left lists various city services and information. The main content area features a "Fact Sheet" for the "Brandon Emergency Alerting Project".

Home
City Information
Council
Department Information
Discover Brandon
Services
Brandon Area Planning
Emergency Preparedness
Economic Development
Brandon

City of Brandon Map
Manitoba Smart Network
Sign

July 17
Garbage Day: 3

Search

Weather Conditions / Road Conditions

City of Brandon

Brandon Emergency Alerting Project

Fact Sheet

Purpose: To determine if a wireless siren system for emergency alerting is suitable and acceptable for Brandon.

Partners: Industry Canada, City of Brandon, Brandon Emergency Support Team, Community Advisory Committee for Emergency Preparedness, Acoustic Technology Inc., Probe Research, Manitoba Hydro, Brandon Regional Health Centre, Brandon School Division, Riding Mountain Broadcasting, Craig Broadcasting, Standard Radio, The Brandon Sun, The Wheat City Journal.

Equipment: A wireless radio activated system that includes a 1600 watt speaker station, a high intensity strobe light, a remote alerting device for key facilities (schools, hospital, etc), and a computer control station.

Cost: Financial contributions of approximately \$170,000 are being provided by Industry Canada, City of Brandon, and B.E.S.T.. In addition to this, our partners are providing various in-kind contributions.

Long term vision: Our long term vision for public alerting sees a community that has the technological resources to notify each and every one of its citizens through a variety of means.

Public Involvement: Our citizens are an integral part of this project. They are partners in our emergency preparedness program and each have a vital role to play to protect everyone's safety.

Test Area: Eastern portion of Brandon(Green Acres and Riverview Wards)
1st Street to 17th Street East
Rosser Avenue to Richmond Avenue

Number of tests: 6 public siren activations, each followed by a public opinion survey. Several siren or chime test trials.

Expectations of public: When the siren is heard the public should tune into their local radio station for emergency broadcast information. People are expected to participate in public meetings and phone surveys.

Time Frame: Siren activations will take place between May and November of 2003. Activation times will vary from time of day and day of the week.

Surveys: 6 telephone surveys of residences and businesses conducted by Probe Research. Surveyors will contact approximately 250 people per siren activation.

Volunteers: The Brandon Emergency Alerting Project will depend on volunteer support to monitor

emergency preparedness program and each have a vital role to play to protect everyone's safety.

Test Area: Eastern portion of Brandon (Green Acres and Riverview Wards)
1st Street to 17th Street East
Rosser Avenue to Richmond Avenue

Number of tests: 6 public siren activations, each followed by a public opinion survey. Several silent or chime test trials.

Expectations of public: When the siren is heard the public should tune into their local radio station for emergency broadcast information. People are expected to participate in public meetings and phone surveys.

Time Frame: Siren activations will take place between May and November of 2003. Activation times will vary from time of day and day of the week.

Surveys: 6 telephone surveys of residences and businesses conducted by Probe Research. Surveyors will contact approximately 250 people per siren activation.

Volunteers: The Brandon Emergency Alerting Project will depend on volunteer support to monitor the project, assist with information development, deliver information, collect sound level data, observe tests, be part of the project team.

For more information call Brian Kayes at 729-2239 or b.kayes@brandon.ca



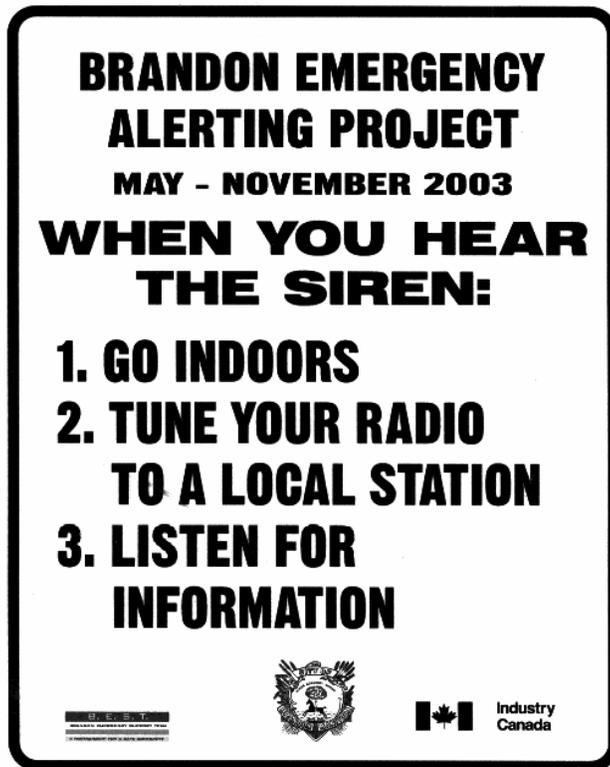
The graphic is a grey rectangular panel with a white border. At the top, the title "Emergency Alerting Project" is written in a yellow, sans-serif font. Below the title, on the left side, are three circular icons, each containing a yellow speaker symbol with sound waves. To the right of each icon is a text label: "All Clear", "Alerting Tone", and "Test Tone". To the right of these labels is a white-bordered box containing the logo for the Brandon Emergency Support Team (B.E.S.T.). The logo consists of the letters "B. E. S. T." in white on a black background, with "BRANDON EMERGENCY SUPPORT TEAM" in black on a white background below it, and the tagline "A PARTNERSHIP FOR A SAFE COMMUNITY" in black on a white background at the bottom. At the bottom of the panel is a large, empty white rectangular box.

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The following street sign was installed on May 27, 2003 at seven entrances to the City; 18th Street south, Victoria Ave. west, 18th Street north, 1st Street north, Victoria Ave. east, Richmond Ave. east



The following article was published in the Wheat City Journal May 29, 2003:

Emergency test set for June 9

By KYLA DUNCAN
STAFF REPORTER

The Brandon Emergency Preparedness System (B.E.S.T.) is getting ready for its first emergency test in Brandon.

An emergency siren and strobe

light is set to go off the afternoon of June 9 in a testing area of the city from First Street to Seventeenth Street East and from Rosser Avenue to Richmond Avenue.

"We chose that part of the city to test because it has a good mix of dif-

ferent types of activities," said Brian Kayes, B.E.S.T. emergency co-ordinator. "It gives us a real opportunity to test the system in a bunch of different situations."

See "Three tests" Page 2

Three tests this spring

Cont. from Pg. 1

Kayes said B.E.S.T. is testing the system because they are looking for an efficient way to notify the public in the event of an emergency such as a chemical spill, a tornado warning or flood warning.

"Our siren testing project involves some public education so people know what the test is about. It involves actually activating

the siren so it makes the sound throughout the community, then it has a component where we have Probe Research from Winnipeg to do some follow-up telephone surveys," Kayes said.

Last year B.E.S.T. received funding for testing an early warning system through a federal government grant.

The siren will emit a high-pitch tone, like a tele-

vision testing tone. As well, each siren will be equipped with a strobe light which will flash a bright, white light.

Kayes said the four local radio stations, 880 CKLQ, 94.7 Star FM, HOT 101 and KX96, will work in cooperation with the test and will broadcast an emergency message.

Kayes said B.E.S.T. plans to test the system three times this spring and another three times in the fall.

He said if B.E.S.T. decides to purchase the system, which could cost up to \$25,000, it would work in conjunction with the city's current emergency warning system.

"The police would basically be going door-to-door and the public would get information through the local media on a radio station or a television station," Kayes said. "What we would like people to do when they hear this siren is turn on their radio or their television station to provide them with information."

MAY 29/03 W.C.J.

The following Media Release was provide by fax and on site at the Project Launch June4, 2003:

For Immediate Release (Wednesday, June 4th, 2003; 11:00 a.m.)

Brandon Emergency Alerting Project Kick-off.

The City of Brandon Emergency Preparedness Program and the Brandon Emergency Support Team are ready to test an emergency alerting system in the city. An electronic siren and strobe light have been installed and testing will begin next week. The test area is between First Street and Seventeenth Street East and from Rosser Ave. to Richmond Ave.

“We have been looking for an effective way to make the public aware that something is happening in their community that may require them to take action. This could include tornado warnings, chemical spills, or sudden dike failures,” said Brian Kayes, Emergency Coordinator.

In an effort to stimulate Canada’s growth of new public alerting solutions to complement existing systems, Industry Canada launched a new public alerting initiative last fall. A diversity of public alerting tools are needed to disseminate all hazard and severe weather alerts to reach people. This Brandon siren field trial was selected along with other public alerting projects.

If you hear the siren or see the flashing strobe light turn on a radio and tune it to one of these local stations: Hot 101.1 FM; Star 94.7 FM; KX 96.1 FM; and CKLQ 880 AM They will announce the test and provide further information.

The goal of the project is to determine how well a siren and strobe light system will work. This will help the City decide if it is suitable for the people of Brandon. Three tests are planned for the Spring and three for the Fall. Following each test, 250 people living or working east of First Street will be contacted by telephone and asked for their opinion about how the system worked.

“We want people to learn that when they hear the siren or see the flashing light they can get more information about what they should do by listening to a local radio station,” said Kayes.

The project will use a siren that makes a long and loud electronic beep. The strobe light will flash a bright white light. Each test will last 3 minutes. Testing will show how far the sound and light will travel.

Industry Canada awarded a \$132,000 contract to the City of Brandon. The Department is supporting public alerting project field trials like this one in other Canadian locations. The results of these trials will be shared with all Canadian communities. For more information on Industry Canada’s commitment to fuel innovation in emergency telecommunications, please visit <http://spectrum.ic.gc.ca/urgent/>

Through partnerships and contributions from the City of Brandon, the Brandon Emergency Support Team (B.E.S.T.), the local media, community members and other organizations, this project will produce valuable field trial results and experience on siren technology and on a public education campaign that will be shared with all levels governments.

- 30 -

Media Contact: Brian Kayes, Emergency Coordinator 729-2239
Industry Canada contact: Media Relations (613) 943-2502

The following speech was given by the Project coordinator at the Media Launch held June 4, 2003:

Good morning.

Welcome to the official launch of the Brandon Emergency Alerting Project.

We have with us this morning his worship Mayor Burgess, City Councillor Don Jessiman, City Councillor Erroll Black, Fire Chief Rich Gregoire, Police Inspector Dennis Bercier.

Like all partnerships, the Brandon Emergency Alerting Project has involved lots of thought and work by a variety of people in our community. It has involved members of the business community, local citizens, City of Brandon employees, Industry Canada, our local media, and even siren experts from as far away as Boston.

Having a means of providing early warning to the citizens of Brandon is not a new idea. But this particular project had its beginnings in 1999 when the Brandon Emergency Support Team was formed. Those of us with experience or an understanding of emergency response realize that one of the key ingredients in emergency response is early warning of a problem. Getting information to people so they can take action to protect themselves and their families is the number one goal behind having an emergency alerting system.

There will be six tests of the alerting system. Three this summer and three in the fall. After each test a public telephone survey will be conducted to determine how the people in Brandon feel about this system.

We want to learn 3 things:

One. Does the system work technically? It is a wireless system that involves computers and radios and we want to know it will operate correctly.

Two. What is the distance the sound will carry? This will help determine how many siren stations we will need for the entire city.

And finally. How effective is the system at alerting people? This will help us determine if the public is accepting of a siren as a means to alert them.

When people hear the siren we want them to:

1. Go indoors
2. Tune a radio to a local station
3. Listen for information

The sound of the siren has people go indoors, turn on their radio and listen for more information. This way we can provide information related to a specific emergency. If there is a chemical spill we can ask people to shelter in place or we can tell them to evacuate, depending on the situation at the time.

We look forward to the upcoming tests and the information that we are going to learn about the Brandon Alerting System.

I'd like to turn things over to his worship, Mayor Burgess for a few words. Thank you.

The following speech was given by Mayor Burgess at the Media Launch held June 4, 2003:

Thanks Brian. Welcome everyone.

The City of Brandon is proud to be a part of the Brandon Emergency Alerting Project. While none of us wants to experience the stress that comes from dealing with an emergency, I believe that everyone wants to have as much warning as possible when something is happening. Early warning gives us the opportunity to take action to protect ourselves and our families.

The Brandon Emergency Support Team has been the driving force behind this initiative and we are all looking forward to the information that will be gained through the testing about to take place. I encourage everyone to take part in this project as much as possible.

Thank you very much.

The following information was delivered to every mailing address in the test area on June 2, 2003:

Brandon Emergency Alerting Project

The City of Brandon will be testing an emergency alerting system in the east end of Brandon in the coming weeks.

WHO

The testing is part of the Brandon Emergency Support Team's program. Everyone who lives or works east of First Street is encouraged to take part.

WHAT

We will be testing an emergency alerting siren and strobe light.
The siren makes a long and loud electronic beep.
A sample of the sound can be heard at www.brandon.ca.
The light is a bright white light much like what you see on the top of school buses.
During a test the sound and light will run for 3 minutes.

WHERE

The testing will take place in the east end of Brandon. This is between First Street and Seventeenth Street East and from Rosser Ave. to Richmond Ave.

WHEN

The first test is planned to take place in June.
There will be six tests this year. Three in the Spring and three in the Fall.

WHY

It is important to be able to notify people when something has happened in the city. An emergency alerting system can quickly notify many people. It can be used for tornado warnings, chemical spills, or sudden flooding. We want people to learn that when they hear the siren or see the flashing light they can get more information about what they should do by listening to a local radio station. Remember that right now we are only testing the system to see how it works. It will not be used for a real emergency.

WHAT TO DO WHEN YOU HEAR THE SIREN

Turn on a radio and tune it to one of these local stations:

Hot 101 FM
Star 94.7 FM
KX 96 FM
CKLQ 880 AM

The radio will explain that this is a test and ask you to make a note of where you were when you heard the siren.

A few days after each test someone may phone you and ask some questions about how you felt the siren worked. The company that will be phoning is called Probe Research. We ask that you spend a few minutes and answer the questions. This is how we will learn if a siren system is effective at alerting people and will help us decide if it is right for Brandon.

For more information contact Brian Kayes at 729-2239 or best@brandon.ca

This program is supported in part by Industry Canada, the City of Brandon, and B.E.S.T.

Printed by Leach Printing 10966

The following article was published in the Brandon Sun, June 3, 2003:



The following message was broadcast on four local radio stations June 5 – 9, 2003:

Radio Message:

Emergencies arise without warning. The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

BEST will be testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.

Visit www.brandon.ca for test information and to hear a sample of the sirens' sound.

Brandon's Emergency support Team, a partnership for a safe community.

The following message was published in the two local newspapers on June 5, 6, 7, 8, 9, 2003:

IMPORTANT NOTICE

SIREN TEST

For residents and businesses located east of 1st Street in Brandon

**JUNE 9, 2003
AFTERNOON**

When you hear the siren:

1. Go indoors
2. Tune your radio to a local station
3. Listen for information

To hear a sample of the siren tone - www.brandon.ca

Following the test you may be contacted by Probe Research and asked for your opinion of the siren system. **Please answer their questions.**

BRANDON EMERGENCY ALERTING PROJECT
a program of the Brandon Emergency Support Team (BEST)

For more information call 729-2207

B.E.S.T.
BRANDON EMERGENCY SUPPORT TEAM
A PARTNERSHIP FOR A SAFE COMMUNITY

The following information was provided by the Project Coordinator while a guest on KX96 and Hot101 morning radio shows on June 5, 2003:

- The need for an alerting system related to risks in Brandon
- The purpose of the testing
- How the test will happen
- Approximate time of the test
- What people should do when they hear the siren or see the strobe light
- Project coordinator's phone number

The following message was broadcast on local television June 4, 5, 6, 7, 8, 9, 2003:

Video	Audio
Tornado footage	Emergencies arise without warning.
Over-turned train footage	The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.
Flooding footage	
BEST logo over tornado image	SX : Emergency siren
Single siren tower	BEST will be testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part.
WS siren tower	When you hear the siren, tune into your local radio station for more information.
Pan siren/light	
CU turning on radio	
www.brandon.ca	Visit www.brandon.ca for test information and to hear a sample of the sirens' sound
WS siren tower	
BEST logo on black	Brandon's Emergency support Team, a partnership for a safe community.

The following message was provided to City Council and City staff through e-mail on June 6, 2003:

Emergency Preparedness

The first test of the Brandon Emergency Alerting System is scheduled for the early afternoon of Monday June 9, 2003. You will no doubt hear and see lots of information for the public in the media. The Brandon Emergency Support Team and the Community Advisory Committee on Emergency Preparedness are involved in the test procedure.

Brian Kayes

Emergency Coordinator

Pre- Test #2

The following article was published in one local newspaper on June 12, 2003:

Test phase for emergency warning system is in place

By JACQUIE NICHOLSON
STAFF REPORTER

The initial test phase is under way for a warning system designed to alert Brandon citizens in the event of a disaster.

The City of Brandon Emergency Preparedness Program and the Brandon Emergency Support Team have installed an electric siren and strobe light at 900 Dennis Street intended to alert residents of possible emergencies such as tornado warnings or chemical spills.

In the testing phase, the siren and strobe are detonated and at those times residents in the test area will go into their homes and turn on their radio to any local station for more information on the situation.

Mayor Dave Burgess, who was on hand for the official launch of the project last Wednesday, said he feels it's important for the community to be proactive and devise a system to keep residents safe in the event of an emergency.

"Never want to see a disaster happen," he said. "But it's important that the public is at ease knowing we have systems to alert them and to protect them."

The first test was con-

ducted June 9, and now 250 people living or working in the test area east of First Street will be contacted by telephone and asked for their opinion on how the system worked. From this the city will decide if this project is suitable for the people of Brandon.

During the tests, the siren gives off a long and electronic beep for three minutes, and the strobe light flashes a bright white light. Another purpose of these tests is to determine how far the system will reach and how many will need to be installed if this system is to be used in Brandon. The estimated reach of the siren and strobe light is 1.2 kilometres.

Six tests in total will be conducted, three over the spring and three in the fall.

"One of the reasons we're doing some of the tests in the fall is to see how effective the signal still is when it's going to be colder and people have their windows closed," said emergency co-ordinator Brian Kayes.

The test area covers everything between First Street and Seventeenth Street East, and from Rossier Avenue to Richmond Avenue.

JUNE 12/03 W.C.J.

The following message was broadcast on four local radio stations June 16, 17, 18, 19, 20, 2003:

Radio Message:

Emergencies arise without warning. The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

BEST will be testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.

Visit www.brandon.ca for test information and to hear a sample of the sirens' sound.

Brandon's Emergency support Team, a partnership for a safe community.

The following information was provided by the Project Coordinator while a guest on KX96 and Hot101 morning radio shows on June 17, 2003:

- The need for an alerting system related to risks in Brandon
- Some results from the first test
- How the first test went
- Changes in the length of the siren from 3 minutes to 6 minutes
- Approximate time of the test
- What people should do when they hear the siren or see the strobe light
- Project coordinator's phone number

The following message was broadcast on local television June 16, 17, 18, 19, 2003:

Video

Audio

Tornado footage

Emergencies arise without warning.

Over-turned train
footage

The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

Flooding footage

BEST logo over
tornado image

SX : Emergency siren

Single siren tower

BEST will be testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.

WS siren tower

Pan siren/light

CU turning on
radio

www.brandon.ca

Visit www.brandon.ca for test information and to hear a sample of the sirens' sound

WS siren tower

BEST logo on
black

Brandon's Emergency support Team, a partnership for a safe community.

Pre-Test #3

The following article was published in one local newspaper on June 19, 2003:

June 19, 2003

Wheat City Journal • Brandon, Man.

15

City continuing to experiment with siren testing

By BRIAN KAYES

The Brandon Emergency Support Team has spent a lot of time discussing the ways and means to notify the public in case of a sud-

den emergency situation. This is based on the belief that people need and want to know when it is time to take some steps to protect themselves and their fami-

lies. Choosing an effective way to alert people can be difficult unless you are able to measure how well a particular method works.

As many of you are aware, we are presently testing an emergency alerting siren and strobe light in the eastern part of Brandon. This is a wireless system that allows for a lot of flexibility. Should a system like this be purchased it would include a number of siren stations. The computer controlled system then provides for activation of any combination of speaker stations depending on the area of the city affected.

In all of this the key word for B.E.S.T. is "testing." We want to test and learn as much as possible about this alerting system and how it works in Brandon. B.E.S.T. members believe that the city would benefit by having an alerting system of some sort. As much as we want a system, the team will ensure that the testing is fair and honest. Above all we want to end up with a system that is effective at alerting the majority of the public.

This means that some of the things we learn about the siren system may not be what we hoped for. The good news in this is that

we will then learn the system's weaknesses. We can then determine if and how the weaknesses can be remedied. This will help us decide if the weaknesses outweigh the advantages.

We have planned another test for the early summer and then three more in the fall. During the summer months a series of silent tests will be conducted on the equipment. Also during July, a remote tone device will be tested at various locations in Brandon. This will allow us to learn if a small radio-like unit located inside buildings can effectively alert the building's occupants.

As with any testing we are likely to learn positive and negative things. Because of this, B.E.S.T. continues to experiment with modern technology, new ideas in emergency preparedness, and exciting ways of keeping the public informed. In everything we do, we strive to build an effective emergency preparedness program for the citizens of Brandon. As far as emergency alerting goes, we still have a lot of testing to do and a lot more to learn.

Brian Kayes is emergency co-ordinator for the City of Brandon.

The following message was provided to City Council and City staff through e-mail on June 27, 2003:

Emergency Preparedness

The Brandon Emergency Alerting Project is preparing to conduct its third public test of the siren and strobe light system. This will take place early in the evening of July 2, 2003. Following this we will have the results of three public surveys to digest and determine what changes are required for the Fall testing.

Brian Kayes
Emergency Coordinator

The following message was broadcast on four local radio stations June 28 – 30, 2003:

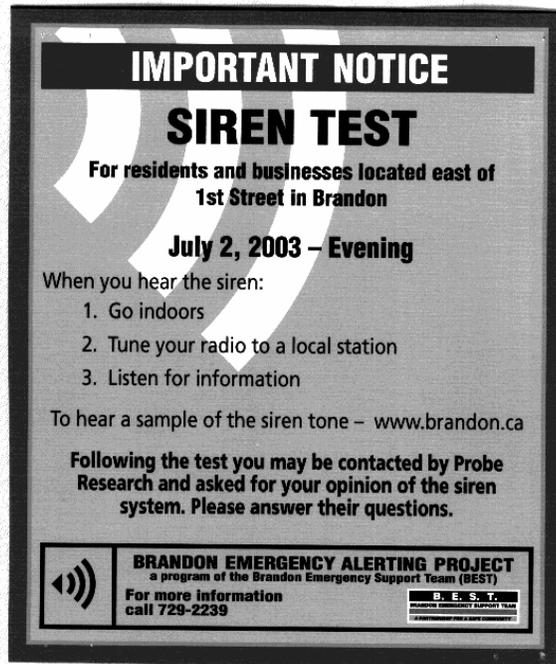
Radio Message:

Emergencies arise without warning. The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

BEST will be testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.

Visit www.brandon.ca for test information and to hear a sample of the sirens' sound. Brandon's Emergency support Team, a partnership for a safe community.

The following message was published in the two local newspapers on June 26, 28, 29, 30, 2003:



The following message was broadcast on local television June 26, 27, 28, 30, 2003:

Video

Tornado footage

Over-turned train
footage

Flooding footage

BEST logo over
tornado image

Single siren tower

WS siren tower

Pan siren/light

CU turning on
radio

www.brandon.ca

WS siren tower

BEST logo on
black

Audio

Emergencies arise without warning.

The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

SX : Emergency siren

BEST will be testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.

Visit www.brandon.ca for test information and to hear a sample of the sirens' sound

Brandon's Emergency support Team, a partnership for a safe community.

The following information was delivered to every mailing address in the test area on June 30, 2003:

Brandon Emergency Alerting Project

BEAP has successfully completed the first two tests of the siren and strobe light system located in the east end of Brandon.

Third test

The third test will take place July 2, 2003 - Early Evening

Something different for this test.

We will be testing the All Clear tone. This is an alternating high low tone. A sample of the sound can be heard at www.brandon.ca

This will be the last public test until September.

WHO

The testing is part of the Brandon Emergency Support Team's program. Everyone who lives or works east of First Street is encouraged to take part.

WHAT

We will be testing an emergency alerting siren and strobe light. During a test the sound and light will run for 6 minutes.

WHERE

The testing will take place in the east end of Brandon. This is between First Street and Seventeenth Street East and from Rosser Ave. to Richmond Ave.

WHEN

July 2, 2003 in the early evening.

WHY

It is important to be able to notify people when something has happened in the city. An emergency alerting system can quickly notify many people. It can be used for tornado warnings, chemical spills, or sudden flooding. We want people to learn that when they hear the siren or see the flashing light they can get more information about what they should do by listening to a local radio station. Remember that right now we are only testing the system to see how it works. It will not be used for a real emergency.

WHAT TO DO WHEN YOU HEAR THE SIREN

Turn on a radio and tune it to one of these local stations:

Hot 101 FM Star 94.7 FM KX 96 FM CKLQ 880 AM

The radio will explain that this is a test and may provide further instructions.

A few days after each test someone may phone you and ask some questions about how you felt the siren worked. The company that will be phoning is called Probe Research. We ask that you spend a few minutes and answer the questions. This is how we will learn if a siren system is effective at alerting people and will help us decide if it is right for Brandon.

For more information contact Brian Kayes at 729-2239 or best@brandon.ca

This program is supported in part by Industry Canada, the City of Brandon, and B.E.S.T.

The following information was provided by the Project Coordinator while a guest on KX96 and Hot101 morning radio shows on July 2, 2003:

- Some results from the telephone survey
- The purpose of the testing
- How the second test went
- Changes in the tone to be tested and length activated (6 minutes)
- Approximate time of the test
- What people should do when they hear the siren or see the strobe light
- Project coordinator's phone number

Post-Testing

The following message was provided to City Council and City staff through e-mail on July 4, 2003:

Emergency Preparedness

The third activation and test of the Brandon Emergency Alerting Project took place last evening (July 2) at 6:30 PM. We tried a different tone this time to see if an alternating frequency of sound would capture more people's attention. As in the past a dozen volunteers helped out and took sound level reading in the test area. Initial reaction by the volunteers is that the new tone was easier to hear than the one tested previously. Probe Research is in the midst of their telephone survey and will have a summary of the first three test shortly. The next testing will take place in September.

Brian Kayes
Emergency Coordinator

The following article was published in one local newspaper on July 4, 2003:

Local results could aid provincial warning system

BY MARCY NICHOLSON

Manitoba will soon go provincewide with a new emergency warning system, and may use some of Brandon's data in the process.

Brandon Emergency Preparedness co-ordinator Brian Kayes expects the province will look at the city's emergency siren testing results.

"We want to do what's suitable for Manitoba. We're at a point right now where we're looking at options," says Gerry Berezuk, Manitoba deputy minister of government services.

The idea was instigated by the provincial task force on climate change, which was established two years ago. Research showed that the globe's chang-

ing climate will lead to more severe weather conditions.

Now working closely with Environment Canada, Berezuk says a system proposal that could see severe weather and other emergency warnings broadcast immediately on TV and radio stations should be made public next month.

"We think there are some improvements we can make," says Berezuk.

He points out the 2002 Brookdale pipeline explosion and Firdale derailment, and the 1997 flood.

The proposal will include protocol initiatives and is not expected to be attached to a dollar sign.

Only if technical mechanisms are required, which

Berezuk does not see being a part of the initial proposal, will costs be incremented.

Brandon's emergency siren testing is halfway through, according to Kayes.

Wednesday was the last of three summer siren tests of the \$17,000 pilot Brandon Emergency Alerting Project (BEAP).

The electronic siren and white light atop a wooden pole on Douglas Street is aimed to cover a 17-block radius. Three final tests will be conducted this fall.

"From the first two tests, just about everybody (the survey company) talked to were aware of the program," says Kayes.

The idea of the wireless system is to notify Brandon resi-

dents of an emergency. When the siren is heard, people are asked to go inside and tune into a local radio station for further instructions. Polls show 90 per cent of those called think BEAP's a good idea.

"Only about 30 per cent of the people in the area heard the tests," says Kayes, about the first two tests.

The team adjusted the levels for the third one.

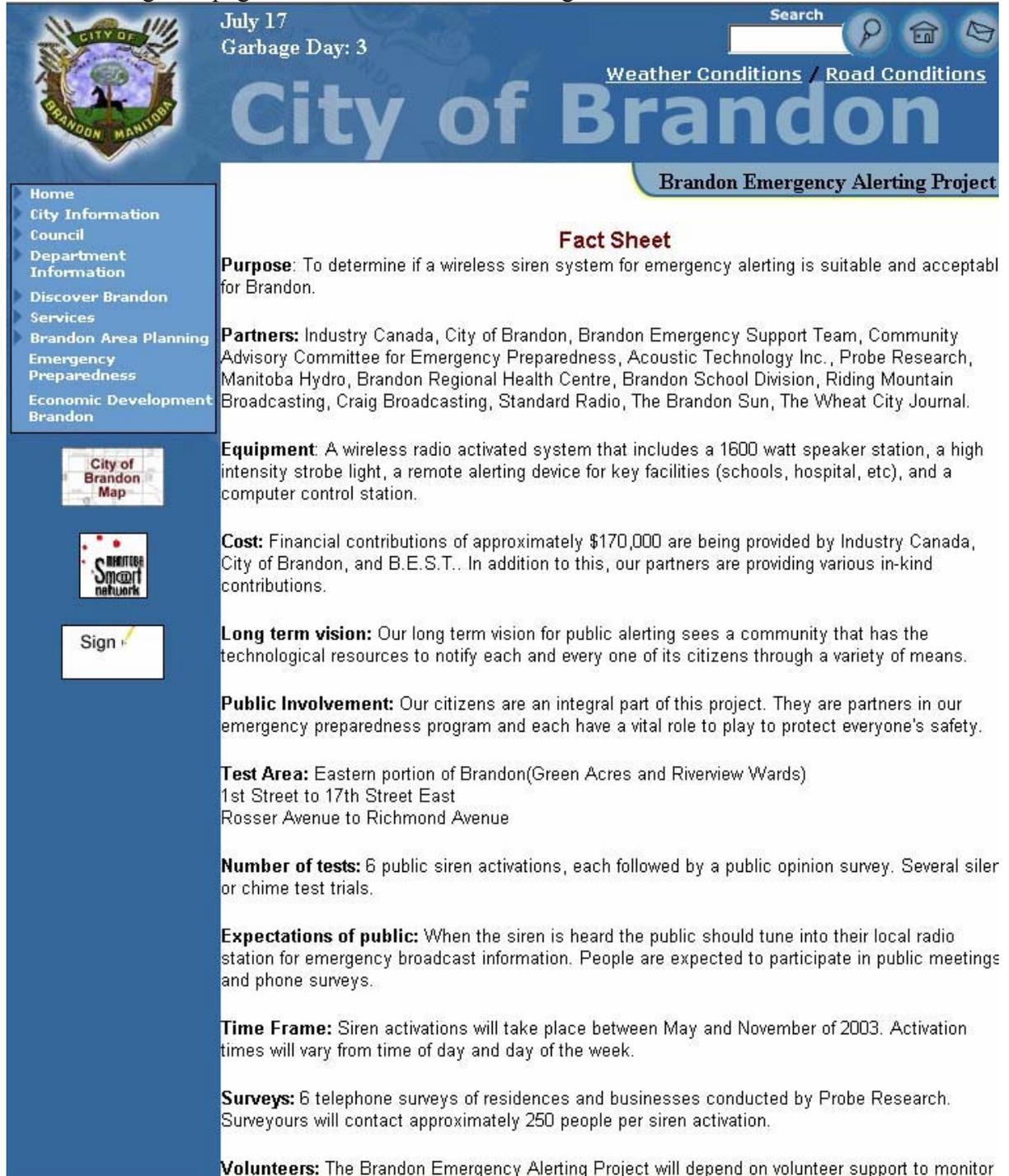
"I think we've done a good job in the public education side of things. It's the technical things that we're looking at more earnestly right now."

If BEAP is deemed a success, it could lead to 13 more similar towers within the city.

mnichols@brandonsun.com

Public Information Events

The following web page continued to be active during the second half of BEAP:



The screenshot shows the City of Brandon website interface. At the top left is the City of Brandon logo. To its right, the date "July 17" and "Garbage Day: 3" are displayed. A search bar is located in the top right corner. Below the search bar are links for "Weather Conditions / Road Conditions". The main heading "City of Brandon" is prominently displayed in the center. A navigation menu on the left lists various city services and information. The main content area features a "Fact Sheet" for the "Brandon Emergency Alerting Project".

Home
City Information
Council
Department Information
Discover Brandon
Services
Brandon Area Planning
Emergency Preparedness
Economic Development
Brandon

City of Brandon Map
Manitoba Smart network
Sign

Brandon Emergency Alerting Project

Fact Sheet

Purpose: To determine if a wireless siren system for emergency alerting is suitable and acceptable for Brandon.

Partners: Industry Canada, City of Brandon, Brandon Emergency Support Team, Community Advisory Committee for Emergency Preparedness, Acoustic Technology Inc., Probe Research, Manitoba Hydro, Brandon Regional Health Centre, Brandon School Division, Riding Mountain Broadcasting, Craig Broadcasting, Standard Radio, The Brandon Sun, The Wheat City Journal.

Equipment: A wireless radio activated system that includes a 1600 watt speaker station, a high intensity strobe light, a remote alerting device for key facilities (schools, hospital, etc), and a computer control station.

Cost: Financial contributions of approximately \$170,000 are being provided by Industry Canada, City of Brandon, and B.E.S.T.. In addition to this, our partners are providing various in-kind contributions.

Long term vision: Our long term vision for public alerting sees a community that has the technological resources to notify each and every one of its citizens through a variety of means.

Public Involvement: Our citizens are an integral part of this project. They are partners in our emergency preparedness program and each have a vital role to play to protect everyone's safety.

Test Area: Eastern portion of Brandon(Green Acres and Riverview Wards)
1st Street to 17th Street East
Rosser Avenue to Richmond Avenue

Number of tests: 6 public siren activations, each followed by a public opinion survey. Several siren or chime test trials.

Expectations of public: When the siren is heard the public should tune into their local radio station for emergency broadcast information. People are expected to participate in public meetings and phone surveys.

Time Frame: Siren activations will take place between May and November of 2003. Activation times will vary from time of day and day of the week.

Surveys: 6 telephone surveys of residences and businesses conducted by Probe Research. Surveyors will contact approximately 250 people per siren activation.

Volunteers: The Brandon Emergency Alerting Project will depend on volunteer support to monitor

emergency preparedness program and each have a vital role to play to protect everyone's safety.

Test Area: Eastern portion of Brandon (Green Acres and Riverview Wards)
1st Street to 17th Street East
Rosser Avenue to Richmond Avenue

Number of tests: 6 public siren activations, each followed by a public opinion survey. Several silent or chime test trials.

Expectations of public: When the siren is heard the public should tune into their local radio station for emergency broadcast information. People are expected to participate in public meetings and phone surveys.

Time Frame: Siren activations will take place between May and November of 2003. Activation times will vary from time of day and day of the week.

Surveys: 6 telephone surveys of residences and businesses conducted by Probe Research. Surveyors will contact approximately 250 people per siren activation.

Volunteers: The Brandon Emergency Alerting Project will depend on volunteer support to monitor the project, assist with information development, deliver information, collect sound level data, observe tests, be part of the project team.

For more information call Brian Kayes at 729-2239 or b.kayes@brandon.ca



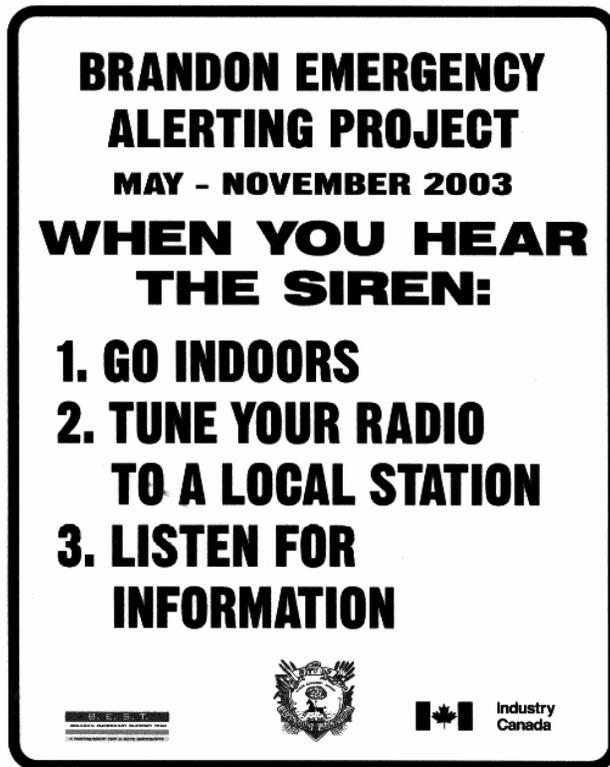
The graphic is a dark grey rectangular panel with a white border. At the top, the title "Emergency Alerting Project" is written in a yellow, sans-serif font. Below the title, on the left side, are three circular icons, each containing a yellow speaker symbol with sound waves. To the right of each icon is a text label: "All Clear", "Alerting Tone", and "Test Tone". To the right of these labels is a white-bordered rectangular box containing the text "B. E. S. T." in large, bold, black letters, followed by "BRANDON EMERGENCY SUPPORT TEAM" in smaller, bold, black letters, and "A PARTNERSHIP FOR A SAFE COMMUNITY" in even smaller, bold, black letters. At the bottom of the panel is a large, empty white rectangular box.

[← Previous Page](#)



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The following street sign was installed on May 27, 2003 at seven entrances to the City; 18th Street south, Victoria Ave. west, 18th Street north, 1st Street north, Victoria Ave. east, Richmond Ave. East. They remained in place during the second half of BEAP.



The following message was provided to City Council and City staff through e-mail on July 4, 2003:

Emergency Preparedness

The third activation and test of the Brandon Emergency Alerting Project took place last evening (July 2) at 6:30 PM. We tried a different tone this time to see if an alternating frequency of sound would capture more people's attention. As in the past a dozen volunteers helped out and took sound level reading in the test area. Initial reaction by the volunteers is that the new tone was easier to hear than the one tested previously. Probe Research is in the midst of their telephone survey and will have a summary of the first three test shortly. The next testing will take place in September.

Brian Kayes
Emergency Coordinator

The following message was provided to City Council and City staff through e-mail on July 30, 2003:

Emergency Preparedness

The interim reports on the siren testing and the related public education campaign have been submitted and accepted by Industry Canada. The reports will be added to the Brandon Emergency Alerting Project web page on www.brandon.ca shortly.

Brian Kayes
Emergency Coordinator

August 8, 2003:

The Siren Demonstration and Evaluation Interim Report and the Public Education Campaign Interim Report were placed on the City's web site at www.brandon.ca

September 4, 2003

The Project Coordinator attended an Emergency Operations Centre training session for the Brandon Regional Health Authority and was asked to bring the group up to date on BEAP.

September 8

The schools in the test area were contacted regarding BEAP. They were informed that an updated flyer would be delivered shortly through the mail and the plan was to provide a presentation to students if the school wished. Their actions were to be the same as in the earlier testing and that two tests were planned for the evening so no action on the part of the schools would be required.

September 9, 2004

The Brandon Emergency Support Team held a meeting to discuss B.E.S.T. projects that are on-going and to develop plans for future activities. The Project Coordinator brought the group up to date with a presentation on the first half results from Probe Research.

This PSA was released September 10, 2003:

PUBLIC NOTICE
COMMUNITY MEETING
FOR
GREEN ACRES WARD AND RIVERVIEW WARD

Please take notice that a community meeting will take place as follows:

<u>DATE:</u>	Tuesday, September 16th, 2003
<u>TIME:</u>	7:00 p.m.
<u>LOCATION:</u>	Green Acres School 335 Queens Avenue East

The purpose of this meeting is to report on the activities of the Brandon Emergency Alerting Project and to discuss the upcoming siren tests planned for this Fall. For more information contact 729-2239.

Councillor Don Jessiman
Green Acres Ward No. 10

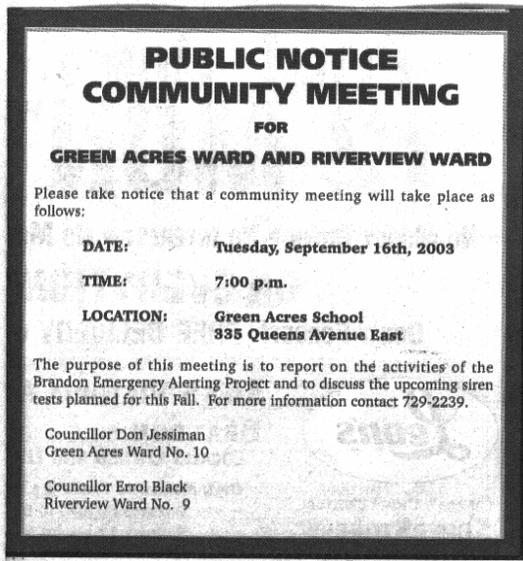
Councillor Errol Black
Riverview Ward No. 9

Council up-date September 11, 2003:

Emergency Preparedness

B.E.S.T. had a general meeting this week to review the year so far and to determine direction for the remainder of the year. There was good support for the public education program. We plan to introduce two new programs to Brandon schools this Fall. One is the Grade Two program developed by the Red Cross for which B.E.S.T. is supplying the booklets. The second is a colouring book about HazMat the Dragon which was developed by Brandon University student Amanda Sacharko with input by several B.E.S.T. members. Amanda plans to spend time in each Grade Four class providing information about hazardous materials and shelter-in-place. Members were also pleased to see the progress we are making on the Brandon Emergency Alerting Project.

The following message was published in the Wheat City Journal on September 11, 2003:



The following message was broadcast on four local radio stations September 12 – 15, 2003:

The City of Brandon reminds residents of Green Acres and Riverview of a community meeting being held Tuesday, September 16, 7 PM at Green Acres School on Queens Avenue East.

Purpose of the meeting is to report on the activities of the Brandon Emergency Alerting Project, and to discuss upcoming siren tests this fall. For more information contact Green Acres "Ward Ten" Councillor Don Jessiman . . . Riverview "Ward Nine" Councillor Errol Black, or call 729-2239.

September 13, 2003

The Project Coordinator made a presentation on shelter-in-place at the Fire and Life Safety Conference sponsored by the Office of the Fire Commissioner. BEAP was reviewed and discussed as it related to initiating a shelter-in-place response by the public.

The following article appeared in the Brandon Sun on September 15, 2003:

Siren tests on agenda at community meeting

The Brandon Emergency Alerting Project (BEAP) will be the hot topic at a community meeting Tuesday night.

Tomorrow at 7 p.m., at the community meeting for Green Acres and Riverview wards, BEAP activities and upcoming siren tests will be discussed.

Fall testings for the project will soon begin. The project's goal is to test the range the single siren in Brandon's industrial park. When residents hear its electric tone, they are to go inside their homes and turn local radio stations on.

The meeting will be held at Green Acres School.

/Brandon Sun

The following message was published in the Brandon Sun on September 15, 2003:



PUBLIC NOTICE COMMUNITY MEETING FOR GREEN ACRES WARD & RIVERVIEW WARD MEETING

Please take notice that a community meeting will take place as follows:

DATE: Tuesday, Sept. 16, 2003

TIME: 7:00 p.m.

LOCATION:

**Green Acres School
335 Queens Avenue East**

The purpose of the meeting is to report on the activities of the Brandon Emergency Alerting Project and to discuss the upcoming siren tests planned for this Fall. For more information contact 729-2239.

**Councillor Don Jessiman
Riverview Ward No. 10**

**Councillor Errol Black
Riverview Ward No. 9**

Local radio station CKLQ interviewed the Project Coordinator on September 16, 2003 about the upcoming series of siren tests. The interview was included as part of the September 17, 2003 news broadcasts.

Community Meeting was held September 16, 2003:

The Community Meeting was attended by 14 people. A 10 minute Power Point presentation on BEAP was given by the Project Coordinator (see Appendix G) followed by a 15 minute power point presentation showing Probe Research's finding to date (see Appendix H). A fact sheet was provided (below). This was followed by a question and answer period. No Media attended.

September 16, 2003

The Project Coordinator provided an update on BEAP for the steering committee of Brandon and Area's Safe Community initiative.

The following fact sheet was provided at the Community Meeting and posted on the B.E.S.T. Display Board in City Hall on September 16, 2003:

Brandon Emergency Alerting Project

In the next few weeks, the City of Brandon will once again be testing an emergency alerting system in the east end of the city.

WHAT IS NEW WITH THIS TESTING

We will be testing a tone that sounds much like sirens in many rural communities.

We will be testing at different times of the day and different weather conditions.

WHO

The testing is part of the Brandon Emergency Support Team's program. Everyone who lives or works east of First Street is encouraged to take part.

WHAT

We will be testing an emergency alerting siren and strobe light.

A sample of the sound can be heard at www.brandon.ca

The light is a bright white light much like what you see on the top of school buses.

WHERE

The testing will take place in the east end of Brandon. This is between 1ST Street and 17TH Street East and from Rosser Ave. to Richmond Ave.

WHEN

Three tests will be completed between September and the end of October 2003.

WHY

It is important to be able to notify people when something has happened in the city. An emergency alerting system can quickly notify many people. It can be used for tornado warnings, chemical spills, or sudden flooding. We want people to learn that when they hear the siren or see the flashing light they can get more information about what they should do by listening to a local radio station.

Remember that right now we are only testing the system to see how it works. It will not be used for a real emergency.

WHAT TO DO WHEN YOU HEAR THE SIREN

Turn on a radio and tune it to one of these local stations:

Hot 101 FM

Star 94.7 FM

KX 96 FM

CKLQ 880 AM

The radio will explain that this is a test and ask you to make a note of where you were when you heard the siren.

A few days after each test someone may phone and ask some questions about how you felt the siren worked. The company that will be phoning is Probe Research. Please spend a few minutes and answer the questions. This is how we will learn if a siren system is effective at alerting people and will help us decide if it is right for Brandon.

For more information contact Brian Kayes at 729-2239 or best@brandon.ca

This program is supported in part by Industry Canada, the City of Brandon, and B.E.S.T.

The following fact sheet was delivered to Westman English as a Second Language, Maple Leaf Foods, Brandon University International Studies. Copies were also posted and available at the B.E.S.T. Display Board in City Hall on Sept 18, 2003:

PROYECTO DE ALERTA PARA EMERGENCIAS EN BRANDON

Dentro de unas semanas, la Ciudad de Brandon volverá a hacer la prueba del Sistema de Alerta para Emergencias en la parte Este de la ciudad.

LO NUEVO DE ESTE SISTEMA

Estaremos usando un sonido como las sirenas que usan en muchas comunidades rurales. La probaremos durante el día a diferentes horas y con condiciones de clima diferentes.

QUIEN

Esta prueba la organiza el Equipo de Soporte para Emergencias en Brandon. Todas las personas que viven o trabajan en la parte Este de la ciudad, lo invitamos a participar.

QUE

Estaremos probando una sirena de alerta de emergencia y una luz estroboscópica o intermitente. Un ejemplo del sonido se puede escuchar en www.brandon.ca
La luz es blanca y brillante, muy parecida a la luz del techo de los autobuses escolares.

DONDE

La prueba se llevará a cabo en la parte Este de Brandon. Esto es desde la Calle 1 hasta la Calle 17 y de la Avenida Rosser a la Avenida Richmond.

CUANDO

Se harán tres pruebas entre Septiembre y Octubre del 2003.

PORQUE

Es muy importante notificar a la gente cuando algo está pasando en la Ciudad. Un Sistema de Alerta para Emergencias puede alertar a mucha gente rápidamente. Se puede usar para Alerta de Tornados, derrames de químicos o inundaciones repentinas. Queremos que la gente aprenda que cuando escuchen la sirena o vean la luz intermitente, deben obtener más información sintonizando su radio en estaciones locales. Recuerden que por ahora solo estamos probando el Sistema para ver como funciona. No lo usaremos para una emergencia real.

QUE HACER SI ESCUCHA LA SIRENA

Encienda su radio y sintonícelo en las siguientes estaciones locales:

Hot 101 FM Star 94.7 FM KX 96 FM CKLQ 880 AM

En el radio se les explicará que esta es una prueba y les pedirá que tomen nota de cuando y donde estaban al escuchar la sirena.

Unos días después recibirá una llamada telefónica para pedirle su opinión acerca del Sistema. La Compañía Probe Research va a realizar esta llamada.

Por favor dedique unos minutos contestando estas preguntas; esto nos ayudará a determinar si el Sistema de la Sirena es efectivo para alertar a la gente y nos ayudará a decidir si está bien para Brandon.

Para mayor información, favor de contactar a Brian Kayes, Tel: 729-2239 o best@brandon.ca

September 18, 2003

The Project Coordinator provided an update on BEAP to the City's Planning and Exercise Team.

The following message was broadcast on four local radio stations September 19 – 23, 2003:

Radio Message:

Emergencies arise without warning. The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

BEST will continue testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.]

After the test, you may be contacted and asked for your opinion on the effectiveness of the sirens. Please take a few minutes to answer the questions, conducted by Probe Research. Brandon's Emergency support Team, a partnership for a safe community.

The following message was broadcast on local television September 19 – 23, 2003:

Video	Audio
Tornado footage	Emergencies arise without warning.
Over-turned train footage	The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.
Flooding footage	SX : Emergency siren
BEST logo over tornado image	BEST will continue testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.
Single siren tower	
WS siren tower	
Pan siren/light	
CU turning on radio	
WS siren tower	After the test, you may be contacted and asked for your opinion on the effectiveness of the sirens. Please take a few minutes to answer the questions, conducted by Probe Research.
BEST logo on black	Brandon's Emergency support Team, a partnership for a safe community.

Flyers with this information were delivered by Canada Post to all test area addresses on September 22, 2003. Copies were also posted and available at the B.E.S.T. Display Board in City Hall:

Brandon Emergency Alerting Project

In the next few weeks, the City of Brandon will once again be testing an emergency alerting system in the east end of the city.

WHAT IS NEW WITH THIS TESTING

We will be testing a tone that sounds much like sirens in many rural communities. We will be testing at different times of the day and different weather conditions.

WHO

The testing is part of the Brandon Emergency Support Team's program. Everyone who lives or works east of First Street is encouraged to take part.

WHAT

We will be testing an emergency alerting siren and strobe light. A sample of the sound can be heard at www.brandon.ca. The light is a bright white light much like what you see on the top of school buses.

WHERE

The testing will take place in the east end of Brandon. This is between 1ST Street and 17TH Street East and from Rosser Ave. to Richmond Ave.

WHEN

Three tests will be completed between September and the end of October 2003.

WHY

It is important to be able to notify people when something has happened in the city. An emergency alerting system can quickly notify many people. It can be used for tornado warnings, chemical spills, or sudden flooding. We want people to learn that when they hear the siren or see the flashing light they can get more information about what they should do by listening to a local radio station. Remember that right now we are only testing the system to see how it works. It will not be used for a real emergency.

WHAT TO DO WHEN YOU HEAR THE SIREN

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For more information contact Brian Kayes at 729-2239 or best@brandon.ca

This program is supported in part by Industry Canada, the City of Brandon, and B.E.S.T.

The following message was provided to City Council and City staff through e-mail on September 25, 2003:

Emergency Preparedness

The Brandon Emergency Alerting Project held its fourth siren test this week. The weather conditions were windy and we expected some decrease in sound transmission. This did not appear to be the case. The volunteer group who took sound level readings reported that the siren seemed much louder on this test. It seems that cooler temperatures at ground level cause less bending of the sound waves away from the earth and therefore a "louder" sound reaches our ears. There are two more tests planned for October and then the final report writing begins in earnest.

Brian Kayes
Emergency Coordinator

The following change was made to the BEAP web page on September 30, 2003. An additional tone was added to the original ones.



The following message was published in the Wheat City Journal on October 9, and in the Brandon Sun on October 11 – 14, 2003:

IMPORTANT NOTICE

SIREN TEST

For residents and businesses
located east of 1st Street in Brandon

**WEEK OF
OCTOBER 13th - 18th**

When you hear the siren:

1. Go indoors
2. Tune your radio to a local station
3. Listen for information

To hear a sample of the siren tone -
www.brandon.ca

Following the test you may be contacted by
Probe Research and asked for your
opinion of the siren system.
Please answer their questions.

 **BRANDON EMERGENCY ALERTING PROJECT**
a program of the Brandon Emergency Support Team (BEST)

For more information
call 728-2239

BEST
BRANDON EMERGENCY SUPPORT TEAM
A PARTNERSHIP FOR A BETTER COMMUNITY

Local radio station CKLQ interviewed the Project Coordinator on October 13, 2003 regarding the upcoming siren test. General information was provided. The interview was included as part of the October 13, 2003 news broadcasts.

Flyers with this information were delivered by Canada Post to the test area addresses on October 13, 2003. Copies were also posted and available at the B.E.S.T. Display Board in City Hall:

Brandon Emergency Alerting Project

We are now in the midst of our second set of tests of the emergency alerting system in the east end of the city.

WHAT IS NEW WITH THIS TESTING

We will be testing a tone that sounds much like sirens in many rural communities.
We will be testing at different times of the day and different weather conditions.

WHO

The testing is part of the Brandon Emergency Support Team's program. Everyone who lives or works east of First Street is encouraged to take part.

WHAT

We will be testing an emergency alerting siren and strobe light.
A sample of the sound can be heard at www.brandon.ca
The light is a bright white light much like what you see on the top of school buses.

WHERE

The testing will take place in the east end of Brandon. This is between 1ST Street and 17TH Street East and from Rosser Ave. to Richmond Ave.

WHEN

One test was completed at the end of September. Two will be conducted in October.

WHY

It is important to be able to notify people when something has happened in the city. An emergency alerting system can quickly notify many people. It can be used for tornado warnings, chemical spills, or sudden flooding. We want people to learn that when they hear the siren or see the flashing light they can get more information about what they should do by listening to a local radio station. Right now we are only testing the system to see how it works. It will not be used for a real emergency.

WHAT TO DO WHEN YOU HEAR THE SIREN

Turn on a radio and tune it to one of these local stations:

Hot 101 FM Star 94.7 FM KX 96 FM CKLQ 880 AM

The radio will explain that this is a test and ask you to make a note of where you were when you heard the siren.

A few days after each test someone may phone and ask some questions about how you felt the siren worked. The company that will be phoning is Probe Research. Please spend a few minutes and answer the questions. This is how we will learn if a siren system is effective at alerting people and will help us decide if it is right for Brandon.

For more information contact Brian Kayes at 729-2239 or best@brandon.ca

This program is supported in part by Industry Canada, the City of Brandon, and B.E.S.T.

The following message was broadcast on local television October 14 – 16, 2003:

Video Tornado footage	Audio Emergencies arise without warning.
Over-turned train footage Flooding footage BEST logo over tornado image	The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger. SX : Emergency siren
Single siren tower WS siren tower Pan siren/light CU turning on radio	BEST will continue testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.
WS siren tower	After the test, you may be contacted and asked for your opinion on the effectiveness of the sirens. Please take a few minutes to answer the questions, conducted by Probe Research.
BEST logo on black	Brandon's Emergency support Team, a partnership for a safe community.

The following message was broadcast on four local radio stations October 15 – 17, 2003:

Radio Message:

Emergencies arise without warning. The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

BEST will continue testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.]

After the test, you may be contacted and asked for your opinion on the effectiveness of the sirens. Please take a few minutes to answer the questions, conducted by Probe Research. Brandon's Emergency support Team, a partnership for a safe community.

The following article was published in the wheat City Journal October 16, 2003:

Wheat City Journal • Brandon, Man.

October 16, 2003

Emergency test coming this week

The Brandon Emergency Alerting Project will run its fifth test near the end of this week.

The exact time and date of the test will not be revealed, but it will take place before Oct. 18.

The BEAP testing phase has been

in effect since June 9. An electric siren and strobe light was installed this summer at 900 Dennis Street and is designed to alert Brandon residents of possible emergencies, such as tornado warnings or chemical spills.

In the testing phase, the siren and strobe are detonated, and at that time residents are asked to go into their homes and turn on their radio to any local station for more details.

This is the fifth of six tests to be conducted.

The following message was published in the Wheat City Journal on October 23, 2003:
Brandon Sun on October 25 – 27, 2003:

IMPORTANT NOTICE	
SIREN TEST For residents and businesses located east of 1st Street in Brandon Week of Oct. 27-31, 2003	When you hear the siren: 1. Go indoors 2. Tune your radio to a local station 3. Listen for information To hear a sample of the siren tone – www.brandon.ca Following the test you may be contacted by Probe Research and asked for your opinion of the siren system. Please answer their questions.
	BRANDON EMERGENCY ALERTING PROJECT a program of the Brandon Emergency Support Team (BEST) For more information call 729-2239 B. E. S. T. BRANDON EMERGENCY SUPPORT TEAM A PARTNERSHIP FOR A SAFE COMMUNITY

The following message was published in the Brandon Sun on October 25 – 27, 2003:

IMPORTANT NOTICE	
SIREN TEST For residents and businesses located east of 1st Street in Brandon WEEK OF OCTOBER 26th - NOVEMBER 1st When you hear the siren: 1. Go indoors 2. Tune your radio to a local station. 3. Listen for information To hear a sample of the siren tone - www.brandon.ca Following the test you may be contacted by Probe Research and asked for your opinion of the siren system. Please answer their questions.	
	BRANDON EMERGENCY ALERTING PROJECT a program of the Brandon Emergency Support Team (BEST) For more information call 729-2239 B. E. S. T. BRANDON EMERGENCY SUPPORT TEAM A PARTNERSHIP FOR A SAFE COMMUNITY

The following message was broadcast on local television October 24 – 29, 2003:

Video	Audio
Tornado footage	Emergencies arise without warning.
Over-turned train footage	The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.
Flooding footage	SX : Emergency siren
BEST logo over tornado image	
Single siren tower	BEST will continue testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.
WS siren tower	
Pan siren/light	
CU turning on radio	
WS siren tower	After the test, you may be contacted and asked for your opinion on the effectiveness of the sirens. Please take a few minutes to answer the questions, conducted by Probe Research.
BEST logo on black	Brandon's Emergency support Team, a partnership for a safe community.

October 27, 2003

A video that was being prepared by the local community access channel had seen a number of delays and was not ready until late October. The intention had been to use this as part of a program in the schools but the late delivery date did not allow this to happen. The staff at the school reported that they had been keeping track of BEAP through the media, the web site, and the flyers that were delivered to the schools. Their initial concern regarding what actions they were to take were eased when they understood that the schools were to take the same response as the general public.

The following message was broadcast on four local radio stations October 27 – 29, 2003:

Radio Message:

Emergencies arise without warning. The City of Brandon and Brandon's Emergency Support Team are developing an emergency alerting system to notify the public during times of possible danger.

BEST will continue testing the siren and strobe light and everyone who lives or works east of First Street is encouraged to take part. When you hear the siren, tune into your local radio station for more information.]

After the test, you may be contacted and asked for your opinion on the effectiveness of the sirens. Please take a few minutes to answer the questions, conducted by Probe Research.

Brandon's Emergency support Team, a partnership for a safe community.

A video newscast was broadcast on four local radio stations October 29, 2003 on CBC television and the News World channel. The broadcast reviewed why the City had decided to test an alerting siren and showed how people in the community had a positive feeling towards the idea of emergency alerting.

The Project Coordinator was interviewed on CBC RadioNoon on October 29, 2003. The community aspect of BEAP was emphasized.

The following message was provided to City Council and City staff through e-mail on October 31, 2003:

Emergency Preparedness

BEAP held its sixth and final siren test on Wednesday evening. We had officials from Industry Canada, Manitoba Emergency Measures Organization, and the Office of Critical Infrastructure Protection and Emergency Preparedness in attendance. CBC radio and television both provided stories about BEAP that aired Wednesday at noon and during the supper news. I will now begin work on the final report of which a draft is due by mid-November.

Some time ago I was invited to attend an Industry Canada sponsored forum on emergency alerting in Canada. The forum will take place November 6, in Ottawa. Since my meeting last evening with Industry Canada and others, I have been asked to speak at the forum and present information about BEAP. In addition I have been asked to attend a special workshop made up of the Canadian elite of emergency alerting. The workshop will be held November 5 and will work toward developing alerting protocols and national policies on emergency alerting. I have been asked to provide the municipal perspective as I understand it from our work on BEAP. I can not stress enough how much everyone has been impressed by the way the community has worked together to make BEAP successful.

Brian Kayes

Emergency Coordinator