

# Emergency Communications



ALBERNI-CLAYOQUOT  
REGIONAL DISTRICT

**AB** adriane  
brown  
group

# Land acknowledgement

We acknowledge that this work takes place on the traditional and unceded territories of the Tseshaht First Nation and Hupačasath First Nation. These Nations have stewarded the lands and waters of the Alberni Valley since time immemorial.

We're grateful for their leadership and partnership — and committed to ongoing collaboration that respects sovereignty and supports culturally grounded emergency communications.



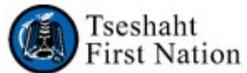
# Project overview

1. **Project planning and design**
  2. **Engagement process & audit**
    - ✓ Interviews
    - ✓ Document review
    - ✓ Comparator jurisdictions
    - ✓ Communications audit
-  **Findings recommendations guide next steps**
3. **Deliver the Emergency Communications & Public Notification Plan and resource guides:**
    - Information Officer
    - Media
    - Spokesperson
    - Emergency support services
  4. **Social media graphics**
  5. **Training & final report**



**Alberni-Clayoquot Regional District  
Emergency Communications Plan  
Phase 2 Project Report**

Credit: BC Ministry of Transportation and Infrastructure



## Goals

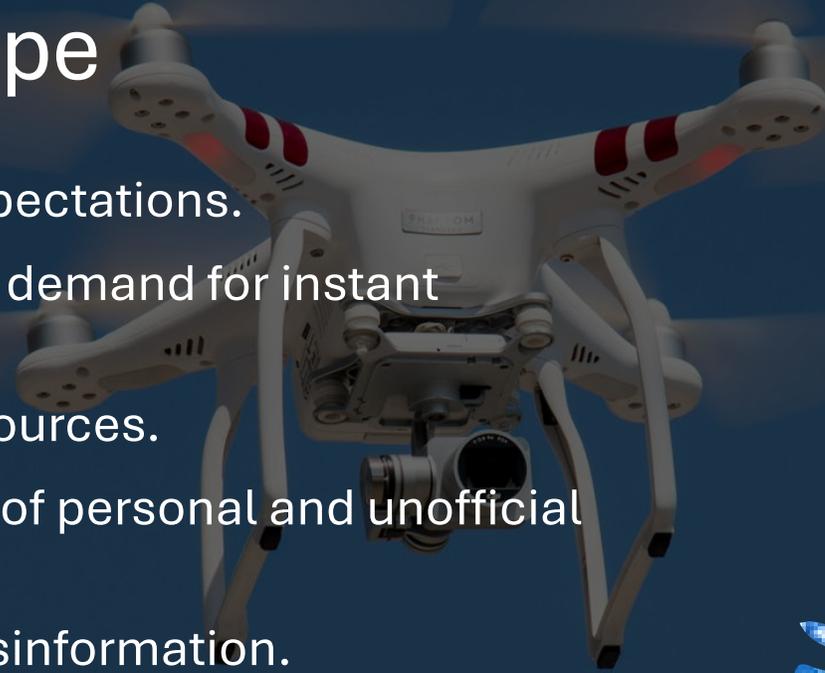
- Clear direction for internal communication processes.
- Foster cross-jurisdictional and inter-agency information sharing.
- Ensure timely, consistent, harmonized messaging for the public.

A word cloud in shades of blue and white. The most prominent words are 'source', 'timely', 'digital', 'crisis', 'media', 'relationships', 'channel', 'social', 'multi', 'communications', 'alerts', 'user', 'generated', 'narrative', 'responsive', and 'content'. The words are arranged in a somewhat circular pattern, with 'source' and 'timely' at the top, 'crisis' and 'media' in the middle, and 'relationships' and 'channel' at the bottom.

A word cloud in shades of blue and white. The most prominent words are 'emergency', 'planning', 'response', 'collaboration', 'Resilience', 'awareness', 'dissemination', 'agency', 'information', 'Management', 'stakeholder', 'continuity', 'public', 'risk', 'assessment', 'regional', 'Incident', 'Engagement', 'multi', 'crisis', 'activation', 'Community', 'Infrastructure', 'relations', 'hazard', 'partners', 'media', 'disaster', 'protection', 'support', 'coordination', 'adaptation', 'Preparedness', 'safety', 'Command', 'System', 'mitigation', 'climate', 'activation', 'Community', 'Infrastructure', 'relations', 'hazard', 'partners', 'media', 'disaster', 'protection', 'support', 'coordination', 'adaptation', 'Preparedness', 'safety', 'Command', 'System', 'mitigation', 'climate'. The words are arranged in a somewhat circular pattern, with 'emergency' and 'planning' at the top, 'response' and 'collaboration' in the middle, and 'activation' and 'Community' at the bottom.

# The emergency communications landscape

- Evolving expectations.
- High public demand for instant updates.
- Limited resources.
- Prevalence of personal and unofficial footage.
- Mis- and disinformation.
- Need for multi-channel communication.



## Phase 2: Key findings

- Very strong levels of support & commitment for the Emergency Program.
- An effective and robust emergency management program & team.





# Pathways to greater effectiveness

- Develop a stronger identity & build program awareness.
- Expand communications channels & approaches:
  - Program dedicated website
  - Dedicated social channels
  - Owned-content strategy.
- Establish clearer EOC activation processes.
- Formalize EOC notification protocols for the public & elected officials.
- Develop First Nations specific ECPs designed to operate independently or as part of a unified regional response.



## Moving forward

- Delivery of the ACRD Plan and Resource Guides is on track for June.
- Training and orientation to the Plan and materials for the ACRD team is scheduled for June 17.
- Development of Nation-specific plans now underway.
- Targeting **September** for finalization of First Nations' plans and training delivery.
- A final **project report and wrap-up** will follow project completion.

