

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)  
To: ["Direct to Mayor and Council - DL"](#)  
Date: 12/1/2021 3:58:17 PM  
Subject: [Upcoming NR: Public Alert System Launch \(Nov. 2, 2021\)](#)

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Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release on December 2 regarding the launch of the Alertable App to improve public safety notifications. Please keep this news release embargoed until it goes live from the City media email account at approximately 10:30 am on December 2.

We've been working on improving our public safety notifications and to complement existing methods for emergency notification, we're launching Alertable. The app is a municipal-level public alerting system, which will enable timely distribution of information for urgent and severe emergency events affecting Vancouver. The Alertable app is free, and can be downloaded to smart mobile phones, tablets, computers, or smart speakers.

Please note the highlighted link below is not yet live but the app may be downloaded via [Apple](#) or [Android](#).

The City will be sharing about the new app via social media and would appreciate you amplifying posts about the tool on your channels, should you wish to do so.

Best,  
Paul

**Paul Mochrie** (he/him)  
City Manager  
City of Vancouver  
[paul.mochrie@vancouver.ca](mailto:paul.mochrie@vancouver.ca)



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

**City of Vancouver**  
**News Release**  
**December 2, 2021**

## **City now using Alertable app to improve public safety notification**

***Free app available to download now***

The City of Vancouver will use Alertable, a downloadable smartphone app, to provide public safety alerts to local residents, visitors and commuters when significant local emergencies happen.

This municipal-level public alerting system will enable timely distribution of information for urgent and severe emergency events affecting the city of Vancouver. The Alertable app is free, and can be downloaded to smart mobile phones, tablets, computers, or smart speakers.

"Staying informed is an essential component of personal emergency preparedness," said City of Vancouver Director of Emergency Management Daniel Stevens. "Alertable is one of the fastest ways we can reach people. Now, more than ever, we need to be able to deliver important safety information to people in various ways."

This app complements the City's existing methods for notifying the public of emergencies, which include social media, local news media, updates to the City's website and door knocking. The City of Vancouver may issue alerts for significant emergencies such as major fires and disruptive hazardous materials, where the public needs to take urgent action.

"Alertable is for anyone, at any stage of emergency preparedness. We encourage people to download the app so they receive alerts with clear and direct instructions on how to stay safe," said Stevens.

For more information and to download the app, visit [vancouver.ca/get-alerts](https://vancouver.ca/get-alerts).

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**Media Contact:**

Civic Engagement and Communications

604-871-6336

[media@vancouver.ca](mailto:media@vancouver.ca)