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To: ["Direct to Mayor and Council"](#)  
Date: 5/7/2025 9:14:01 AM  
Subject: Council FYI: Communications approach for emergency alert system test on Wednesday

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Dear Mayor and Council,

Staff have confirmed that the Province intends to carry out a planned test of the national emergency alert system today, Wednesday May 7 at 1:55 pm PST. During this scheduled system test, an alert tone will sound and a message will appear on cellphones, while alert messages are broadcast across radio and TV. The alert typically lasts for a few seconds. While the messaging is clear that it is a practice test only, the tone of the test can be jarring, especially when not expected and in light of recent local events.

#### Communications approach in brief

In consideration of those impacted by the tragic events following the Lapu Lapu Day Festival on April 26, staff from the Emergency Operations Centre (EOC) have undertaken outreach to several community organizations engaged with the incident response so that they can raise awareness within their respective communities in advance. This includes the Vancouver School Board, Filipino BC and other groups supporting the community.

The City has also shared messaging related to tomorrow's test on social media, as part of its annual Emergency Preparedness Week public education campaign, which Council are welcome to amplify:

- [X post](#)
- [Threads post](#)
- [Facebook post](#)

#### Additional information

There may be some questions from community members or the media on when public alert systems are used. Public alert systems are important tools in emergencies and are typically activated in situations where safety instructions need to be delivered to members of the public as an incident is unfolding. A public alert is not always beneficial for emergency response, even for serious events.

For general questions about Emergency Preparedness Week and emergency alerts, please direct media to the [media@vancouver.ca](mailto:media@vancouver.ca). More information is also available at [vancouver.ca/get-alerts](https://vancouver.ca/get-alerts).

Best,

Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x m k y m (Musqueam), S wxwú7mesh (Squamish), and s lilw ta (Tsleil-Waututh) Nations.