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Town of Aurora

## Member Motion

Councillor Gilliland

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**Re:** Feasibility of an Opt-In Municipal Alert System for Emergencies, Weather and Service Disruptions

**To:** Members of Council

**From:** Councillor Rachel Gilliland

**Date:** March 10, 2026

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Whereas the Municipality has a responsibility to support public safety, emergency preparedness, and timely communication with residents during significant weather events; and

Whereas severe weather events, including snowstorms, freezing rain, high winds, flooding, and extreme heat, are increasing in frequency and intensity due to changing climate patterns; and

Whereas timely and direct communication to residents can improve public safety outcomes by providing advance notice of road closures, service disruptions, warming or cooling centre availability, parking restrictions, and other emergency measures; and

Whereas utility providers, including hydro companies, successfully operate opt-in text, app-based alert systems to notify customers of outages and restoration updates, demonstrating the effectiveness and public acceptance of such platforms; and

Whereas a municipal alert system could reduce pressure on staff resources by decreasing inbound inquiries during significant events and improve coordination between municipal departments, emergency services, and the public; and

Whereas many municipalities across Ontario have implemented digital alert systems that integrate with existing emergency management frameworks;

1. Now Therefore Be It Hereby Resolved That Council direct staff to report back on the feasibility of implementing an opt-in municipal alert system, including text message, and/or mobile application notifications, for significant weather events and related municipal service disruptions; and
2. Be It Further Resolved That the report include analysis of implementation costs, ongoing operational requirements, privacy and data security considerations, integration with existing emergency management systems, and examples of comparable municipal models.