



DATE: July 18, 2026

MEMORANDUM TO: Heads of Council

SUBJECT: Alert Ready

Dear Heads of Council:

Given the significant impacts of this year's wildland fire season, our government is enhancing the tools available to municipalities and First Nations to support emergency response. As part of this effort, we are expanding access to the Alert Ready system, which can deliver urgent emergency messages directly to the public through television, radio, and compatible mobile devices. Alerts are intended for exceptional situations requiring immediate public awareness and action.

An Alert Ready notification may be requested when:

- An event presents an immediate or imminent threat to life, public health, safety and security, or could result in substantial property damage.
- Prompt public notification and a clear call to action will help reduce the risk.
- The event falls within an approved Broadcast Intrusive Alert category.

The following officials are authorized to request an Alert Ready message for incidents occurring within their own jurisdiction:

- Heads of Council, including Mayors, Reeves, Wardens and Regional Chairs
- First Nations Chiefs
- Community Emergency Management Coordinators (and alternates)
- Police Chiefs and Deputy Chiefs \ Fire Chiefs and Deputy Chiefs
- Senior municipal government officials
- The Provincial Emergency Operations Centre (PEOC)

Local authorities determine whether conditions warrant an alert and submit the proposed message to the PEOC. The PEOC verifies the identity of the requestor and assesses whether the request meets Alert Ready activation criteria before issuing the alert. Alerts may be updated, extended, or cancelled as circumstances evolve.

Your respective emergency management officials have established access to PEOC

contact information and may engage the PEOC as required to support Alert Ready requests.

Every alert:

- Should identify the affected area / Describe the hazard or threat / Provide clear public instructions / Direct the public to an authoritative source for additional information.
- Must be issued in both English and French. Translation assistance is available through the PEOC when required.

Thank you for your continued commitment to keeping Ontario safe and protected.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jill Dunlop', with a long horizontal flourish extending to the right.

The Honourable Jill Dunlop
Minister of Emergency Preparedness and Response

cc.

Matthew Pegg, Deputy Minister and Commissioner of Emergency Management