

Fredericton Community Alerts

through Voyent Alert!

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Communications, City of Fredericton

A series of overlapping, wavy lines in shades of light blue and white, flowing from the left side of the slide towards the center.

Fredericton

Process and Working Group

- Annick Blizzard (Project Owner)
- Tiago Carvalho (Project Manager – IT)
- Jason Morency (Systems & Business Analyst, IT Division)
- Ashley Belding (Subject Matter Expert – Service Fredericton)



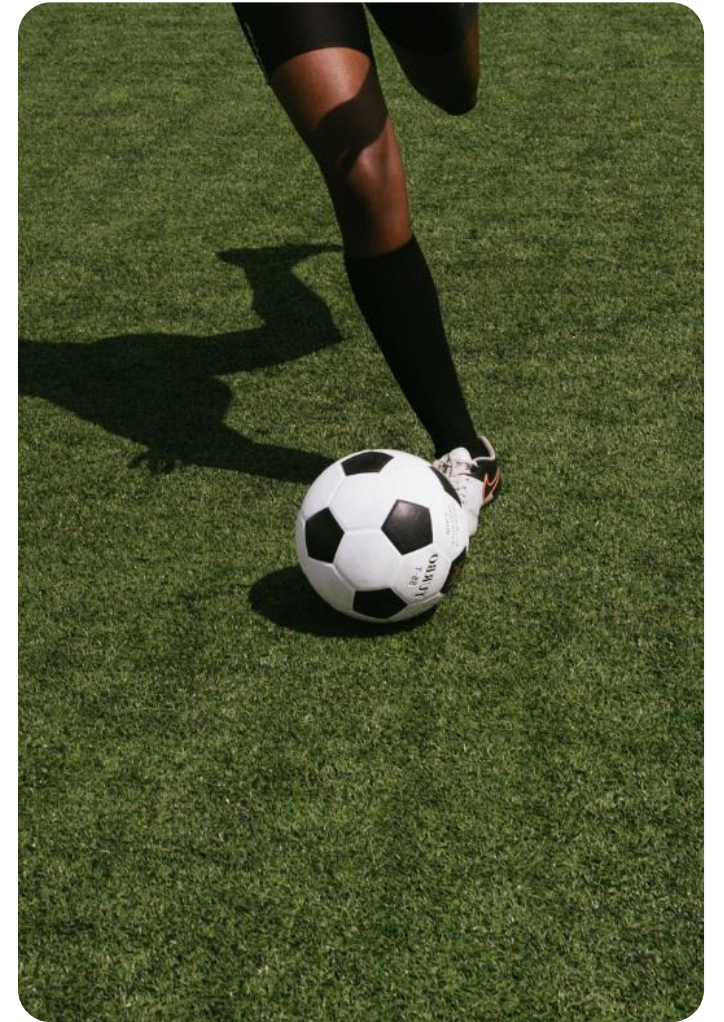
Objectives

- Time-sensitive City information direct to residents
- Customized to what residents want
- Bilingual service
- Gives residents latest information on daily programs/services
- Info on disruptions to those services.
- Non-police emergency info (flood)



Why should I sign up?

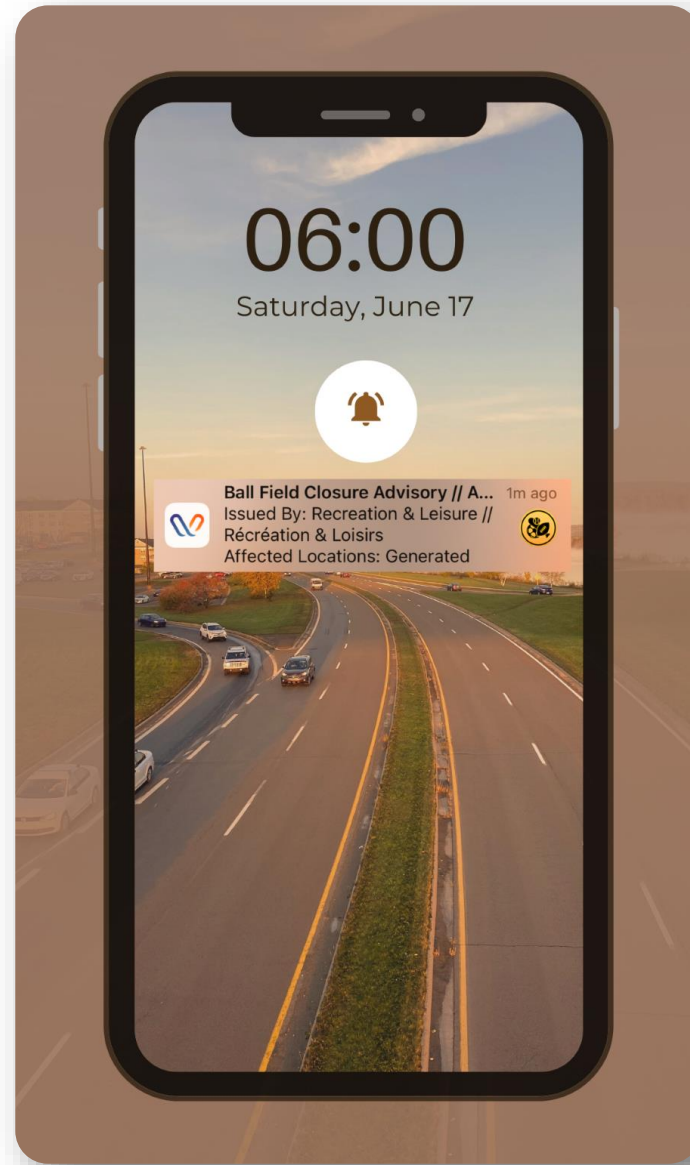
- To receive alerts / notifications from the City customized to your preferences
- Receive community alerts directly
- Avoid scrolling through social media
- To stay updated on EMO, floods, emergencies for you and your loved ones



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Scenario

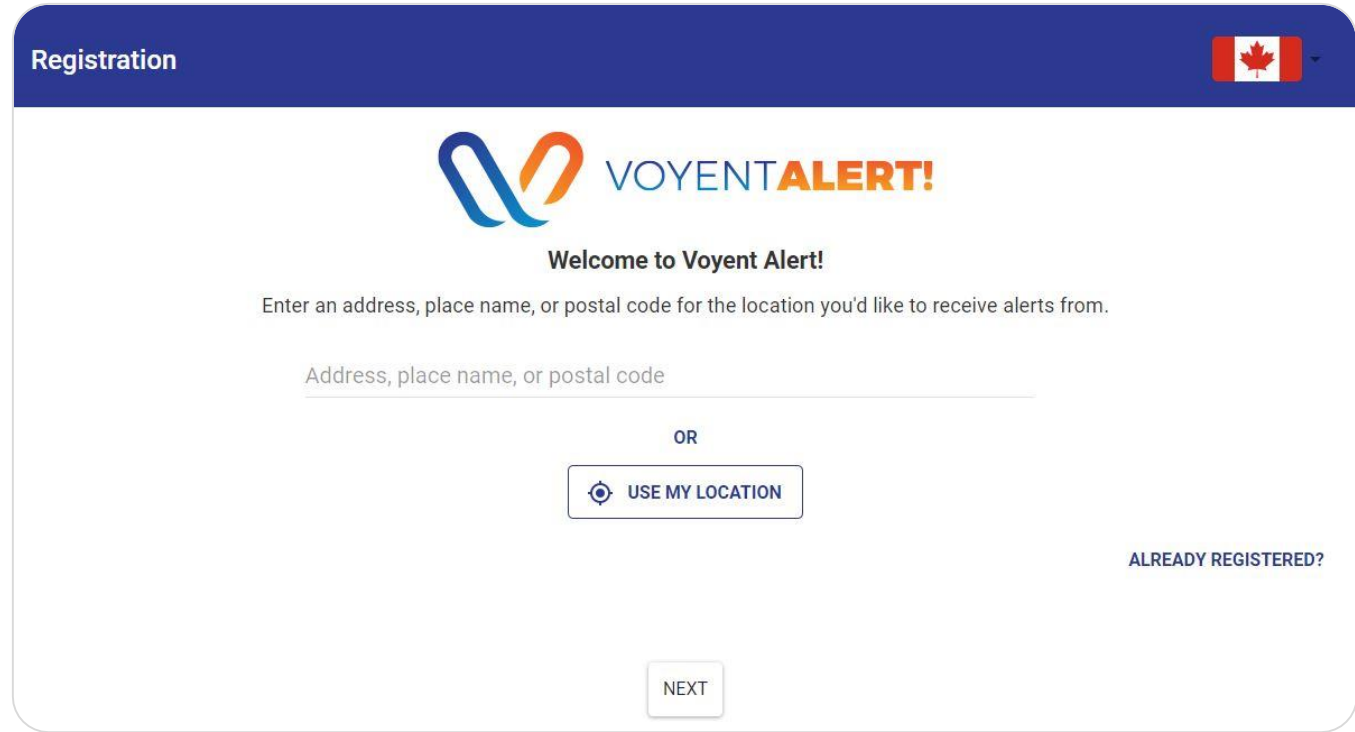
- It has rained all Friday
- It's Saturday morning
- You ponder scrolling through social media to see if fields are closed



- But then you get a notification that the fields are closed

How do I register?

- Via the Voyent Alert! mobile app (Apple App Store or Google Play Store)
- Or by web-based registration on the Voyent Alert! website



The screenshot shows the 'Registration' page of the Voyent Alert! website. At the top, there is a dark blue header with the word 'Registration' on the left and a Canadian flag on the right. Below the header, the Voyent Alert! logo is centered, featuring a stylized 'V' in blue and orange. Below the logo, the text 'Welcome to Voyent Alert!' is displayed. Underneath, a prompt asks the user to 'Enter an address, place name, or postal code for the location you'd like to receive alerts from.' A text input field with the placeholder 'Address, place name, or postal code' is provided. Below the input field, the word 'OR' is centered. A button labeled 'USE MY LOCATION' with a location pin icon is positioned below 'OR'. To the right of this button, the text 'ALREADY REGISTERED?' is visible. At the bottom center, there is a 'NEXT' button.

How can I receive these notifications?



Voyent Alerts! app



Text message



Email



**Accessible through City
of Fredericton website**



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A Phased Approach : Phase 1

- Recycling schedule
- Emergency Preparedness
- Field Closures
- Downtown Snow Haul

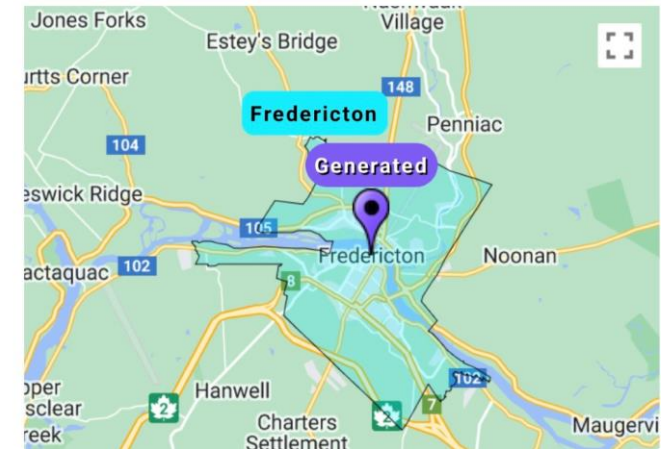
 **Blue Box Recycling Week //**
Semaine de recyclage boîte bleu  

 Issued: Apr 02 2023 10:00AM ADT
Ended: Apr 02 2023 11:00AM ADT
Issued by: **Fredericton**
Locations: **Generated**
Topics: [Recycling Notices //](#) [Avis de recyclage](#)

Why did I receive this notification?

It's **blue box** recycling week!

C'est la semaine de recyclage **boîte bleu**!



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What is it not?

- Not the same as the Alert Ready system. This is mostly used by RCMP / GNB
- Not a promotional tool – notifications timely information residents NEED to make decisions

Launch Strategy

- Update on City of Fredericton Website
- News release, Gleaner Ad
- Social Media Campaign launch
- Interest groups contacted directly

City alerts customized for you

Sign up for Fredericton's Community Alerts



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Questions?



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