

**The Honourable Kelly Greene**

Minister of Emergency Management and Climate Readiness  
Province of British Columbia  
PO Box 9020 Stn Prov Govt  
Victoria, B.C. V8W 9E2

May 7, 2025

**RE: Urgent Concerns and Request for Reconsideration – Emergency Preparedness Platform**

Dear Minister Greene,

On behalf of the BC Hotel Association, the Tourism Industry Association of BC (TIABC), BC Regional Tourism Secretariat (BCRTS), BC Destination Management Organization Association (BCDMOA), Tourism Kelowna, Tourism Kamloops and Tourism Prince George, we are writing to express deep concern regarding the Ministry's recent decision to discontinue the Emergency Preparedness Platform pilot program without a viable transition plan or an interim system to replace it.

This decision, which arrives at a time when British Columbia typically experiences hazards such as wildfires, flooding and drought, is deeply troubling. As tourism industry representatives, as well as the association representing British Columbia's hotel sector - an industry that has consistently stepped up to house displaced residents in times of crisis - we are committed to providing solutions and specifically, the safety and well-being of British Columbians and the tourists traveling our province.

For two seasons, BCHA and other regional constituents have worked in good faith with your Ministry to test and refine a digital platform designed to replace the outdated, manual process that is cumbersome, inaccurate and inefficient. The pilot demonstrated reasonable success, particularly in Kamloops. And while the solution is not yet perfect, it is functional and, more importantly, represents a foundation to build from. Unfortunately, that foundation is now being dismantled with no strategy in place other than to revert to an ineffective previous system.

The rationale that the Province needs to "go back to the drawing board" does not make sense, especially since the digital platform has proven sufficient and scalable. In fact, the vendor has been working directly with the Ministry and has articulated that they can roll-out the platform across the entire province in a matter of weeks.

In the current context, where climate emergencies are more frequent and more severe, there is little justification for abandoning a working model without some form of a replacement or plan. While other jurisdictions have paid a heavy price for failing to modernize emergency response systems in time, British Columbia could be a leader in preparedness.

The need for and access to digitization, real-time data, and integration with emergency services is readily available. Spreadsheets, manual processes, and delayed coordination will not serve communities under threat. To be clear, this is equally a concern across the entire province.

We strongly urge the Ministry to:

1. Reinstate the pilot program, at the very least until a clear and operational alternative is identified and ready for deployment.
2. Communicate transparently and immediately with the communities involved, many of whom are currently operating in a vacuum of information.
3. Collaborate with the BCHA, regional constituents, and sector partners to refine the existing platform for better integration and long-term viability, rather than discarding what has already been invested in and tested.

We remain open and available for constructive dialogue.

Sincerely,



**Paul Hawes**  
President & CEO  
British Columbia Hotel Association



**Colin Carson**  
Chief Executive Officer  
Tourism Prince George



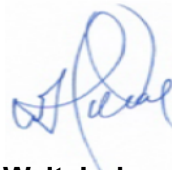
**Clint Fraser**  
Chair  
British Columbia Regional Tourism Secretariat

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

**Erik Fisher**  
Chief Executive Officer  
Tourism Kamloops

**TOURISM  
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**Walt Judas**  
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**TOURISM INDUSTRY  
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**Lisanne Ballantyne**  
President & CEO  
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