

ALERT & WARNING MESSAGING LIBRARY

Customizable Message Templates
for 40 Most Common Hazards



SAN MATEO COUNTY
EMERGENCY MANAGEMENT

About This Message Library

This library contains 40 pre-scripted message templates for emergency and non-emergency alerts. Each template follows the **Five Elements Framework** for effective public warnings:

1. **Agency** – Message source for credibility
2. **Hazard and Impacts** – What is happening and its effects
3. **Location** – Where the hazard is occurring
4. **Protective Actions** – What the public must do
5. **Time** – When impacts occur and duration

Templates provide consistent messaging while allowing customization for specific situations and geographic areas.

Federal vs. Local Alert Authority

Federal agencies issue initial alerts for: Earthquake, extreme cold, extreme heat, flooding, high wind, severe storm, tornado, and tsunami

Local jurisdictions issue follow-up alerts when:

- New information requires additional protective actions
- Community-specific details are needed
- Incident conditions change

Authority: National Weather Service (NWS) and United States Geological Survey (USGS) have primary warning authority. Local jurisdictions provide targeted, actionable follow-up information.

9-1-1 Service Outage

- **Alert Subject**
SMC Alert: [AGENCY] 9-1-1 service outages for [LOCATION]. Emergency, call Dispatch [###-###-####].
- **Text Message**
SMC Alert: [AGENCY] 9-1-1 service outages for [LOCATION]. If an emergency is occurring, [CALL/TEXT] [AGENCY] Dispatch at [###-###-####]. Estimated time of restoration at [TIME].
- **Email**
SMC Alert: [AGENCY] 9-1-1 service outages for [LOCATION]. Delays in law enforcement, ambulance, and/or fire services response may occur. If you or others are experiencing a critical emergency, [CALL/TEXT] [AGENCY] Dispatch at [###-###-####]. Estimated time of service restoration at [TIME].

Active Shooter

- **Alert Subject**
SMC Alert: [AGENCY] ACTIVE SHOOTER reported in [LOCATION]. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] ACTIVE SHOOTER in [LOCATION] at [TIME]. SHELTER in place NOW. WAIT for ALL CLEAR. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] ACTIVE SHOOTER in [LOCATION] at [TIME]. If you are in the area, SHELTER in place NOW. HIDE by going into the nearest room. Lock and block doors. Turn off lights and cell phone ringer. Stay silent. You could be shot, severely injured, or killed. WAIT for all clear. If you are outside the area, STAY AWAY. CHECK [SOURCE] for [updates/information] at [URL].

Air Quality

- **Alert Subject**
SMC Alert: [AGENCY] POOR AIR QUALITY in [LOCATION]. LIMIT time outside.
- **Text Message**
SMC Alert: [AGENCY] AIR QUALITY in [LOCATION] at [TIME] has reached [unhealthy/hazardous levels]. LIMIT time outside and STAY indoors as much as possible. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] AIR QUALITY in [LOCATION] at [TME] has reached [unhealthy/hazardous levels] for [sensitive groups, including those with heart/lung disease and asthma, older adults, children / everyone]. Exposure can irritate the throat and lungs and may cause shortness of breath, coughing/wheezing, and chest pain. LIMIT time outside and STAY indoors as much as possible. CHECK [SOURCE] for [updates/information] at [URL].

All Clear

- **Alert Subject**
SMC Alert: [AGENCY] [HAZARD/INCIDENT] in [LOCATION] is no longer a threat. [Area is safe/Resume activities].
- **Text Message**
SMC Alert: [AGENCY] confirms the [HAZARD/INCIDENT] in [LOCATION] is no longer a threat. It is now safe to resume normal activities. Thank you for your cooperation.
- **Email**
SMC Alert: [AGENCY] confirms the [HAZARD/INCIDENT] in [LOCATION] is no longer a threat. It is now safe to resume normal activities. Thank you for your cooperation.

Biological Hazard

- **Alert Subject**
SMC Alert: [AGENCY] BIO-HAZARD in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] BIO-HAZARD in [LOCATION] at [TIME]. Exposure to [HAZARD] [by contact/inhalation] may cause infection or death. AVOID area until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] A BIOLOGICAL HAZARD has been identified in [LOCATION] at [TIME]. Exposure to [HAZARD] [by contact/inhalation] may cause infection or death. AVOID area until further notice. COVER your nose and mouth with a cloth/mask to protect breathing from [smoke, particles, ash, fumes, etc.] if you are near area. CHECK [SOURCE] for further information at [URL].

Boil Water Advisory/Notice

- **Alert Subject**
SMC Alert: [AGENCY] BOIL WATER [ADVISORY/NOTICE] in [LOCATION]. Boil tap water for 1 min.
- **Text Message**
SMC Alert: [AGENCY] issued a BOIL WATER [ADVISORY/NOTICE] for [LOCATION] at [TIME] until further notice. Use bottled water OR bring water to a rolling boil for at least 1 minute and let cool before drinking, cooking, and brushing teeth. CHECK [SOURCE] for [updates/information] at [URL].
- **Email:**
SMC Alert: [AGENCY] issued a BOIL WATER [ADVISORY/NOTICE] for [LOCATION] at [TIME] until further notice. Use bottled water OR bring water to a rolling boil for at least 1 minute and let cool before drinking, cooking, and brushing teeth. CHECK [SOURCE] for [updates/information] at [URL].

Bomb Threat

- **Alert Subject**
SMC Alert: [AGENCY] BOMB THREAT in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] BOMB THREAT in [LOCATION] at [TIME]. AVOID area until further notice. Those in area, [EVACUATE/SHELTER IN PLACE]. Law enforcement on scene. Do not approach. Potential for deadly explosions. Roads closures and traffic delays possible in area. WAIT for ALL CLEAR message. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] BOMB THREAT in [LOCATION] at [TIME]. AVOID area until further notice. Those in area, [EVACUATE/SHELTER IN PLACE]. Law enforcement on scene and is investigating. Potential for deadly explosions. Do not attempt to approach the scene. Roads closures and traffic delays possible in area. WAIT for ALL CLEAR message. CHECK [SOURCE] for [updates/information] at [URL].

Bridge Collapse

- **Alert Subject**
SMC Alert: [AGENCY] BRIDGE COLLAPSE in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] BRIDGE COLLAPSE in [LOCATION] at [TIME]. Fires, debris, and reduced visibility in area [may occur/has occurred]. AVOID the area and USE alternate routes until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] BRIDGE COLLAPSE occurred in [LOCATION] at [TIME] leading to road closures and traffic delays. Fires, debris, and reduced visibility in area [may occur/has occurred]. COVER your nose and mouth with a cloth/mask to protect breathing from [smoke, particles, ash, fumes, etc.] while [evacuating/sheltering/outside/near area]. AVOID the area and USE alternate routes until further notice. CHECK [SOURCE] for [updates/information] at [URL].

Building Collapse

- **Alert Subject**
SMC Alert: [AGENCY] BUILDING COLLAPSE in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] BUILDING COLLAPSE in [LOCATION] at [TIME]. Fires, debris, and reduced visibility in area [may occur/has occurred]. AVOID the area and USE alternate routes until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] BUILDING COLLAPSE occurred in [LOCATION] at [TIME] leading to road closures and traffic delays. Fires, debris, and reduced visibility in area [may occur/has occurred]. COVER your nose and mouth with a cloth/mask to protect breathing from [smoke, particles, ash, fumes, etc.] while [evacuating/sheltering/outside/near area]. AVOID the area and USE alternate routes until further notice. CHECK [SOURCE] for [updates/information] at [URL]

Chemical Release

- **Alert Subject**
SMC Alert: [AGENCY] CHEMICAL RELEASE in [LOCATION]. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] CHEMICAL RELEASE in [LOCATION] at [TIME]. SHELTER IN PLACE immediately. If driving, AVOID the area. Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs, nausea, and possibly death. BRING pets and other animals indoors. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] A CHEMICAL RELEASE in [LOCATION] at [TIME]. SHELTER IN PLACE immediately. If driving, AVOID the area. Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs, nausea, and possibly death. BRING pets and other animals indoors. Close windows/doors/airways/vents. Cover nose and mouth to prevent exposure. IF [HURT, SICK], and need emergency care, dial 9-1-1. CHECK [SOURCE] for [updates/information] at [URL].

Civil Demonstration/Unrest

- **Alert Subject**
SMC Alert: [AGENCY] [CIVIL DEMONSTRATION/UNREST] in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] [CIVIL DEMONSTRATION/UNREST] in [LOCATION] at [TIME]. May cause [road closures, property damage, injury, or death]. AVOID the area. STAY indoors until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [CIVIL DEMONSTRATION/UNREST] in [LOCATION] at [TIME]. May cause [road closures, property damage, injury, or death]. AVOID the area. STAY indoors until further notice. CALL 911 if you or others are [injured/in danger/trapped/buried/have an emergency]. CHECK [SOURCE] for [updates/information] at [URL].

Dam/Levee Failure

- **Alert Subject**
SMC Alert: [AGENCY] [DAM/LEVEE] failure in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] [DAM/LEVEE] FAILURE in [LOCATION] at [TIME]. Life threatening flooding may occur. LEAVE area immediately. AVOID flood waters. If trapped, CALL 9-1-1. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [DAM/LEVEE] FAILURE in [LOCATION] at [TIME]. Potential for life threatening flooding to occur and catastrophic amounts of fast moving [surge/water]. LEAVE area immediately. AVOID flood waters. If trapped, CALL 9-1-1 and go to the highest level of your home/building, including the roof. DO NOT CLIMB into a closed attic. You may be unable to escape. CHECK [SOURCE] for [updates/information] at [URL].

Earthquake

Is Happening

It is important to note that for certain imminent hazards—such as **earthquake**—the initial alerts to the public will originate from the United States Geological Survey (USGS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] A [MAGNITUDE] EARTHQUAKE occurred in [LOCATION]. DROP, HOLD, COVER during aftershocks.
- **Text Message**
SMC Alert: [AGENCY] A [MAGNITUDE] EARTHQUAKE occurred in [LOCATION] at [TIME]. AVOID falling objects, downed power lines, and broken gas lines. If you feel aftershocks, DROP, COVER, and HOLD. DO NOT run outside or move while shaking occurs. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] A [MAGNITUDE] EARTHQUAKE occurred in [LOCATION] at [TIME]. AVOID falling objects, electrocution from downed power lines, and fires from broken gas lines. If you feel aftershocks, DROP to the ground, COVER your head, and neck, and HOLD onto something sturdy DO NOT run outside or move while shaking occurs. CHECK [SOURCE] for [updates/information] at [URL].

Evacuation Warning

- **Alert Subject**
SMC Alert: [AGENCY] EVACUATION WARNING for [LOCATION] due to [HAZARD]. PREPARE to leave.
- **Text Message**
SMC Alert: [AGENCY] EVACUATION WARNING issued for [LOCATION] at [TIME]. Prepare to evacuate due to [HAZARD]. GATHER loved ones, pets, medications, important documents, and your go bag. STAY aware and be ready to leave. CHECK your zone at [GENASYS PROTECT URL].
- **Email**
SMC Alert: [AGENCY] EVACUATION WARNING issued for [LOCATION] as of [TIME]. Prepare to evacuate due to [HAZARD]. There is a potential and increasing threat to life and property, and conditions may change quickly. GATHER loved

ones, pets, medications, important documents, and your go bag. STAY aware and be ready to leave when an evacuation order is issued. CHECK your zone at [GENASYS PROTECT URL].

Evacuation Order

- **Alert Subject**
SMC Alert: [AGENCY] EVACUATION ORDER for [LOCATION] due to [HAZARD]. LEAVE NOW.
- **Text Message**
SMC Alert: [AGENCY] EVACUATION ORDER issued for [LOCATION] due to [HAZARD] at [TIME]. There is a serious threat to life and property. LEAVE NOW. FOLLOW instructions from emergency personnel. [Temporary Evacuation Point/Shelter] at [LOCATION]. DO NOT RETURN until officials have lifted evacuation order. CHECK your zone at [GENASYS PROTECT URL].
- **Email**
SMC Alert: [AGENCY] EVACUATION ORDER issued for [LOCATION] due to [HAZARD] as of [TIME]. There is a serious threat to life and property, and you must LEAVE NOW. FOLLOW instructions from emergency personnel. [Temporary Evacuation Point/Shelter] at [LOCATION]. DO NOT RETURN until officials have lifted evacuation order. DIAL 9-1-1 for emergency help. CHECK your zone at [GENASYS PROTECT URL].

Explosion

- **Alert Subject**
SMC Alert: [AGENCY] EXPLOSION in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] An EXPLOSION has occurred in [LOCATION] at [TIME], leading to road closures, traffic delays, and reduced visibility in area. AVOID area until further notice. IF [HURT, SICK], CALL 9-1-1 or get medical attention at [nearest hospital, etc.] [immediately, once situation is all clear, etc.]. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] An EXPLOSION has occurred in [LOCATION] at [TIME], leading to road closures, traffic delays, and reduced visibility in area. AVOID area until further notice. COVER your nose and mouth with a cloth/mask to protect breathing from [smoke, particles, ash, fumes, etc.] while near area. IF [HURT, SICK], CALL 9-1-1 or get medical attention at [nearest hospital, etc.] [immediately, once situation is all clear, etc.]. CHECK [SOURCE] for [updates/information] at [URL].

Extreme Cold

About to Happen

It is important to note that for certain imminent hazards—such as **extreme cold**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] EXTREME COLD in [LOCATION]. LIMIT outdoor activity.
- **Text Message**
SMC Alert: [AGENCY] EXTREME COLD conditions occurring NOW in [LOCATION]. Extended exposure to cold can cause dangerously low body temperature and damage to exposed skin, which can become life threatening. AVOID [outdoor activities/being outdoors] during the coldest part of the day from [TIME to TIME]. BRING pets inside. CHECK [SOURCE] for [list of warming spaces or centers/updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] EXTREME COLD conditions occurring NOW in [LOCATION]. Extended exposure to cold can cause dangerously low body temperature and damage to exposed skin, which can become life threatening. AVOID [outdoor activities/being outdoors] during the coldest part of the day from [TIME to TIME]. CHECK on [elderly, family members, neighbors] and make sure their homes are heated properly. IF OUTSIDE, wear several layers of warm clothing. BRING pets and other animals indoors. CHECK [SOURCE] for [list of warming spaces or centers/updates/information] at [URL].

Extreme Heat

About to Happen

It is important to note that for certain imminent hazards—such as **extreme heat**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] EXTREME HEAT in [LOCATION]. LIMIT outdoor activity.
- **Text Message**
SMC Alert: [AGENCY] EXTREME HEAT in [LOCATION] occurring NOW. Extremely dangerous heat conditions can possibly lead to heat related illness, such as heat exhaustion and heat stroke. AVOID [outdoor activities/being outdoors] or LIMIT direct sun exposure during the hottest part of the day from [TIME to TIME], drink water, and make sure you take breaks in the shade. BRING pets and other animals indoors. CHECK [SOURCE] for [list of cooling spaces or centers/updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] EXTREME HEAT in [LOCATION] occurring NOW. Extremely dangerous heat conditions can possibly lead to heat related illness, such as heat exhaustion and heat stroke. AVOID [outdoor activities/being outdoors] or LIMIT direct sun exposure during the hottest part of the day from [TIME to TIME], drink water, and make sure you take breaks in the shade. CHECK on [elderly, family members, neighbors] and make sure their homes are cooled properly. BRING pets and other animals indoors. CHECK [SOURCE] for [list of cooling spaces or centers updates/information] at [URL].

Flood/Flash Flood

About to Happen

It is important to note that for certain imminent hazards—such as **flood and flash flood**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] [FLOOD/FLASH FLOOD WARNING] in [LOCATION]. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] [FLOOD/FLASH FLOOD WARNING] occurring NOW in [LOCATION]. SHELTER IN PLACE. Those outside, MOVE uphill away from the water. IF DRIVING, do not drive around a barricade or on closed roads. Driving into flooded areas is extremely dangerous and may result in injury or death. AVOID travel [until further notice/until [TIME]]. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [FLOOD/FLASH FLOOD WARNING] occurring NOW in [LOCATION]. SHELTER IN PLACE. Those outside, MOVE uphill away from the water. IF DRIVING, do not drive around a barricade or on closed roads. Driving into flooded areas is extremely dangerous and may result in injury or death. AVOID travel [until further notice/until [TIME]]. SECURE outdoor objects, such as outdoor furniture and trash cans. CHECK [SOURCE] for [updates/information] at [URL].

Hazardous Materials Release

- **Alert Subject**
SMC Alert: [AGENCY] HAZARDOUS MATERIALS release in [LOCATION]. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] HAZARDOUS MATERIALS release reported in [LOCATION] at [TIME]. SHELTER IN PLACE with windows or doors closed. Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs, nausea, and possibly death. BRING pets and other animals indoors. AVOID area until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] HAZARDOUS MATERIALS release reported in [LOCATION] at [TIME]. SHELTER IN PLACE. Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs, nausea, and possibly death. CLOSE all windows and doors. TURN OFF all fans and heating and air conditioning systems. BRING pets and other animals indoors. IF you are in the area, protect yourself by going inside the nearest building. AVOID area until further notice. CHECK [SOURCE] for [updates/information] at [URL].

High Wind

About to Happen

It is important to note that for certain imminent hazards—such as **high wind**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] Dangerous winds in this area. SHELTER indoors until winds end.
- **Text Message**
SMC Alert: [AGENCY] HIGH WIND warning in [LOCATION]. SHELTER indoors until winds end. BRING pets and other animals indoors. When winds have ended, AVOID [downed trees, anything that may be touching downed power lines, and debris]. CHECK [source] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] HIGH WIND warning in [LOCATION]. Shelter indoors until winds end. High winds are dangerous winds that can cause power outages, damage to buildings, and carry flying debris, which can cause severe injury or death. BRING pets and other animals indoors. When winds have ended, AVOID [downed trees, anything that may be touching downed power lines, and debris]. CHECK [source] for [updates/information] at [URL].

Hostage Situation

- **Alert Subject**
SMC Alert: [AGENCY] HOSTAGE SITUATION in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] HOSTAGES have been taken by an [armed] person in [LOCATION] at [TIME]. Roads [are/will be] closed in area, causing traffic delays. AVOID area around area until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] HOSTAGES have been taken by an [armed] person in [LOCATION] at [TIME]. Roads [are/will be] closed in area, causing traffic delays. AVOID area around area until further notice. CHECK [SOURCE] for [updates/information] at [URL].

Industrial Plant Fire

- **Alert Subject**
SMC Alert: [AGENCY] Industrial plant fire in this area. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] INDUSTRIAL PLANT FIRE [with potential release of toxic fumes] occurring in [LOCATION] at [TIME]. SHELTER IN PLACE. Close all doors and windows. Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs nausea, and possibly death. BRING pets and other animals indoors. AVOID area until further notice. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] INDUSTRIAL PLANT FIRE [with potential release of toxic fumes] occurring in [LOCATION]. SHELTER IN PLACE. Close all doors and windows. Exposure may cause difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs, nausea, and possibly death. TURN OFF all fans and heating and air conditioning systems. BRING pets and other animals indoors. IF in area, go inside the nearest building. AVOID area until further notice. CHECK [SOURCE] for [updates/information] at [URL].

Infectious Disease/Novel Pandemic

- **Alert Subject**
SMC Alert: [AGENCY] [Infectious Disease/Novel Pandemic] in [LOCATION]. CHECK local media.
- **Text Message**
SMC Alert: [AGENCY] A [contagious infectious disease outbreak/novel pandemic] has been identified in [LOCATION] at [TIME]. Exposure may cause [fever, diarrhea, fatigue, muscle aches, and/or may be life threatening]. FOLLOW instructions from [HEALTH OFFICIALS/SOURCE] for [protective actions/updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] A [contagious infectious disease outbreak/novel pandemic] has been identified in [LOCATION] at [TIME]. Exposure may cause [fever, diarrhea, fatigue, muscle aches, and/or may be life threatening]. WHEN IN PUBLIC, cover your mouth and nose with a mask. WASH your hands with soap and water for at least 20 seconds. FOLLOW instructions from [HEALTH OFFICIALS/SOURCE] for [protective actions/updates/information] at [URL].

Landslide

- **Alert Subject**
SMC Alert: [AGENCY] LANDSLIDE WARNING in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] LANDSLIDE occurring in [LOCATION] at [TIME]. AVOID area until further notice. Additional landslides are possible and can occur quickly, causing injury or death, destruction to roads, bridges, and property in affected areas. AVOID [downed trees, anything that may be touching downed power lines, and debris]. If you are trapped or hurt, CALL 9-1-1. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] LANDSLIDE occurring in [LOCATION] at [TIME]. AVOID area until further notice. Additional landslides are possible and can occur quickly, causing injury or death, destruction to roads, bridges, and property in affected areas. AVOID [downed trees, anything that may be touching downed power lines, and debris]. If you are trapped or hurt, CALL 9-1-1. REPORT mud, debris, or road damage to [Local Public Works Phone #]. CHECK [SOURCE] for [updates/information] at [URL].

Law Enforcement Activity

- **Alert Subject**
SMC Alert: [AGENCY] [LAW ENFORCEMENT/POLICE] ACTIVITY in [LOCATION]. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] [LAW ENFORCEMENT /POLICE] [activity/presence/situation/incident] in [LOCATION] at [TIME]. SHELTER IN PLACE. Road closures and traffic delays possible in area. AVOID area until ALL CLEAR is given. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [LAW ENFORCEMENT/POLICE] [activity/presence/situation/incident] in [LOCATION] at [TIME]. SHELTER IN PLACE. Road closures and traffic delays possible in area. AVOID area until ALL CLEAR is given. CHECK [SOURCE] for [updates/information] at [URL].

Missing Child/Adult/Older Adult

- **Alert Subject**
SMC Alert: [AGENCY] MISSING [CHILD/ADULT/OLDER ADULT] last seen at [LOCATION]. If seen, call [###-###-####].
- **Text Message**
SMC Alert: [AGENCY] MISSING [CHILD/ADULT/OLDER ADULT]. [NAME/age/race/gender/hair color/clothing/other] [driving a [color/make/model/license plate/state]] last seen at [LOCATION] at [TIME]. If seen, call [AGENCY] at [###-###-####]. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] MISSING [CHILD/ADULT/OLDER ADULT]. [NAME/age/race/gender/hair color/clothing/other] [driving a [color/make/model/license plate/state]] last seen at [LOCATION] at [TIME]. If seen, call [AGENCY] at [###-###-####]. CHECK [SOURCE] for [updates/information] at [URL].

Mud/Debris Flow

- **Alert Subject**
SMC Alert: [AGENCY] [MUD/DEBRIS] FLOW in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] [MUD/DEBRIS] FLOW occurring in [LOCATION] at [TIME]. AVOID area until further notice. Additional [mud/debris] flows are possible and can occur quickly, causing injury or death, destruction to roads, bridges, and property in affected areas. AVOID [downed trees, anything that may be touching downed power lines, and debris]. If you are trapped or hurt, CALL 9-1-1. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [MUD/DEBRIS] FLOW occurring in [LOCATION]. AVOID area until further notice. Additional [mud/debris] flows are possible and can occur quickly, causing injury or death, destruction to roads, bridges, and property in affected areas. AVOID [downed trees, anything that may be touching downed power lines, and debris]. If you are trapped or hurt, CALL 9-1-1. REPORT mud, debris, or road damage to [Local Public Works Phone #]. CHECK [SOURCE] for [updates/information] at [URL].

Power Outages

- **Alert Subject**
SMC Alert: [AGENCY] POWER OUTAGES in [LOCATION]. MONITOR local media.
- **Text Message**
SMC Alert: [AGENCY] [POWER OUTAGES] for [LOCATION] at [TIME]. [May/Will] affect air conditioning/heating/fans, medical equipment, and electronics. MONITOR local media. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [POWER OUTAGES/PG&E PUBLIC SAFETY POWER SHUT OFF] for [LOCATION] at [TIME]. [May/Will] affect air conditioning/heating/fans, medical equipment, electronics, and water for drinking/eating, showering/toilet. MONITOR local media. CHECK [SOURCE] for [updates/information] at [URL].

PG&E PSPS Event

- **Alert Subject**
SMC Alert: [AGENCY] PG&E PUBLIC SAFETY POWER SHUT OFFS planned for [LOCATION]. PREPARE for power outages.
- **Text Message**
SMC Alert: [AGENCY] Temporary PG&E PUBLIC SAFETY POWER SHUT OFFS planned for [LOCATION] from [TIME to TIME]. [May/will] affect air conditioning/heating/fans, medical equipment, and electronics. PREPARE for power outages by fully charging your cell phone and power banks. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: Temporary PG&E PUBLIC SAFETY POWER SHUT OFFS planned for [LOCATION] from [TIME to TIME]. [May/will] affect air conditioning/heating/fans, medical equipment, electronics, and water for drinking/eating, showering/toilet. PREPARE for power outages by fully charging your cell phone and backup batteries/external power banks. CHECK [SOURCE] for [updates/information] at [URL].

Red Flag Warning/Critical Fire Weather

- **Alert Subject**
SMC Alert: [AGENCY] [RED FLAG WARNING/CRITICAL FIRE WEATHER] for [LOCATION]. STAY aware.
- **Text Message**
SMC Alert: [AGENCY] [RED FLAG WARNING/CRITICAL FIRE WEATHER] for [LOCATION] at [TIME]. Fire conditions are [expected at [TIME]/occurring]. Wildfires can start easily and spread rapidly. STAY aware. PREPARE a go bag in case of evacuations. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [RED FLAG WARNING/CRITICAL FIRE WEATHER] for [LOCATION] at [TIME]. Fire conditions are [expected at [TIME]/occurring]. Wildfires can start easily and spread rapidly. PREPARE a go bag in case of evacuations. AVOID outdoor activities that can cause sparks. STAY aware. CHECK [SOURCE] for [updates/information] at [URL].

Road Closure

- **Alert Subject**
SMC Alert: [AGENCY] MAJOR ROAD CLOSURE in [LOCATION] due to [HAZARD]. USE alternate routes.
- **Text Message**
SMC Alert: [AGENCY] MAJOR ROAD CLOSURE in [LOCATION] between [POINT A] and [POINT B] due to [HAZARD]. Significant traffic delays expected. USE alternate routes until [TIME/further notice]. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] MAJOR ROAD CLOSURE in [LOCATION] between [POINT A] and [POINT B] due to [HAZARD]. Significant traffic delays expected. USE alternate routes until [TIME/further notice]. CHECK [SOURCE] for [updates/information] at [URL].

Rock Fall

- **Alert Subject**
SMC Alert: [AGENCY] ROCK FALL WARNING in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] Significant ROCK FALL occurring in [LOCATION] at [TIME]. AVOID area until further notice. Rock fall can happen quickly, causing injury or death, destruction to roads, bridges, and property. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] Significant ROCK FALL occurring in [LOCATION] at [TIME]. AVOID area until further notice. Rock fall can happen quickly, causing injury or death, destruction to roads, bridges, and property. CALL 9-1-1 if you or others are [injured/in danger/trapped/buried/have an emergency]. CHECK [SOURCE] for [updates/information] at [URL].

Severe Storm

About to Happen

It is important to note that for certain imminent hazards—such as **severe storm**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] SEVERE STORM WARNING for [LOCATION]. STAY indoors.
- **Text Message**
SMC Alert: [AGENCY] SEVERE STORM WARNING for [LOCATION] at [TIME]. This storm [may/will] create [extremely strong and damaging winds, very large hail, severe lightning, flash flooding], which can cause damage to property, severe injury, or death. STAY indoors. CHECK [SOURCE] for [updates/information] at [URL].

SMC Alert: [AGENCY] SEVERE STORM WARNING for [LOCATION] at [TIME]. This storm [may/will] create [extremely strong and damaging winds, very large hail, severe lightning, flash flooding], which can cause damage to property, severe injury, or death. STAY indoors. DO NOT travel by car or foot unless evacuating

flooded area or under an evacuation order. CHECK [SOURCE] for [updates/information] at [URL].

Sink Hole

- **Alert Subject**

SMC Alert: [AGENCY] SINKHOLE in [LOCATION] AVOID area.

- **Text Message**

SMC Alert: [AGENCY] A large SINK HOLE has opened in [LOCATION] at [TIME]. There [may/will] be risks for additional sink holes, which can cause injury or death, and destroy roads, bridges, and property. AVOID area until further notice. CHECK [SOURCE] for [updates/information] at [URL].

SMC Alert: [AGENCY] A large SINK HOLE has opened in [LOCATION] at [TIME]. There [may/will] be risks for additional sink holes, which can cause injury or death, and destroy roads, bridges, and property. AVOID area until further notice. CALL 9-1-1 if you or others are [injured/in danger/trapped/buried/have an emergency]. CHECK [SOURCE] for [updates/information] at [URL].

Structure Fire

- **Alert Subject**

SMC Alert: [AGENCY] STRUCTURE FIRE in [LOCATION]. AVOID area.

- **Text Message**

SMC Alert: [AGENCY] STRUCTURE FIRE in [LOCATION]. Fires, debris, and reduced visibility in area [may occur/has occurred]. IF in area, SHELTER inside. All others, AVOID the area and USE alternate routes until further notice. CHECK [SOURCE] for [updates/information] at [URL].

- **Email**

SMC Alert: [AGENCY] STRUCTURE FIRE in [LOCATION] at [TIME] leading to road closures and traffic delays. Fires, debris, and reduced visibility in area [may occur/has occurred]. IF in area, SHELTER INSIDE. All others, AVOID the area and USE alternate routes until further notice. COVER your nose and mouth with a cloth/mask to protect breathing from [smoke, particles, ash, fumes, etc.] while [evacuating/sheltering/outside/near area]. CHECK [SOURCE] for [updates/information] at [URL].

Suspect in Area

- **Alert Subject**
SMC Alert: [AGENCY] SUSPECT in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] Law enforcement personnel are searching for [armed/dangerous] SUSPECT in [LOCATION] at [TIME]. [Name/age/race/gender/hair color/clothing/other] [driving a [color/make/model/license plate/state]]. AVOID area until ALL CLEAR. IF in area, CONTACT [AGENCY] to report [information/suspicious activity/suspect, etc.] at [###-###-####]. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] Law enforcement personnel are searching for [armed/dangerous] SUSPECT in [LOCATION] at [TIME]. [Name/age/race/gender/hair color/clothing/other] [driving a [color/make/model/license plate/state]]. AVOID area until ALL CLEAR. IF in area, CONTACT [AGENCY] to report [information/suspicious activity/suspect, etc.] at [###-###-####]. CHECK [SOURCE] for [updates/information] at [URL].

Tornado

About to Happen

It is important to note that for certain imminent hazards—such as **tornado**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] TORNADO in [LOCATION]. SHELTER IN PLACE.
- **Text Message**
SMC Alert: [AGENCY] TORNADO in [LOCATION]. SHELTER IN PLACE. Tornadoes can cause power outages, destroy buildings, and carry flying debris, causing injury or death. AVOID [downed trees, anything that may be touching downed power lines, and debris]. COVER your face and head with your arms, a coat, or blanket to avoid injury from flying debris. WAIT for ALL CLEAR. CHECK local media and/or [URL] for [updates/information].

- **Email**
SMC Alert: [AGENCY] TORNADO in [LOCATION]. SHELTER IN PLACE. Tornadoes can cause power outages, destroy buildings, and carry flying debris, causing injury or death. Tornadoes contain [dangerous and life-threatening winds, hail, lightning, rain]. AVOID [downed trees, anything that may be touching downed power lines, and debris]. COVER your face and head with your arms, a coat, or blanket to avoid injury from flying debris. WAIT for ALL CLEAR. CHECK local media and/or [URL] for [updates/information].

Tsunami

About to Happen

It is important to note that for certain imminent hazards—such as **tsunami**—the initial alerts to the public will originate from National Weather Service (NWS).

Local jurisdictions—including cities, towns, and San Mateo County—are responsible for issuing follow-up alerts when credible updates become available that require protective actions to safeguard life and safety.

Is Happening/Has Happened

- **Alert Subject**
SMC Alert: [AGENCY] TSUNAMI WARNING in [LOCATION]. Move uphill NOW.
- **Text Message**
SMC Alert: [AGENCY] TSUNAMI WARNING in [LOCATION]. Miles long surge of water is now approaching coastline and waterways. MOVE away from the water immediately and go uphill. AVOID coastal areas and beaches. Tsunami expected around [TIME]. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] TSUNAMI WARNING in [LOCATION]. Miles long surge of water is now approaching coastline and waterways. MOVE away from the water immediately and go uphill. AVOID coastal areas and beaches. Tsunami expected around [TIME]. CHECK [SOURCE] for [updates/information] at [URL].

Water Service Disruption

- **Alert Subject**
SMC Alert: [AGENCY] NO WATER SERVICE in [LOCATION]. CHECK local media.
- **Text Message**
SMC Alert: [AGENCY] [NO WATER SERVICE/UTILITY FAILURE] in [LOCATION] due to [HAZARD]. [Water is expected to be off until [time]/Return to normal status unknown at this time]. CHECK local media and [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [NO WATER SERVICE/UTILITY FAILURE] in [LOCATION] due to [HAZARD]. [Water is expected to be off until [time]/Return to normal status unknown at this time]. CHECK local media and [SOURCE] for [updates/information] at [URL].

Wildfire/Grass Fire

- **Alert Subject**
SMC Alert: [AGENCY] [WILDFIRE/GRASS FIRE] in [LOCATION]. AVOID area.
- **Text Message**
SMC Alert: [AGENCY] [WILDFIRE/GRASS FIRE] in [LOCATION] at [TIME]. Visibility in area may be reduced and roads can become blocked by emergency personnel. IF in area, CLOSE windows/doors, turn off ventilation. WAIT for ALL CLEAR. CHECK [SOURCE] for [updates/information] at [URL].
- **Email**
SMC Alert: [AGENCY] [WILDFIRE/GRASS FIRE] in [LOCATION] at [TIME]. Fire crews are on scene and assessing the threat. Visibility in area will be reduced and roads can become blocked by emergency personnel. AVOID the area. IF in area, close windows/doors, turn off ventilation. WAIT for ALL CLEAR. CHECK [SOURCE] for [updates/information] at [URL].