Emergency Communications — Message Templates

This document refines the existing categories into ready-to-send templates with tone guidance, placeholders, and dissemination notes.

Hurricane Watch / Warning

Purpose

Inform residents early; emphasize official sources; outline next steps.

Tone & channel

Clear, calm, action-oriented. Avoid jargon and alarmist language. Use web banner, SMS/email, social, and radio as appropriate.

Template (plain-language)

Subject / Headline: Hurricane [Name]: [Watch/Warning] in effect for Hallandale Beach

Body:
The National Weather Service has issued a Hurricane [Watch/Warning] for our area.

• Secure loose outdoor items today.
• Sandbags available at [location, hours].
• Shelter information: [link or hotline].
• Stay tuned to official updates from the City and Broward County Emergency Management.

Updates every [6 / 12] hours or as conditions change.
Contact: For immediate assistance, call 954-555-0123 or visit [city.gov/emergency].

Dissemination checklist

- Website banner + homepage alert bar
- SMS / email (Nixle / Everbridge)
- Social: Facebook, X, Nextdoor (copy identical)
- Radio partner PSA (20-sec cut)
- Press liaison for TV crawl text

Flooding / Street Closure

Purpose

Safety and routing information for drivers and residents.

Tone & channel

Precise, factual; mention landmarks and alternate routes. Use web service alerts, social posts with static map, radio spot, and internal email to 311/front desk.

Template

Subject / Headline: Flooding and Street Closures – [Date / Time]

Body:
Flooding has been reported at [intersections].

• Avoid the area if possible; use detours via [alt routes].
• Do not drive through standing water.
• Crews are onsite; estimated clearance by [time].
• Photos and live map: [link to GIS / Waze layer].

Updates every [2–3] hours until water recedes.
Contact: Public Works Dispatch 954-555-0123.

Dissemination checklist

- Web: Public Works / Service Alerts
- Social: X and Facebook post with static map image
- Radio: 15-sec voice spot
- Internal email to 311 / City Hall front desk for consistent phone messaging

Utility Coordination

Purpose

Explain what is City vs utility responsibility; direct inquiries efficiently.

Tone & channel

Reassuring; transparent about control limits. Mirror utility feed on web/social; include talking points for call centers/electeds.

Template

Subject / Headline: Power / Utility Outages – [Date / Time]

Body:
The City is in contact with [utility name] regarding outages affecting [neighborhoods].

• Restoration updates come directly from [utility site/link].
• City crews assist with debris clearance and traffic signal restoration.
• We'll share verified updates from the utility every [X] hours.

For emergency hazards (live wires, blocked intersections), call 911.
For general questions: [city contact email / 311].

Dissemination checklist

- City social and web updates mirror utility feed
- Media note clarifying "Utility-led restoration"
- Staff talking points for call center / electeds
- Optional FAQ link: "Why the City can't restore power directly"

All Clear / Recovery

Purpose

Close the loop after the event; guide residents into recovery steps.

Template

Subject: All Clear – Recovery & Debris Pickup Information

Body:
The City has lifted all storm warnings.

- Regular trash and recycling resume [date].
- Debris pickup starts [date]; stack limbs curbside (no bags).
- City facilities reopen [time].
- Report remaining hazards at [link].

Thank you for staying safe and informed.

Dissemination checklist

- Website banner swap from "Alert" to "All Clear"
- Social: single image post with reopening times
- Email/SMS update pushing debris pickup info
- 311/call center script with reopening and pickup FAQs

Formatting tips

- **Plain-language:** 6th–8th grade; define "advisory," "watch," "warning."
- **Time stamps:** include update timestamp in the message footer.
- **CTA consistency:** "Visit HallandaleBeachFL.gov/alerts for verified updates."
- **Link hygiene:** use a civic shortlink (hbfl.gov/…), never raw bit.ly.
- **Graphics:** one image max per post (map or icon); alt text: "Map of street closures in Hallandale Beach."
- **Translation:** attach parallel Spanish / Haitian Creole lines for top 2 paragraphs.

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