

# City of Hallandale Beach · Email Alert Templates

Production & ADA Spec · Citywide Alerts · Doc ID SD-EMAIL-2025-10 · Updated October 2025 · Next Review April 2026

Subject prefix: [HB Alert] | Preheader: 40–80 chars | Header bar: blue gradient (#003366→#0072CE) with logo alt="City of Hallandale Beach"

## Style System (Blue Sleek)

- Header bar: navy→blue gradient (#003366 → #0072CE) with logo alt text set.
- Card layout: white, soft shadow (0 2px 10px rgba(0,0,0,.06)), 12px radius, generous padding.
- Typography: 16–18px body size, clear hierarchy, ≥4.5:1 contrast with Text #222222.
- Primary CTA: bold, high-contrast button with bulletproof table-based fallback.
- Decision Block labels use accent chips: small blue tags for "What / Where / When / Action".
- Consistent palette: Navy #003366 (frames/plates), Blue #0072CE (accents), Sky #E6F0FA (callouts), Text #222222.

## Decision Block (Top 3–4 lines)

- What** one sentence, plain language
- Where** neighborhood/cross-streets → [View map](#)
- When** start, expected update window
- Action** the one thing residents must do now

## Core Layout (Mobile-first / ADA)

- Single column; 16–18 px body text; 1.5 line-height; ≥4.5:1 contrast.
- Buttons ≥ 44×44 px; use table-based bulletproof buttons as fallback.
- Descriptive links (e.g., "View detour map") — avoid "click here".
- Images optional; include alt text; avoid text-in-image.
- Plain-language bullets (≤ 5); minimize jargon.
- Dark mode: add `<meta name="color-scheme" content="light dark">` and `<meta name="supported-color-schemes" content="light dark">`; inline text colors; set `bgcolor="#ffffff"` on card containers.
- Outlook (Windows): include conditional CSS to preserve light background and ink color.

```
<!--[if mso]>
<style>body,table,td{background-
color:#f5f7fb!important;color:#222222!important}</style>
<![endif]-->
```

## GIS + UTM Discipline



- Use GIS short URLs (e.g., <https://hbfla.gov/map/123>).
- Append UTMs: ?utm\_source=email&utm\_medium=alert&utm\_campaign=<incident-id>.

## Update Cadence & Ownership

- Include: **Next Update by:** <time> | **Owned by:** DPW/PIO.
- Follow-ups: "This replaces the alert sent <time>".

## Bilingual Veneer (built-in)

ES: Para información en español, visite <URL> o llame al <tel>.

Kreyòl: Pou enfòmasyon an kreyòl, tanpri vizite <URL> oswa rele <tel>.

## Footer Compliance

- City address; manage alerts link (preference center).
- "You're receiving this because you subscribed to City Alerts."
- QR to alerts signup for printable forwards.
- Doc metadata optional for internal sends.

## Copy-ready Mini-Templates

Structure preserved: Subject prefix / Preheader, Decision Block, bilingual veneer, footer compliance, and UTMs. Colors and visual treatments align with the broadcast spec's palette and legibility guidance.

### A) Boil Water Notice

Subject    Preheader    Decision Block    UTM

**Subject:** [HB Alert] Boil Water Notice — {Area} ({Date})

**Preheader:** Boil for 1 minute before drinking; map + steps inside.

**What:** A Boil Water Notice is in effect for {Area} after {reason}.

**Where:** See affected blocks → [View map](#)

**When:** Effective {Start}. Next update by {NextUpdate}.

**Action now:** Boil tap water for 1 minute before drinking, cooking, brushing teeth, or making ice.

### Details

- Use bottled water for infants and people with weak immune systems.
- Dishwashing: use boiled water or a sanitizer rinse.



- We will notify you when the water is safe without boiling.

## Get updates

Status page: {StatusURL}?utm\_source=email&utm\_medium=alert&utm\_campaign={IncidentID}

Questions: {Hotline} (7a–7p)

ES: Para información en español, visite {ES\_URL} o llame al {ES\_Tel}.

Kreyòl: Pou enfòmasyon an kreyòl, tanpri vizite {HT\_URL} oswa rele {HT\_Tel}.

## B) Road Closure

[Subject](#) [Preheader](#) [Decision Block](#) [UTM](#)

**Subject:** [HB Alert] Road Closure — {Street} {From→To} ({Dates/Times})

**Preheader:** Detour map and work hours inside.

**What:** Road closure on {Street from→to} for {work type}.

**When:** {Start}—{End}, work hours {Hours}.

**Detour:** [View detour map](#).

**Access:** Local access maintained for residents and deliveries where safe.

### What to do

- Follow posted detours; allow extra time.
- Watch for crews and reduced speeds in the work zone.

### Updates

Next update by {NextUpdate}. Project page: {ProjectURL}?

utm\_source=email&utm\_medium=alert&utm\_campaign={IncidentID}

ES / Kreyòl lines: (same placement as above)

## C) Heat Advisory

[Subject](#) [Preheader](#) [Decision Block](#) [UTM](#)

**Subject:** [HB Heat Advisory] {Date} — Cooling Centers & Tips



**Preheader:** Locations and hours; who's at risk; hydration tips.

**Advisory:** Heat Index of {Value}°F expected {Start–End}.

**Cooling centers:** {Site A} ({Hours}), {Site B} ({Hours}) — [View map](#).

**Who's at risk:** Older adults, infants, outdoor workers, chronic conditions, pets.

## What to do

- Drink water often; avoid alcohol/sugary drinks.
- Limit strenuous activity 11 a.m.–4 p.m.; take breaks in shade/AC.
- Check on neighbors who may need help.
- Pets: Never leave in parked cars; provide shade and water.

## Updates

Next update by {NextUpdate}. Sign up for alerts: {AlertsURL}?  
utm\_source=email&utm\_medium=alert&utm\_campaign=heat-{Date}

ES / Kreyòl lines: (same placement as above)

## D) Power Outage

Subject   Preheader   Decision Block   UTM

**Subject:** [HB Alert] Power Outage Update — {Area}

**Preheader:** Restoration status, FPL contacts, food safety tips.

**What:** Power outage affecting {Area}; FPL ticket #{FPL\_Ticket}.

**Where:** Outage map → [View map](#)

**When:** Estimated restoration {ETA}; Next update by {NextUpdate}.

**Action now:** Use generators outdoors only; install CO alarms; check on vulnerable neighbors.

## Details

- CO warning: if you feel sick/dizzy, get fresh air and call 911.
- Food safety: discard perishables after 4 hours without power.
- Downed lines: stay 30+ feet away; report to utility.

## Get updates



hallandalebeachfl.gov/alerts

v1.0 • Doc ID: SD-EMAIL-2025-10 — Next Review: April 2026

Updated October 2025 — 4 / 6

Status: {PrimaryURL}?utm\_source=email&utm\_medium=alert&utm\_campaign={IncidentID}

Utility: {UtilityPhone} | {UtilityURL}

ES/Kreyòl lines: (same placement as above)

## Plain-text fallback

Include a text part in your ESP preserving hierarchy for screen-readers and text-only clients:

```
[HB Alert] {Subject}
{Preheader}

WHAT {Summary}
WHERE {Location} → {MapURL}
WHEN {Time}
ACTION {Directive}

Details → {PrimaryURL}
Next update by {NextUpdate} | Owner {Owner}
```

## Footer legal & unsubscribe clarity

- "This message complies with CAN-SPAM / Florida Stat. 668.603. Manage alerts or unsubscribe any time: {ManagePrefsURL}."
- QR should point to hallandalebeachfl.gov/alerts (renderer QR ECC: level M for print clarity).

## Pre-send QA matrix

Test	Target
Desktop (Outlook / Apple Mail)	Header gradient visible
Mobile (iOS / Gmail)	Body width ≤ 600 px
Dark mode	Text legible, blue button visible
Screen reader	Reads "What / Where / When / Action" in order
Translations	ES / Kreyòl links and phone numbers valid

## Copy-ready HTML (paste into your mailer)

Use the "HB Alert – Blue Sleek Template" for a bulletproof, single-column, dark-mode-friendly email.

Replace tokens like {...} at send time. See file: 06\_Web\_Email/blue\_sleek\_alert\_email.html.



- Keep existing Subject/Preheader logic and Decision Block fields; this template reskins the presentation only.
- Attach UTMs as shown so alerts are measurable from email into GIS/Status pages.
- Keep QR + written URL in the footer for print-forwarding and accessibility.

## Implementation Checklist

- Add subject prefix + preheader to your mailer variables.
- Build a decision block component (What/Where/When/Action) re-used across templates.
- Enforce alt text and  $\geq 4.5:1$  contrast in the template CSS.
- Append UTM builder in your send pipeline.
- Insert ES/Kreyòl lines and verify links/phones.
- Add "Next update by" and owner fields to the data model.
- Include manage alerts + city address in footer.

