

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



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.

