City of Los Angeles Emergency Public Information and Warning Incident Template Selector

Does your message tell the recipient to take time sensitive emergency protective actions to keep themselves safe from an actively dangerous situation?

**YES**
How would you describe the danger to the message recipient?

- Extreme danger is likely to occur soon or is occurring now. Recipient need to take action now.
  - All of LA needs to take emergency action now
  - Specific area needs to take emergency action now

- Moderate danger is possible in the near future. Recipient needs to be ready to take action
  - The danger could affect everyone in LA
  - The danger is in a specific area

**NO**
What kind of time-sensitive public safety information is in your message?

- Messages with urgent public safety information that applies to the whole City
  - Notification-Citywide

- Messages with urgent public safety information that applies to a specific area
  - Notification-Targeted Area

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**Message Distribution Channels**

**Imminent Threat:**
- WEA- Imminent Threat Category
- NotifyLA- Voice and text based systems
- Mass Notification- Email & text for zip codes and opt-in

**Public Safety:**
- WEA- Public Safety Category
- NotifyLA- Text based systems
- Voice is optional- based on time of day and severity
- Mass Notification- Email & text for zip codes and opt-in event subscribers

**Notification:**
- WEA- Not applicable
- NotifyLA- Only text based systems
- Mass Notification- Email to zip codes in notification area
<table>
<thead>
<tr>
<th>Notification Category</th>
<th>Description</th>
<th>Target Contact Methods</th>
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| **Imminent Threat-Citywide**  | Emergency instructions on protective actions for recipients citywide to follow due to an extreme danger actively occurring or likely to occur immediately  
*Example: Post-Earthquake* | WEA  
- Imminent Threat Category, Simplified full City WEA Shape  
NotifyLA  
- Phone Call, Text, Email, TTY/TDD, App, Social Media, Website  
**Mass Notification-Alert**  
- All Community and Event Subscribers, Google Alerts |
| **Imminent Threat-Targeted Area** | Emergency instructions on protective actions for recipients in a targeted area to follow due to an extreme danger actively occurring or likely to occur immediately  
*Example: Wildfire Evacuation* | WEA  
- Imminent Threat Category, Specific Targeted Area  
NotifyLA  
- Phone Call, Text, Email, TTY/TDD, App, Social Media, Website  
**Mass Notification-Alert**  
- Community Subscribers in targeted area, all Event Subscribers, Google Alerts |
| **Public Safety-Citywide**    | Emergency instructions on protective actions for the recipients citywide to take due to a moderate danger likely or possible in the near future  
*Example: Curfew* | WEA  
- Public Safety Category- Simplified whole City WEA shape  
NotifyLA  
- Text, Email, TTY/TDD, App, Social Media, Website  
**Optional:** Phone Call: Based on time of day/urgency  
**Mass Notification-Advisory**  
- Text, Email- All Community and Event Subscribers |
| **Public Safety-Targeted Area** | Emergency instructions on protective actions for recipients in a targeted area to follow due to a moderate danger, likely or possible in the near future  
*Example: Gas Leak Shelter in Place* | WEA  
- Public Safety Category, Targeted Area  
NotifyLA  
- Text, Email, TTY/TDD, App, Social Media, Website  
**Optional:** Phone Call: Based on time of day/urgency  
**Mass Notification-Advisory**  
- Text, Email- Community Subscribers in targeted area and all Event Subscribers |
| **Notification-Citywide**     | Urgent messages that advise on timely public safety information citywide  
*Example: Mask ordinance, dangerous weather* | NotifyLA  
- Text, Email, TTY/TDD, App, Social Media, Website  
**Mass Notification-Community**  
- Email only- all Community and Event subscribers |
| **Notification-Targeted Area** | Urgent messages that advise on timely safety information for a specific area  
*Example: Avoid the area due to broken water main* | NotifyLA  
- Text, Email, TTY/TDD, App, Social Media, Website  
**Mass Notification-Community**  
- Email only- Targeted Zip Codes in Community Subscribers |