



CENTRAL COUNTY FIRE WHOLE COMMUNITY ALERT & WARNING PRESENTATION

*Burlingame City Council
March 17, 2025*

*Proudly Serving the Communities of
Burlingame, Hillsborough and Millbrae*



*Dena Gunning, PA-CEM
Central County Fire Department
Community Risk & Resiliency Specialist*



TYPES of Alerts



<https://www.alertthebay.org/>



Email



Cell Phone



Social Media



Ham Radio



Television



Radio



Dial 211



Landline Phone

SMC Alert Overview



San Mateo County's primary emergency notification system for life safety, fire, weather, accidents, and disasters.



Opt-In Subscription

**Free subscription for
personalized
emergency alerts,
including warnings and
recovery information.**

Managed by San Mateo County Emergency Management (SMCEM)

This Service available countywide, to all cities, towns and special districts. Alerts may also be sent by local police, fire and emergency managers from other cities within San Mateo County.

SMC Alert Overview



To ensure you receive alerts select to receive all three methods:

Text



- Sends emergency and non-emergency text message alerts to opt-in cellular devices within a targeted area

Email



- Sends emergency and non-emergency email alerts to opt-in email addresses within a targeted area

Voice



- Sends emergency and non-emergency email alerts to opt-in cellular AND landline accounts within a targeted area

SIGN UP NOW!



COUNTY OF
SAN MATEO

Select Language ▼



Sign In

* = required field

User ID *

Password *

☐ Remember User ID

SIGN IN

[Forgot User ID or Password?](#)

Sign Up Today

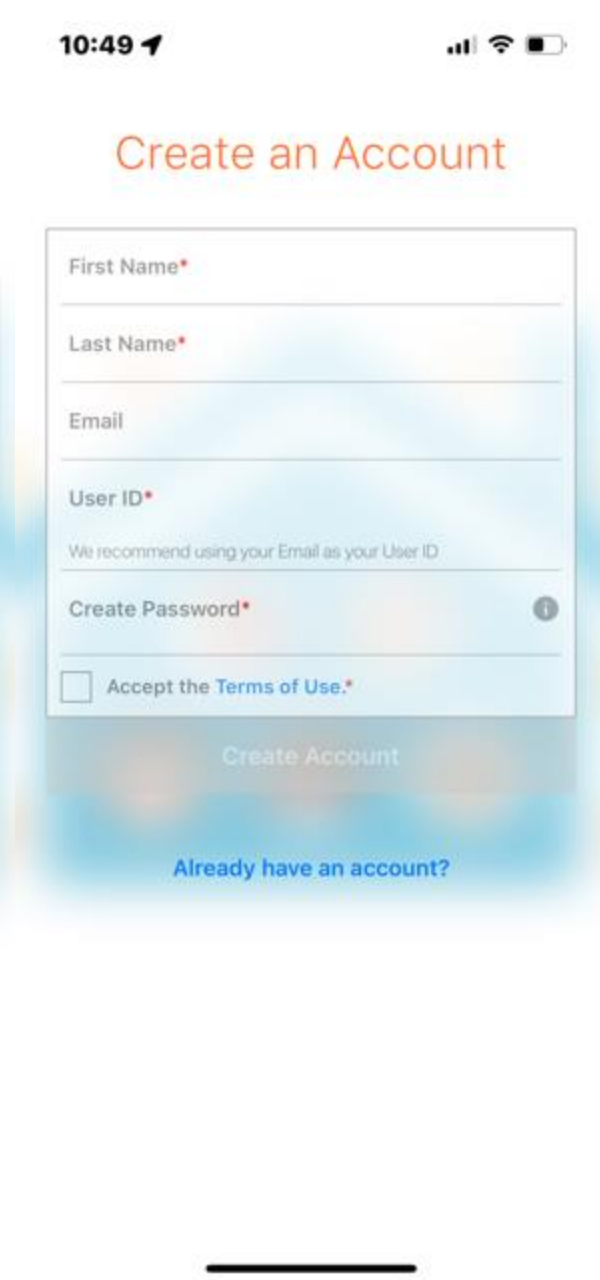
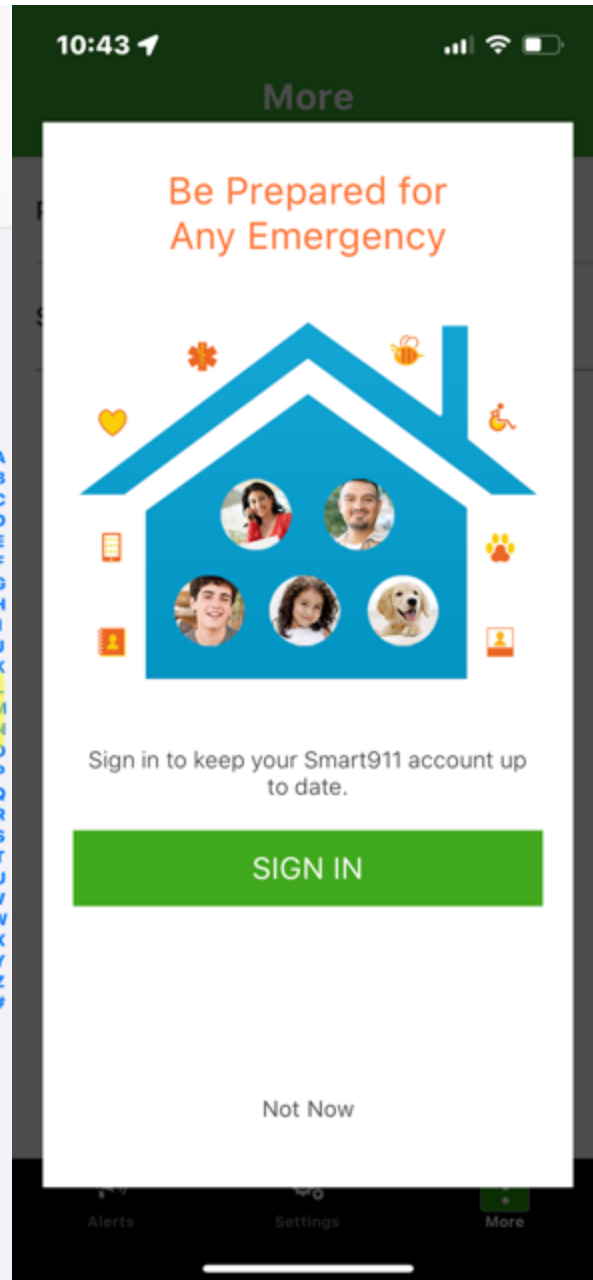
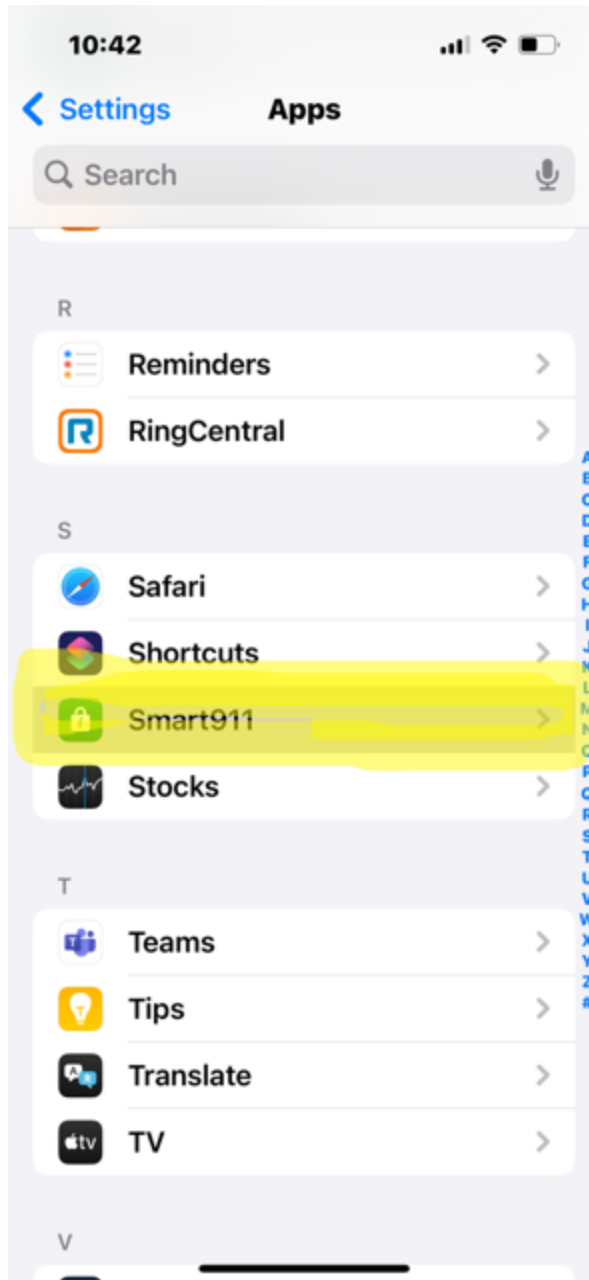
Be prepared for any emergency by giving public safety the information they need to better help and communicate with you.

Sign up here in order to receive Important Messages and Emergency Alert Notifications from San Mateo County Public Safety Communications and San Mateo County's Department of Emergency Management.

SIGN UP NOW



Remember to keep your profile up to date. We'll send you reminders to do so.



10:55



Add Your Address

Please enter your address below. This helps us determine which services are available in your area.

[Continue](#)

10:55

[Back](#)

Confirm Your Address

Please select and confirm the address that is most accurate. If none of the addresses are correct, you can [go back and try again](#).

We suggest...

1399 Rollins Road - Burlingame CA 94010

[Use this address](#)

You entered...

1399 Rollins Road - Burlingame CA 94010

[Use this address](#)

10:56

[Back](#)

Confirm Your Address

Please confirm the address you selected. If you want to choose another address, [go back and try again](#).

Confirm Location

1399 Rollins Road - Burlingame CA 94010

[Confirm This Address](#)

10:56



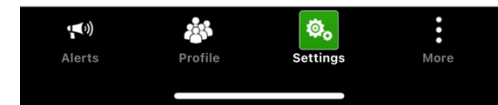
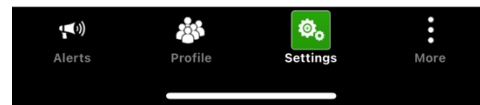
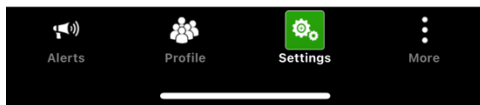
Help 9-1-1 Help You

To 9-1-1 call takers, inaccurate information is actually worse than no information at all.



How would you like us to send you reminders to keep your account up to date (every 6 months)?

☒ (650) [REDACTED]☒ [REDACTED][Done](#)



10:59



Select Phone User

Who on this Smart911 account uses this phone?



Select

11:01



My Account



Sign up for alerts from your community →

Hi, Dena



People / Household



[Redacted Name]

[Edit Basic Info](#) | [Edit Details and Medical Info](#) | [Remove](#)



Addresses



1399 Rollins Road Burlingame CA 94010
Office / Commercial

[Edit Basic Info](#) | [Edit Details](#) | [Remove](#)



Phones



[Redacted Name]

Used By [Redacted Name]
[Edit](#) | [Remove](#)



Alerts



Profile



Settings



More

11:00



Create Your PIN

Your security is important to us.

This app uses a PIN to protect access to the personal information in your Safety Profile. Please choose a 4-digit PIN that you will be able to remember.

How often do you want PIN to be required?



Every Time



As needed

Create



Alerts



Profile



Settings



More

11:01



My Account



Sign up for alerts from your community →

Hi, Dena



People / Household



[Redacted Name]

[Edit Basic Info](#) | [Edit Details and Medical Info](#) | [Remove](#)



Addresses



1399 Rollins Road Burlingame CA 94010
Office / Commercial

[Edit Basic Info](#) | [Edit Details](#) | [Remove](#)



Phones



[Redacted Name]

Used By [Redacted Name]
[Edit](#) | [Remove](#)



Alerts



Profile



Settings

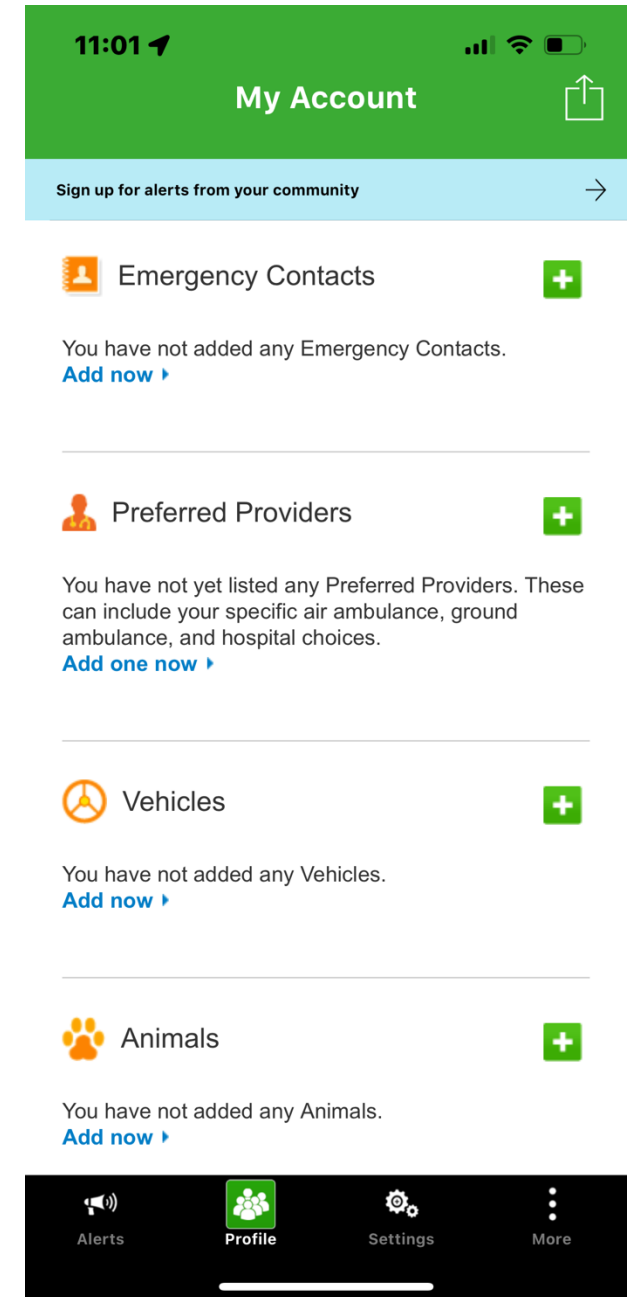
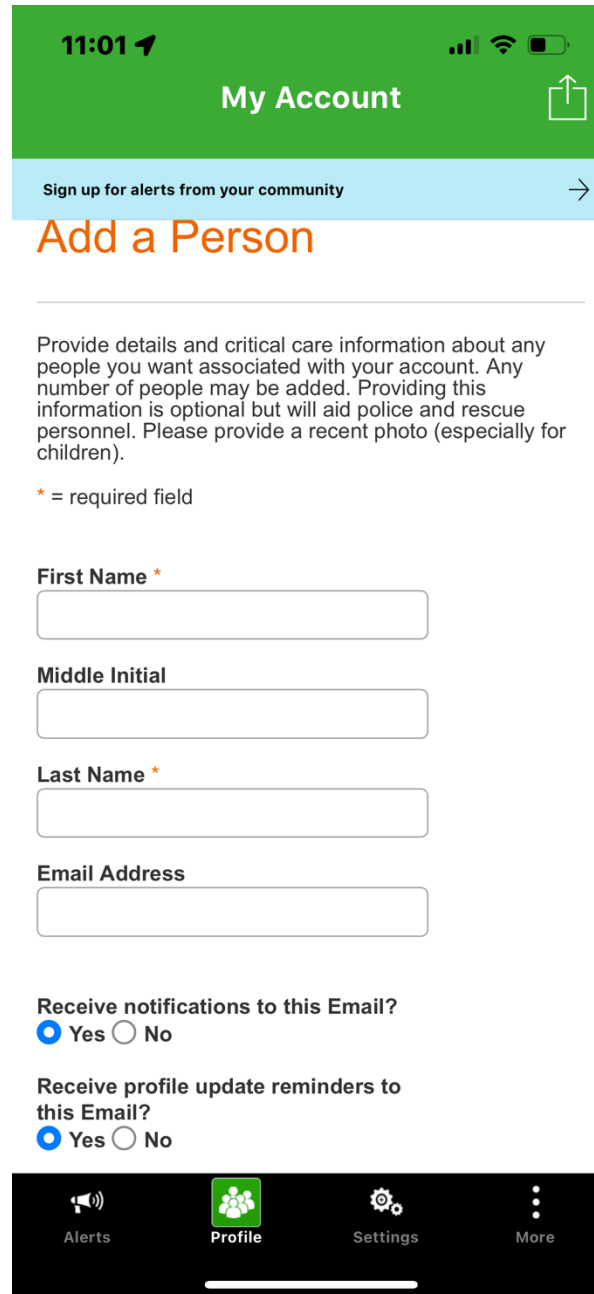
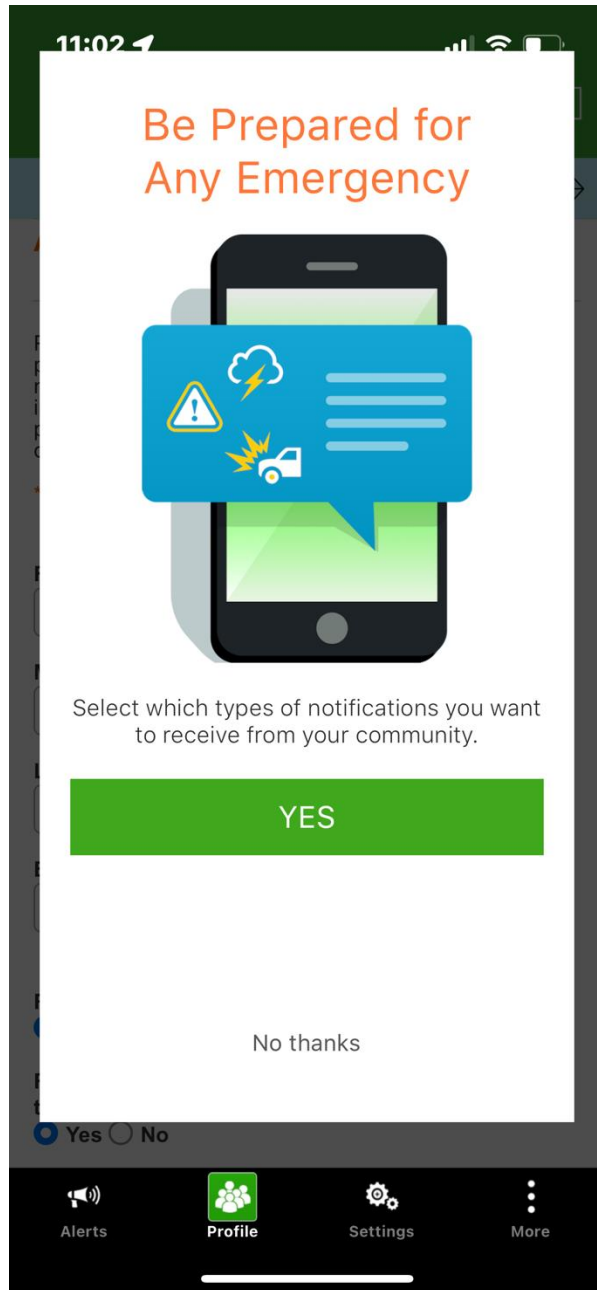


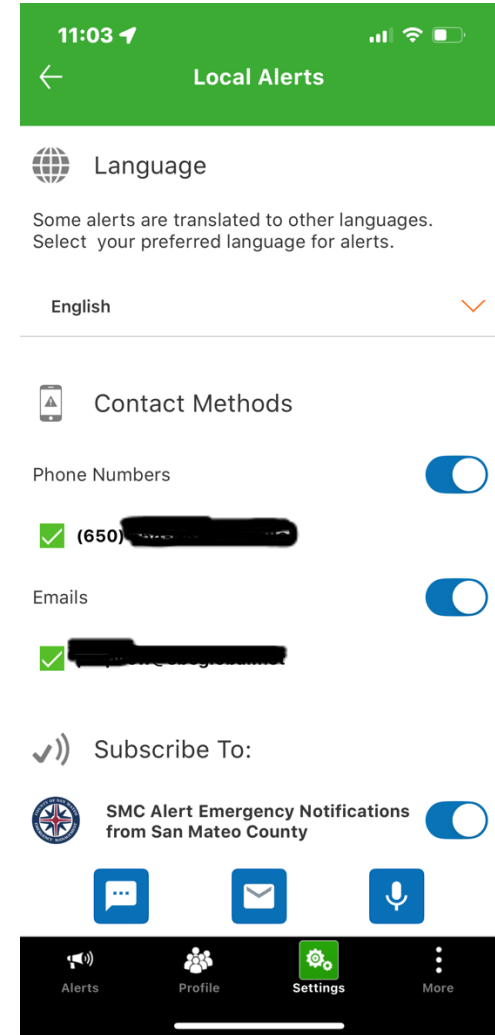
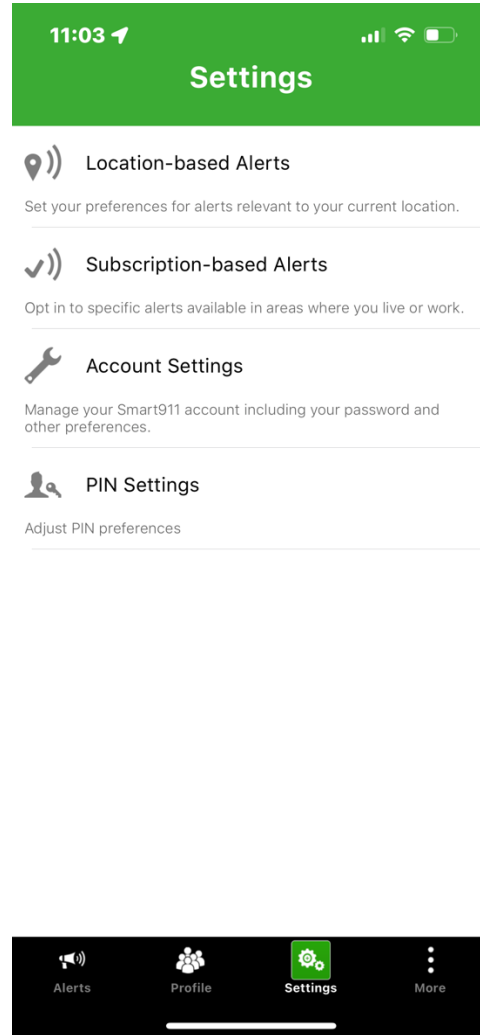
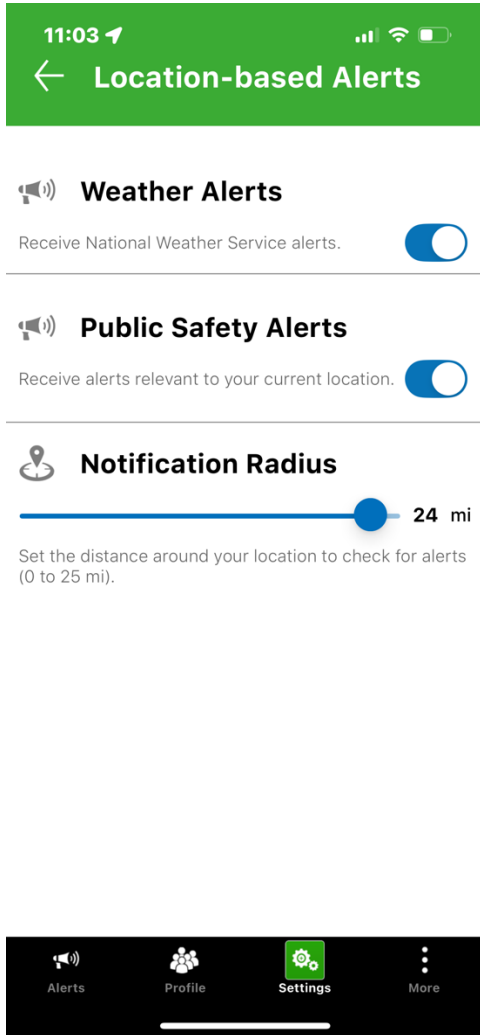
More

Success!

You have created your PIN.
Welcome to your Smart911
Safety Profile!

Ok





10:43



More

Privacy Policy

Sign In



© Copyright 2025
Rave Mobile Safety. All Rights Reserved.
Smart911® Mobile App Version
2.11.3



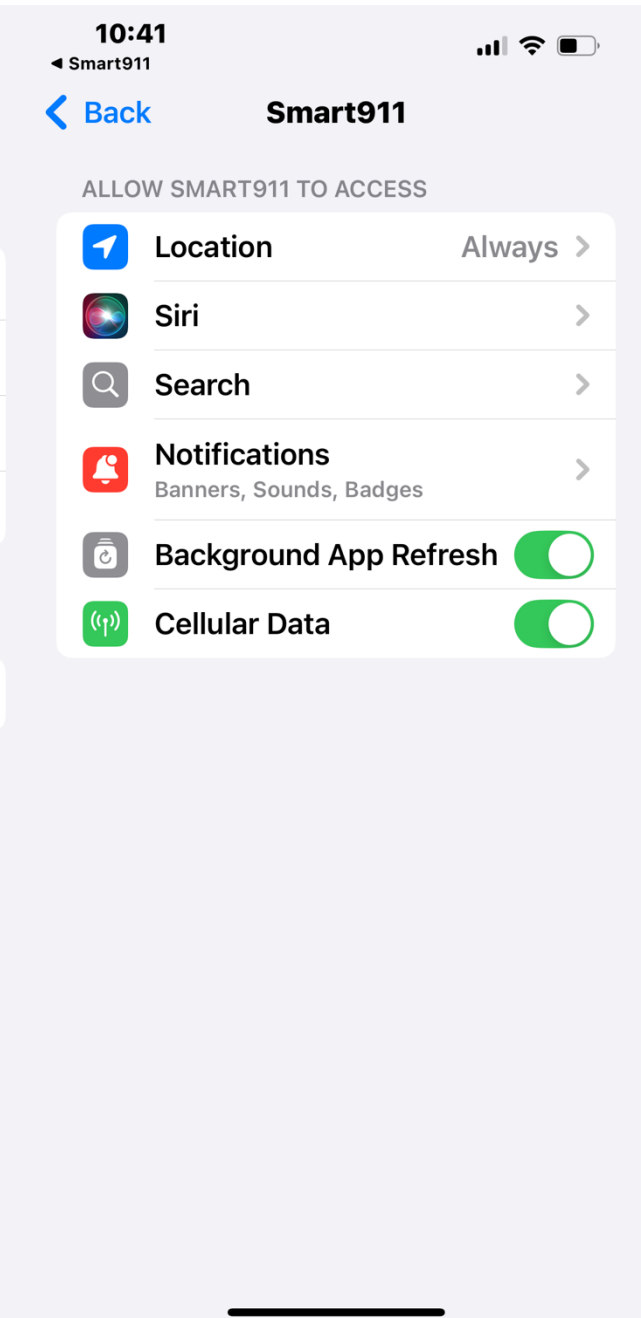
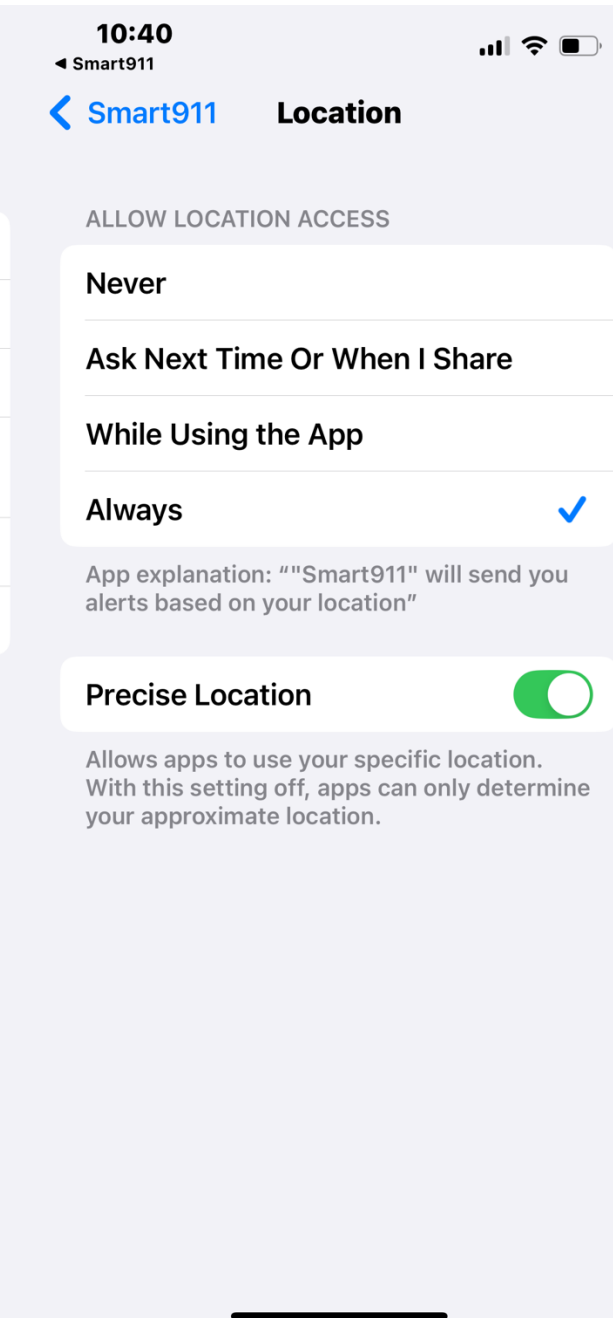
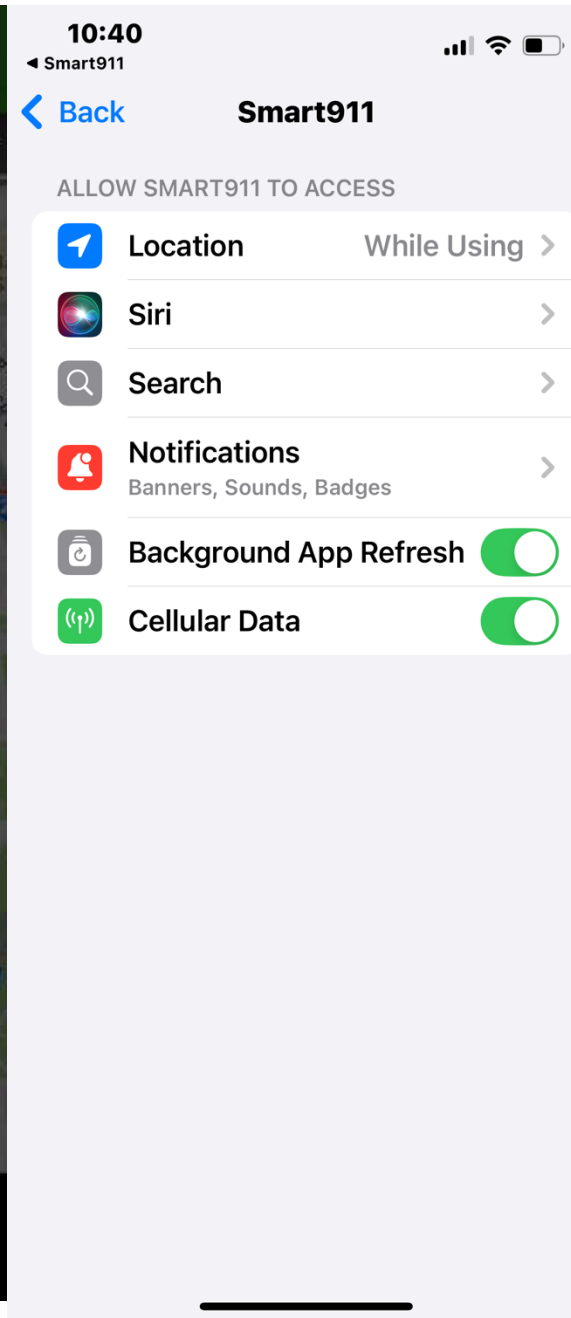
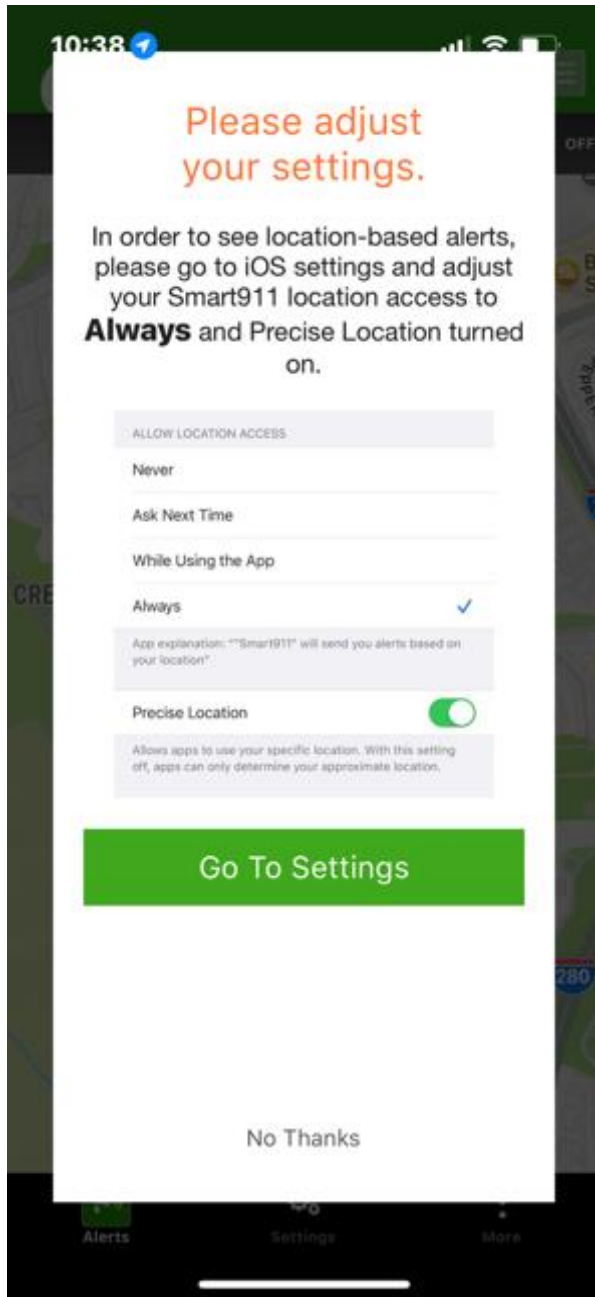
Alerts



Settings



More



We've seen your number before. What would you like to do?

We notice the number [REDACTED] is associated with an existing account. This can happen if someone else in your household added this phone number to their account, or if this phone number used to belong to another person who has an account. What would you like to do?

I forgot I had an account.

If you previously signed up, you can easily retrieve your User ID and Password.

SIGN IN

[Forgot Password?](#)

I want to add more people to my account.

If you want to add more people to your existing account, such as family or other members of your household, you can do that easily from your own account.

SIGN IN TO ADD A PERSON

I want to create a new account.

Continue to create this account with the information you have entered. A phone number can only be associated with a single account. [REDACTED] will be associated with the new account and removed from the existing account.

CREATE NEW ACCOUNT

You need to confirm this phone to ensure it belongs to you.

[Confirm now](#)

Customize your account



Addresses



People / Household



Phones



Emergency Contacts



Vehicles



Animals



Preferred Providers

[Sign Up Now](#)

San Mateo County Emergency Alerts

Sign up here in order to receive Important Messages and Emergency Alert Notifications from San Mateo County Public Safety Communications and San Mateo County's Department of Emergency Management.

* = required field

Preferred Language * 

Select Language 

First Name *

Last Name *

Email Address






User ID *

We recommend using your email address for your User ID.

Password *

Confirm Password *

Password Requirements

-  8 or more characters
-  at least 1 lower case letter
-  at least 1 upper case letter
-  at least 1 number
-  at least 1 special character or symbol

Phone number *

Phone type *

☐ Mobile ☐ Other (Land Line, VOIP, Cable)

Group Code (OPTIONAL):



☐ * I agree to the [Terms of Use](#).

CREATE ACCOUNT

Notify Your Emergency Contact via Email

Let your emergency contact know about Smart911 service. Letting [REDACTED] know that you created a safety profile will help eliminate confusion in case an emergency occurs.

From: no-reply@smart911.com

To: [REDACTED].com

Message:

Dear [REDACTED]

Dena Gunning has added you as an emergency contact on their Smart911 safety profile. Smart911 will provide valuable details that could help save their life if they need to call 9-1-1 in the event of an emergency.

Smart911 is a free service. You may want to sign up yourself. Learn more about Smart911 at <http://smart911.com>.

SEND

CANCEL

Animal Type *

Select Animal Type



Name *

Required

Species*

- Select Species -



Photo

Choose File

No file chosen

- Acceptable file formats: .jpg, .png, .gif and .bmp
- Maximum file size: 10MB
- Your image will be cropped to a square. Uploading a photo in a similar aspect ratio will provide the best results.



This animal is usually at *



1399 Rollins Road Burlingame CA

Alerts

Please set your preferences by checking all options that you wish to enable.

Notification Preferences

Select the notification(s) you want to receive. We recommend you select all provided communication methods, as not all alerts will be sent via all methods or preferred languages.

Select the contacts you want to receive alerts.

Preferred Language: [?](#)



COUNTY OF SAN MATEO

[Profile](#)[Alerts](#)[Account Settings](#)

Edit Account Settings

Preferences



Share my Profile with San Mateo County CA to support emergency preparedness.

Your data can help emergency managers strengthen their plans for responding to and recovering extra help during an evacuation, or determining the type and quantity of supplies that should be kept on-hand.



Share my Smart911 Profile when I dial 9-1-1 or contact another participating emergency service.

Your profile can deliver valuable information to 9-1-1 and first responders, such as medical conditions, address details, and emergency contacts. This information can save valuable time during an emergency.

Notification

Text

Voice

Email



☒ **SMC Alert Emergency Notifications from San Mateo County**

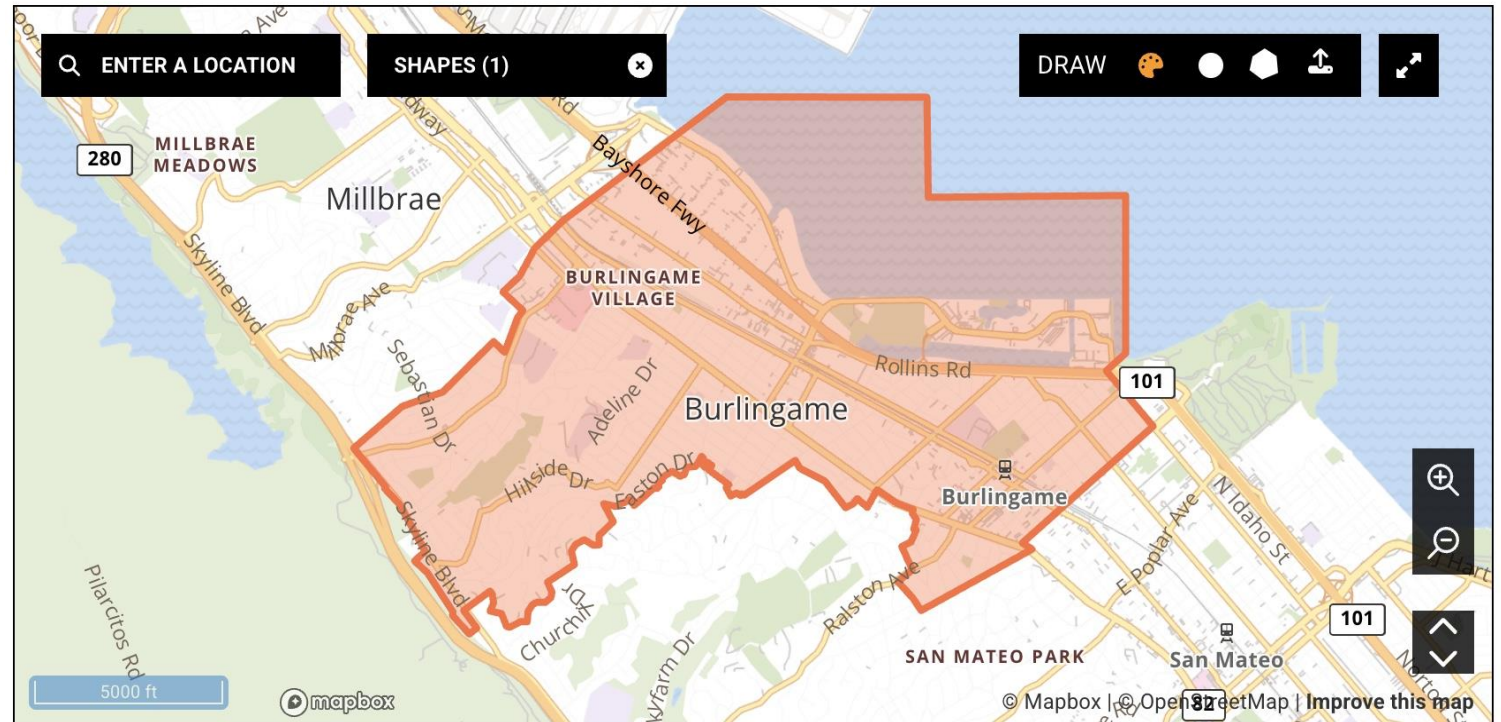


SMC Alert Overview



SMC Alert (Mass Notification System Opt-In)

When you register, it's important to add addresses such as your home, work or child's school. When you enter an address, the address is geocoded within the mapping system. This mapping system allows emergency managers to focus their alerts down to a specific neighborhood or an entire city or region. ***If you don't include at least one address, you may miss an important alert or receive alerts from other parts of the county.***



Confirm Address

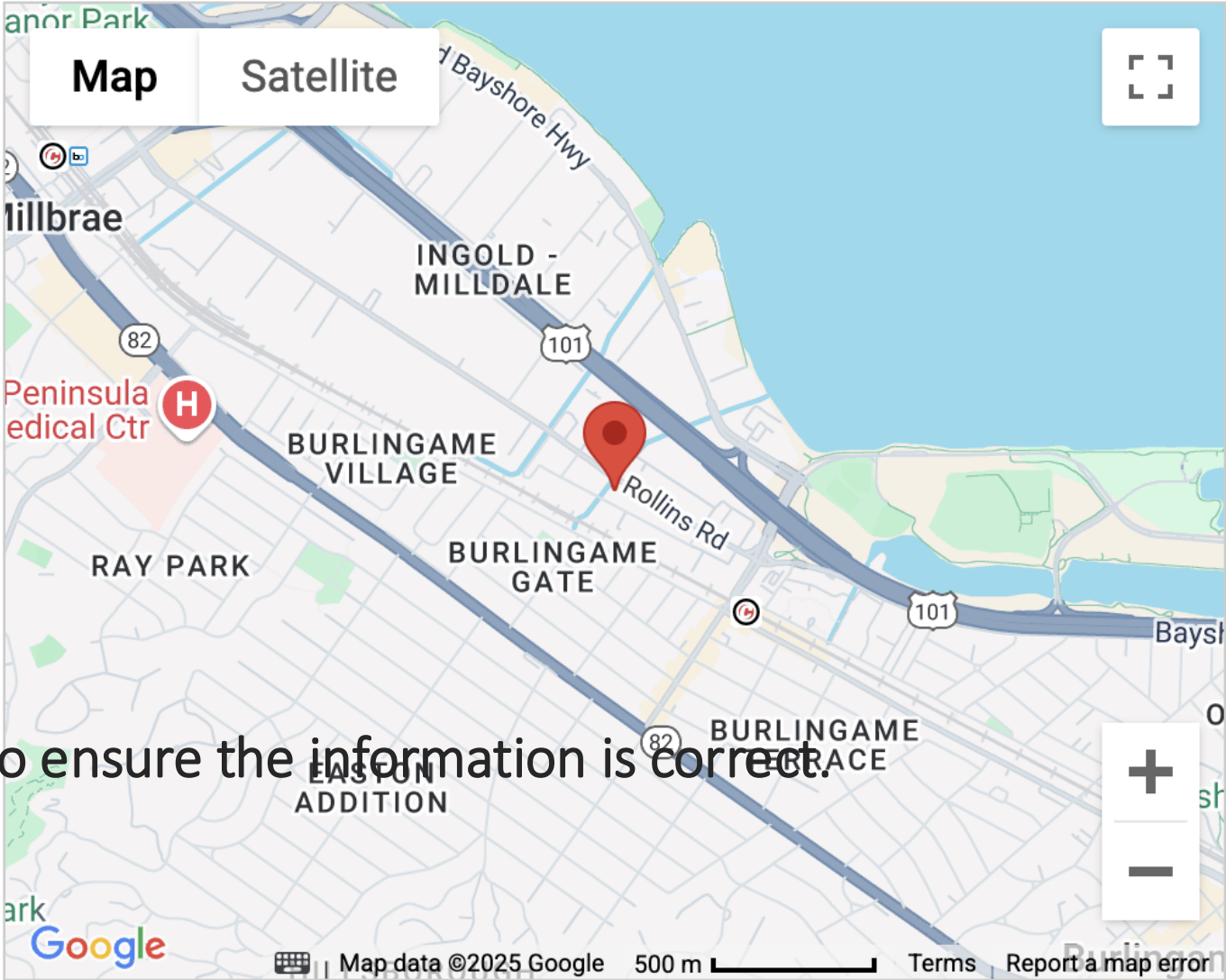
Please confirm the address you selected. If you want to choose another address, you can [go back and try again](#).

Confirm Location

1399 Rollins Road - Burlingame CA 94010

CONFIRM THIS ADDRESS

Confirm your address to ensure the information is correct.



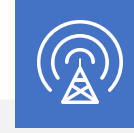
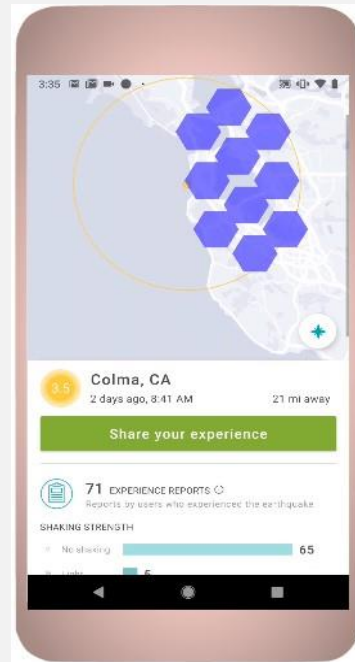
Other Forms of Alert and Warning



Coastal Tsunami
Sirens



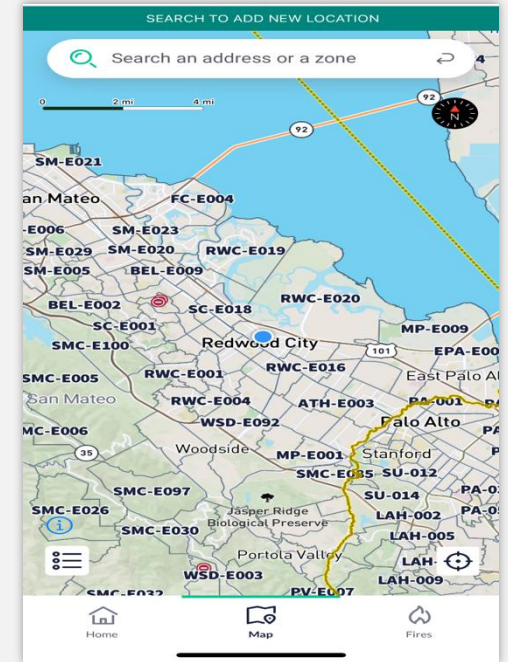
MyShake App



Local Radio
Stations



Genasys Protect
App





Police and Fire Vehicle Sirens and Public Address Systems

County-wide, local police and fire agencies will use their vehicle-mounted sirens and public address loudspeaker systems to notify neighborhoods of evacuation orders or other urgent information. This method may be the oldest but is one of the more effective methods for alerting and informing specific, localized areas of evacuation orders and other required emergency actions.



- **EVACUATION ORDER:** You must evacuate immediately due to imminent threat to life.
- **EVACUATION WARNING:** There is potential threat to life and property within a given time frame. Begin preparing yourself, your animals, and your property for a potential evacuation order.
- **SHELTER-IN-PLACE:** Stay secure at your current location. This may be required when evacuation is impossible, too dangerous, or unnecessary.



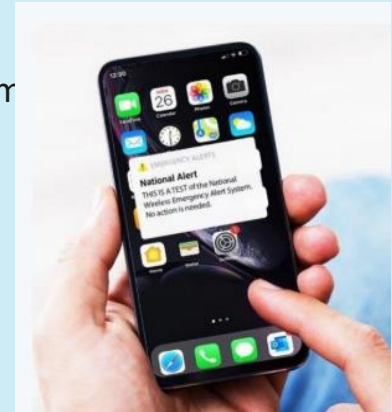
Types of Alerts

Integrated Public Alert & Warning System (IPAWS)



IPAWS

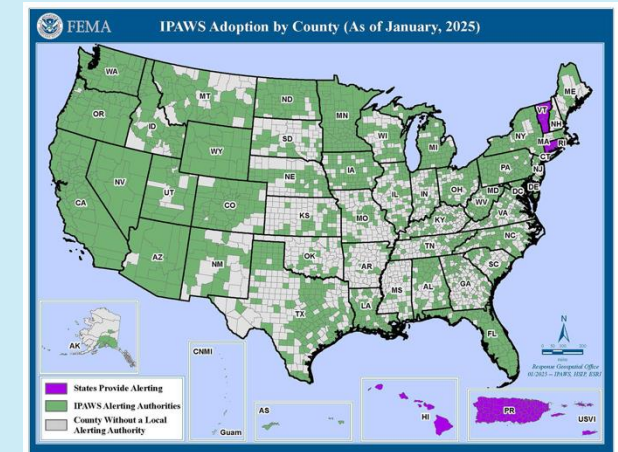
The **Integrated Public Alert & Warning System (IPAWS)** is FEMA's national system for local alerting that provides authenticated emergency and life-saving information to the public through cell phones using [Wireless Emergency Alerts](#), to radio and television via the [Emergency Alert System](#), and on the [National Oceanic and Atmospheric Administration's Weather Radio](#).



IPAWS

- Opt-Out system used during life safety emergencies
- Wireless Emergency Alerts (WEA)
- Emergency Alert System (EAS)
- Non-Weather Emergency Message (NWEM)

IPAWS Alerting Authority ID	State/Province	FEMA Region	IPAWS Alerting Authority Name	Alerting Authority Type
201886	CA	Region 9	CA University of California Irvine	Local
200364	CA	Region 9	CA Northern California Regional Intelligence Center	Local
200230	CA	Region 9	CA California Highway Patrol	State
200155	CA	Region 9	CA California Governor's Office of Emergency Services	State



*All 50 States, Washington DC, Puerto Rico, and the U.S. Virgin Islands have a State level (or equivalent) authorized Alerting Authority.

Integrated Public Alert and Warning System (IPAWS)

*Automatically opted-in to IPAWS

Wireless Emergency Alert (WEA)

- Sends emergency alerts to **all mobile devices** within a targeted area



Emergency Alert System (EAS)

- Sends emergency messages **via TV, radio, and satellite**



Non-Weather Emergency Message (NWEM)

- Sends non-weather emergency alerts via the **National Weather Service (NWS)** through **NOAA Weather Radio**



WIRELESS EMERGENCY ALERTS CAPABLE



What Do the Alerts Look Like? WEA will look like a text message. The WEA message will typically show the type and time of the alert, any action you should take, and the government agency issuing the alert. WEA messages include a special tone and vibration, both repeated twice.

What Kind of Alerts?

WEA are sent only during an emergency. They are sent by government alerting authorities through your mobile carrier.

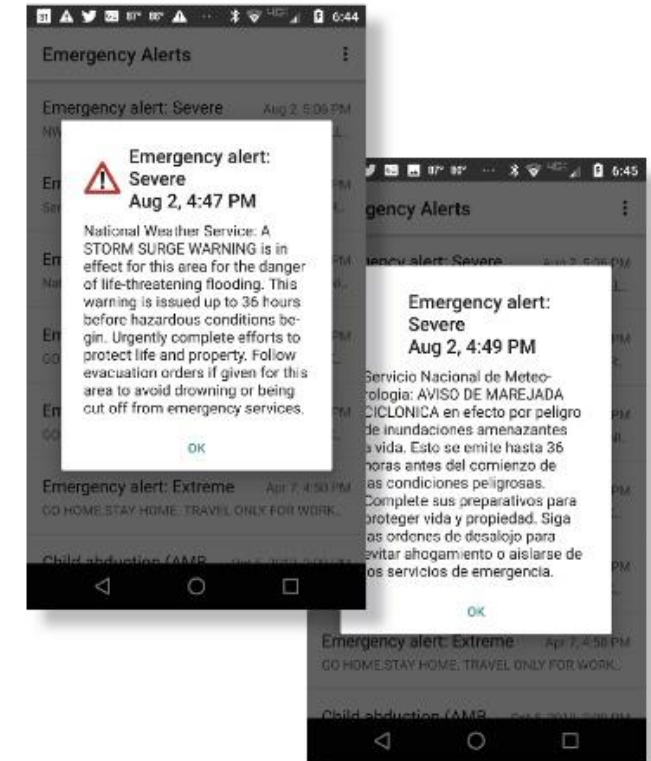
Types of alerts include:

- Extreme weather warnings
- Local emergencies requiring evacuation or immediate action
- AMBER Alerts
- Presidential Alerts during a national emergency

The National Weather Services sends WEA messages for:

- Dust Storm Warnings
- Extreme Wind Warnings
- Flash Flood Warnings*
- Hurricane/Typhoon Warnings
- Severe Thunderstorm Warnings*
- Snow Squall Warnings
- Storm Surge Warnings
- Tornado Warnings
- Tsunami Warnings

** High-damage threat Warnings only*



Examples of Wireless Emergency Alerts in English and Spanish.

Examples of Alerts

Incident Escalation

Road Closure (Social Media)

Facebook: City of Burlingame – Road closure at Skyline Blvd and Hillsdale Dr. due to a downed tree. AVOID area and TAKE alternate route. Estimated time of reopening 02/09/25 at 3PM. More info at [website]

Grass Fire – No Threat (SMCAAlert)

SMC Alert: Central County Fire Department – Grass Fire at Skyline Blvd and Hillsdale Dr. Visibility in area may be reduced and roads may be blocked by emergency personnel. TAKE alternate route and MONITOR for updates at [website]

Wildfire Evacuation Order – Imminent Threat (WEA)

San Mateo County Department of Emergency Management – EVACUATION ORDER issued in Burlingame for areas near Skyline Blvd and Hillsdale Dr. due to Skyline Wildfire. LEAVE NOW! AVOID route I-280 and TAKE HWY-101. MONITOR for updates at [website]

Local forecast by
"City, St" or ZIP code

[Location Help](#)

MY FORECAST

Burlingame CA



Mostly Cloudy

51°F

11°C

[Get Detailed info](#)

Overnight



Partly Cloudy

WARNING

A warning is issued when a hazardous weather or hydrologic event is occurring, imminent or likely. A warning means weather conditions pose a threat to life or property. People in the path of the storm need to take protective action.

ADVISORY

An advisory is issued when a hazardous weather or hydrologic event is occurring, imminent or likely. Advisories are for less serious conditions than warnings, that cause significant inconvenience and if caution is not exercised, could lead to situations that may threaten life or property.

WATCH

A watch is used when the risk of a hazardous weather or hydrologic event has increased significantly, but its occurrence, location or timing is still uncertain. It is intended to provide enough lead time so those who need to set their plans in motion can do so. A watch means that hazardous weather is possible. People should have a plan of action in case a storm threatens and they should listen for later information and possible warnings especially when planning travel or outdoor activities.

NWS Forecast Office San Francisco, CA

[Weather.gov](#) > San Francisco Bay Area, CA

San Francisco Bay Area, CA

Weather Forecast Office

[Current Hazards](#)

[Current Conditions](#)

[Radar](#)

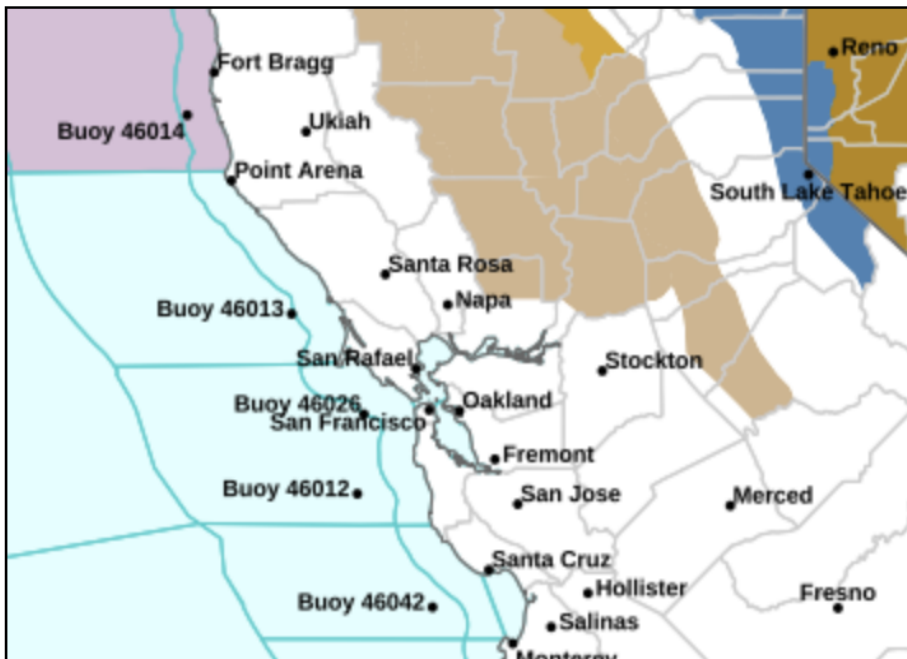
[Forecasts](#)

[Rivers and Lakes](#)

[Climate and Past Weather](#)

[Local Programs](#)

Click a location below for detailed forecast.



[Watches,](#)
[Warnings &](#)
[Advisories](#)



[High Wind Warning](#)



[Gale Warning](#)



[High Surf Advisory](#)



[Small Craft Advisory](#)



[Hazardous Seas](#)
[Warning](#)



[Wind Advisory](#)



[Winter Storm Watch](#)



National Weather
Service

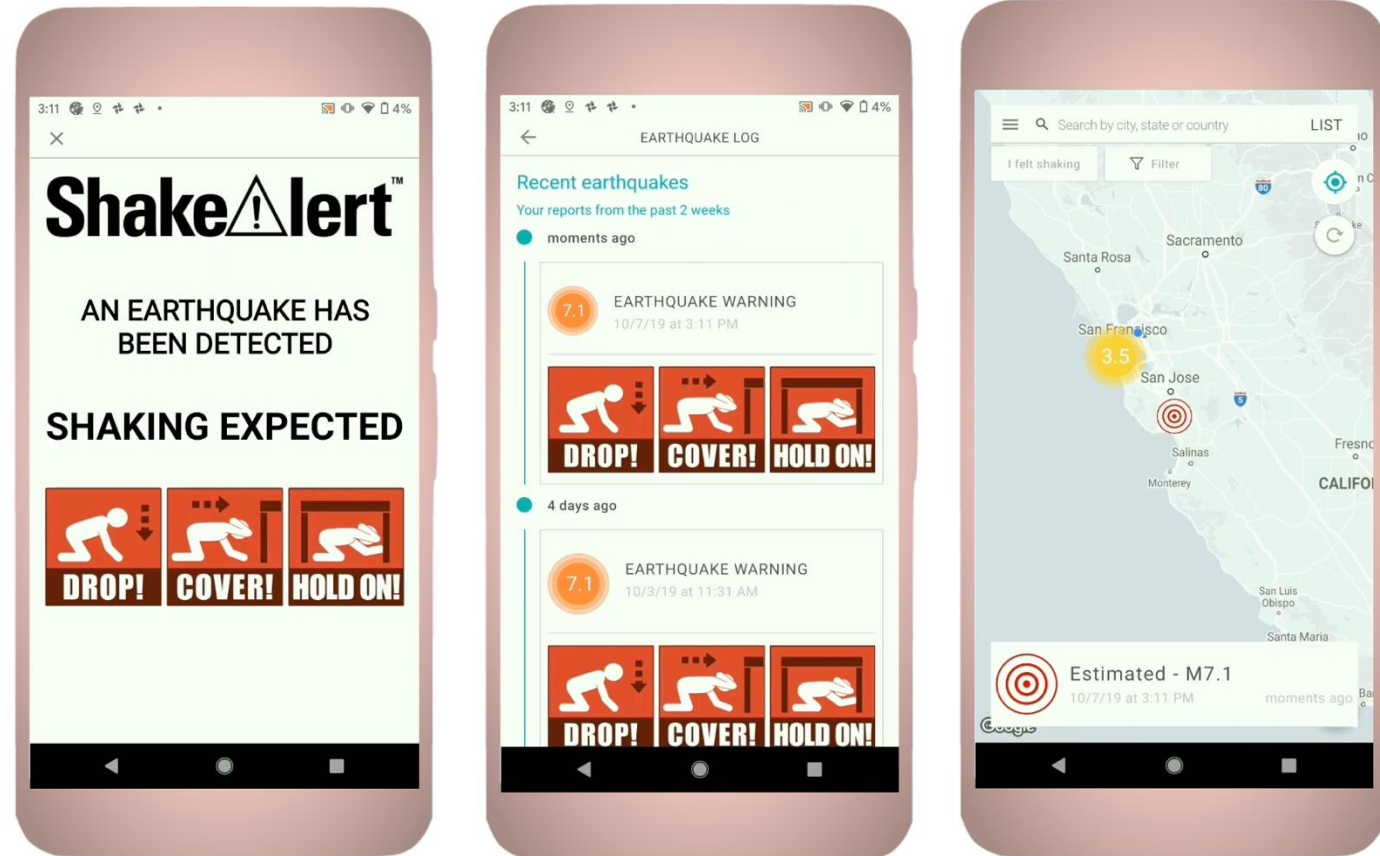


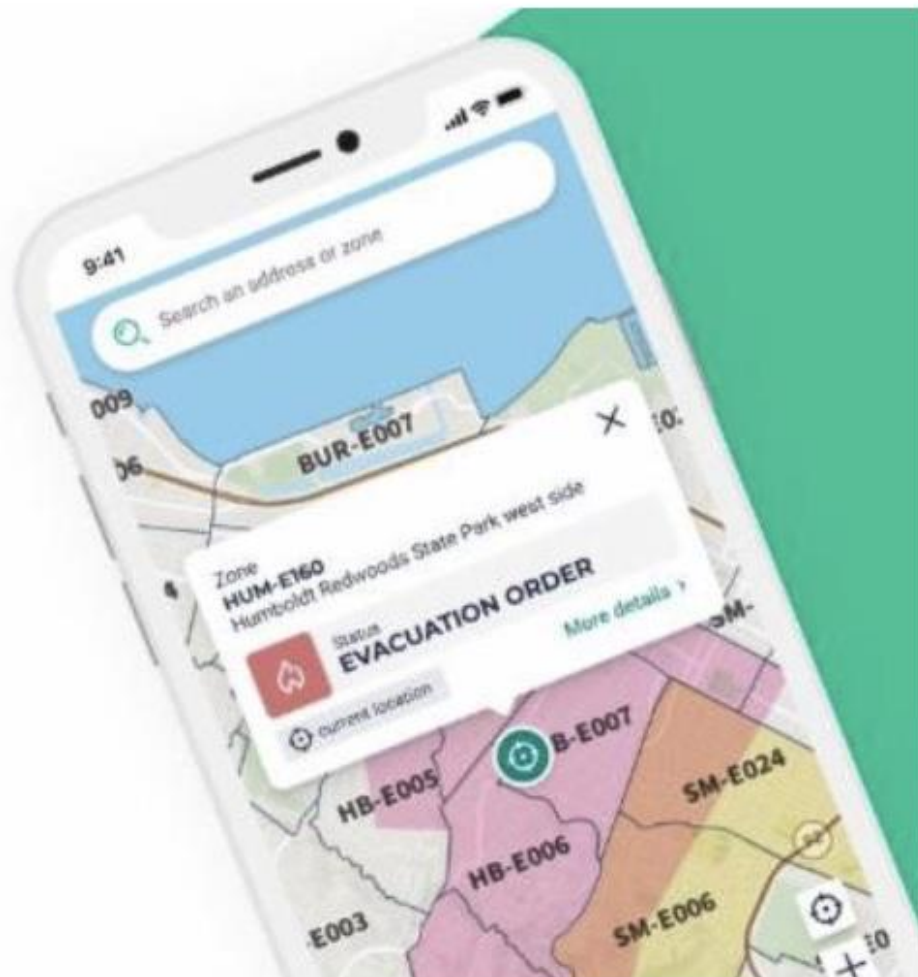
Get the MyShake earthquake early warning app!

<https://youtu.be/y1p0pFFbH8M>

MyShake Tutorial

<https://youtu.be/Ge533mwtkz0>





 **genasys Protect**
FORMERLY ZONEHAVEN **AWARE**

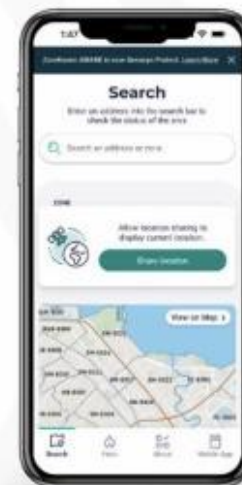
Download **Genasys Protect** Mobile App



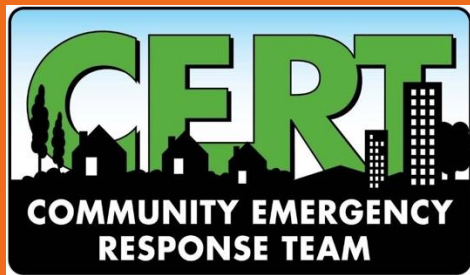
genasys.com/get-gp-ios/



genasys.com/get-gp-android/



Genasys Protect
Download the Mobile APP today



TAKE ACTION TODAY!

- ✓ **Subscribe to Alerts**
 - ✓ **Have A Plan**
 - ✓ **Pack A Go Bag**
 - ✓ **Stay Informed**
 - ✓ **Get Involved**
- ✓ **Take CERT/CPR & First Aid/Stop the Bleed Training**



Pack a Go Bag

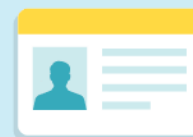
What will you need?
Every member of your household should have their own Go Bag.

Including Children and Pets.

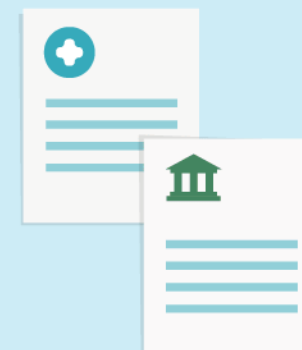
Keep supplies at home, in your car, at work.



Disaster Ready Guide



Identification Cards



Insurance Documents



Medications List



Family Photos



Local Map



Money: \$1s & \$5s



ENGAGE IN WHOLE COMMUNITY PLANNING



RESOURCE WEBSITE LINKS

- <https://www.smcgov.org/dem/smc-alert>
- <https://www.smart911.com/smart911/login.action?lpse=1>
- <https://www.alertthebay.org/sign-up/>
- <https://pgealerts.alerts.pge.com/outage-tools/outage-map/>
- <https://www.weather.gov/>
- <https://www.noaa.gov/>
- <https://earthquake.ca.gov/>
- <https://www.ready.gov/alerts>
- <https://www.fema.gov/emergency-managers/practitioners/integrated-public-alert-warning-system>
- <https://www.sparetheair.org/>
- <https://www.baaqmd.gov/>
- <https://www.smcgov.org/dem>
- <https://www.caloes.ca.gov/>
- <https://www.listocalifornia.org/>
- <https://www.211.org/>
- <https://ccfd.org/>
- <https://ccfd.org/education-and-preparedness/emergency-preparedness/disaster-preparation/>
- <https://www.fire.ca.gov/>
- <https://www.burlingame.org/>
- <https://burlingamenetwork.org/>
- <https://www.hillsborough.net/288/Hillsborough-Neighborhood-Network>
- <https://www.ci.millbrae.ca.us/>
- <https://phs-spca.org/>
- <https://www.peninsulahealthcaredistrict.org/>
- <https://www.ready.gov/>
- <https://www.cdc.gov/>
- <https://www.earthquakecountry.org/bayarearisk/>
- <https://www.californiavolunteers.ca.gov/>



THANK YOU!

Dena Gunning, PA-CEM
Central County Fire Department
Community Risk & Resiliency Specialist

650-558-7600
dgunning@ccfd.org