

# Community Emergency Alert & Warning Systems

March 3, 2026



\*Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

# BACKGROUND

## City Context

Located in the South Bay region of Los Angeles County, Manhattan Beach is vulnerable to (amongst others):

- Earthquakes
- Tsunamis
- Hazardous material releases
- Industrial incidents

The City's proximity to the Chevron Refinery in El Segundo makes robust emergency communications essential.

## October 2025 Incident

A significant incident occurred at the Chevron Refinery in El Segundo requiring emergency notifications to Manhattan Beach residents and businesses.

This incident prompted a comprehensive review of the City's alert and warning capabilities.

City Council subsequently requested a detailed report on emergency communications infrastructure and improvements implemented since October 2025.



# EMERGENCY ALERT & WARNING SYSTEMS

*A comprehensive, multi-layered approach ensures critical information reaches residents through multiple channels.*

## Alert SouthBay

Regional Everbridge system — voice, SMS, and email alerts. Serves 15 cities. Used by 60+ federal agencies.

## IPAWS (Federal)

FEMA-managed system delivering Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), and NOAA Weather Radio.

## Social Media

Active accounts on Twitter/X, Facebook, Instagram, Nextdoor, and GoReach for rapid, verified information sharing.

## Resident Database

City-maintained contact database integrated with Alert SouthBay. No registration required — reaches vulnerable populations.

## MBTV & Website

24/7 local cable broadcasting and manhattanbeach.gov serve as central hubs for emergency information and updates. GovDelivery email subscriptions.

## Physical Systems

Electronic changeable message signs (CMS), police/fire public address systems,



# UNIFIED COMMAND



Consists of the Incident commanders from the various jurisdictions or agencies operating together to form a single command structure

## Phase 1

### Detection & Dispatch

- Emergency detected via 911, sensor, field unit, or outside agency
- Dispatch appropriate responders based on incident type

## Phase 2

### First Responder Size- Up

- Arriving units assess scope, hazards, and immediate needs
- Determines whether additional resources are required

## Phase 3

### Incident Command Established

- Jurisdictional responder activates the Incident Command System (ICS)
- Command post set up at safe distance from scene

## Phase 4

### Unified Command (if multi-agency)

- Activated when incident crosses jurisdictional lines



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## Phase 5 Situation Assessment

- Field units and outside agencies provide intelligence
- IC builds a complete operational picture: Cause, Spread, Impact

## Phase 6 Protective Action Decision

- IC determines appropriate public action: shelter-in-place, evacuation, or warning
- Decision based on threat type, speed, and available resources

## Phase 7 Emergency Notifications Issued

- Targeted alerts sent via Alert SouthBay, WEA, EAS, social media, and message signs (if applicable)
- Messages are clear, actionable: What to do, Where to go

## Phase 8 Ongoing Public Communication

- Updated alerts issued as the situation evolves
- City website, social media, and media outlets provide detailed guidance



# ENHANCEMENTS: REGIONAL COORDINATION

*Following the October 2025 incident, City staff convened with regional partners to strengthen coordination.*

**City of El Segundo  
(Local Implementing  
Agency)**

**Chevron Corporation**

**Alert SouthBay**

## KEY OUTCOMES

01

**Enhanced Communication Protocols**  
Improved coordination between Chevron, the City of El Segundo, and neighboring jurisdictions.

02

**Clarified Notification Triggers**  
Defined thresholds and triggers for when regional alerts must be issued.

03

**Approved Holding Statement**  
El Segundo approved a holding statement for use in the event of a Chevron facility incident.

04

**Updated SOPs**  
Alert South Bay Task Force reviewed and revised standard operating procedures for industrial incident notifications.



# ENHANCEMENTS: SYSTEMS & PLAYBOOK

## In-House Genasys Administrators

Genasys is an emergency management and public safety platform enabling targeted alerts via Alert SouthBay to specific geographic areas.

The City has trained and designated in-house Genasys Administrators who can:

- Send targeted alerts to specific geographic zones
- Communicate rapidly with affected residents during shelter-in-place or evacuation events

## First Responder Communications Playbook

Staff developed a comprehensive First Responder Playbook providing clear, standardized guidance for emergency communications.

The Playbook includes:

- Procedures for performing evacuations by Unified Incident Commanders
- Identification of emergency notification types
- Community relocation center locations
- Red Cross evacuation shelter locations



# PUBLIC OUTREACH

1

## Town Hall

The City hosted a town hall to engage residents and provide information on emergency preparedness and regional notification systems.

2

## Know Your Zone Campaign

A public awareness campaign launched to help residents identify their emergency zone and understand appropriate protective actions for their area.

3

## Alert Sign-Up Mailer

The City will distribute a mailer to area residents, funded by Chevron, encouraging them to register for Alert South Bay notifications to ensure timely alerts during industrial incidents.



