



CITY OF
FARMERS BRANCH
TEXAS

Severe Weather Alerts and Outdoor Warning Sirens

CITY COUNCIL MEETING | July 16, 2024



Emergency Alerting



Branch Alert

- Opt-In Program
- Automatic Alerts
- Investigation
- Improvements



Outdoor Warning Sirens

- Purpose
- Criteria for Activation
- Limitations



Social Media

- Siren Activation
- Branch Alerts
- Other Sources



Branch Alert Sign-Up Campaign

(July - September)

- Branch Bulletin e-newsletter - Twice per Month
- Social media (Facebook, Instagram, X and Nextdoor) - Weekly
- Digital monitors in City buildings - Daily
- Branch Review printed newsletter - Monthly
- FB 4Cast (Facebook & Instagram weekly video) - Weekly



Questions?

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