



AwareCA Talking Points

Public safety agencies are the primary source of verified emergency information, working to keep Californians informed during wildfires, using all available tools -- social media, news partnerships, websites, in-person, and other available communication channels. Now, with AwareCA, we're building on that foundation—using trusted tools and modern technology to share critical information even faster, and delivering where people want it most, their mobile devices.

1. AwareCA is the authoritative source for near real-time public safety information in California.

The platform replaces fragmented alerts and cuts through misinformation by delivering verified updates directly from fire departments and public safety agencies.

2. AwareCA provides accurate, timely, and actionable information that Californians can rely on during fast-moving emergencies.

With near real-time updates, easy-to-understand maps, and critical notifications, users can act with confidence.

3. The AwareCA app strengthens statewide emergency communications by enabling fire departments and public safety agencies to share verified information on one platform.

It supports multi-agency coordination, reduces conflicting messages, and improves situational awareness for both the public and responders.

4. AwareCA empowers fire and public safety officials to control their message and tell their story with credibility.

Government communicators now have a modern, mobile-first platform optimized for how people consume information today—on their phones.

5. Californians want accurate information fast—and AwareCA delivers.

With millions seeking reliable updates during recent wildfires, the demand for authoritative information has never been clearer. AwareCA ensures the public always knows where to go for the truth.