Turlock Fire Department
156 South Broadway
Turlock, California 95380
https://www.cityofturlock.org
209.668.5580

FOR IMMEDIATE RELEASE

Turlock Fire Deploys New Roadway Safety Technology

Turlock, CA | September 3, 2026 — The Turlock Fire Department has implemented new digital alerting technology designed to improve roadway safety and provide motorists with earlier warning when emergency vehicles are approaching or operating on scene.

HAAS Alert's Safety Cloud® works alongside traditional emergency lights and sirens by sending real-time digital alerts through participating navigation applications and compatible vehicle systems. The added notification provides motorists with more time to recognize an approaching emergency vehicle, safely react, and make way for first responders.

Two Turlock Fire engines are currently equipped with the technology. Two additional engines currently being built for the Department will also be equipped with Safety Cloud when they are placed into service, expanding the system across more of the Department's frontline apparatus.

“This technology gives motorists critical extra time to recognize that we're approaching and safely react,” said Division Chief David Mallory. “With just two engines equipped, we're already seeing how frequently these alerts are reaching drivers. Adding the technology to two more engines will expand that reach, but the message we want motorists to remember is the same: if you see lights and hear sirens, pull to the right.”

“Public safety means making sure our first responders have the tools they need to do their jobs safely and effectively,” said City Manager Dr. John J. Murphy. “This technology is another example of Turlock investing in practical solutions that strengthen emergency response and help protect both our employees and the community they serve.”

When an equipped Turlock Fire engine activates its emergency lights, Safety Cloud can automatically send an alert through participating navigation applications and compatible in-vehicle systems. According to HAAS Alert, notifications are currently available through Waze and Apple Maps, as well as compatible systems in select vehicles.

The technology can also provide advance warning when Turlock Fire crews are operating at an emergency scene along an active roadway, helping alert approaching motorists to emergency personnel and apparatus ahead.

“California law requires motorists to yield the right-of-way to approaching emergency vehicles displaying emergency lights and sounding a siren. Digital alerts provide an additional safety tool, but do not replace a driver's responsibility to remain alert and respond appropriately to emergency vehicles. Combining new technology with greater public awareness has the potential to make our roads safer and save lives,” said Deputy Fire Chief Jeffrey Serpa.

For Turlock Fire, the public safety message remains simple: If you see lights and hear sirens, pull to the right.

The Turlock Fire Department will continue expanding the use of Safety Cloud as its two new engines are completed and placed into service.

###