



# HPUL

Health & Human Services Dept.

**Habematolel Pomo of Upper Lake  
Health and Human Services Department**

## **MEMORANDUM**

**To:** Tribal Members

**From:** Caleb Martinez, Health and Human Services Administrator

**Date:** 04/03/2025

**Subject:** Feather Alert – What It Is and How to Request One

Dear Tribal Members,

I am writing to inform you about an important public safety resource available in the State of California known as the **Feather Alert**. This alert system is a critical tool in protecting our Native community and ensuring swift action when a Native American person is reported missing under suspicious or dangerous circumstances.

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### **What is a Feather Alert?**

The **Feather Alert** is a statewide public notification system similar to an AMBER Alert or Silver Alert. It was created to assist in the location and recovery of **missing Indigenous persons**, particularly when there is reason to believe the individual is in danger. The alert is named in honor of Native cultures and signifies the urgent need to mobilize attention and resources.

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### **Why is the Feather Alert Important?**

Native American communities face a disproportionately high rate of missing and murdered individuals—especially women, girls, and Two-Spirit relatives. The Feather Alert brings immediate, widespread awareness to a missing person case by broadcasting alerts through highway signs, media, and state systems. It ensures law enforcement and the public are rapidly engaged in the search, increasing the chances of a safe recovery.

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## When and Where Can You Request a Feather Alert?

A Feather Alert can be requested when the following criteria are met:

1. The missing person is **Native American**.
2. There is **evidence or BELIEF** that the person is missing under suspicious **circumstances** or may be in danger.
3. A report has been filed with a **law enforcement agency**.
4. The investigating agency confirms the criteria for the alert have been met.

The alert is issued and coordinated through the **California Highway Patrol (CHP)** in partnership with local law enforcement and tribal authorities.

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To ensure consistency, accuracy, and accountability in reporting, **all requests for a Feather Alert should be directed to the Executive Council**, who will work with law enforcement on behalf of the Tribe.

1. **Immediately report the missing person to the Executive Council.**  
Provide as much identifying information as possible (photo, last known location, clothing, known contacts, etc.).
2. **The Executive Council will work with law enforcement** to determine if the case meets the criteria for issuing a Feather Alert.
3. **Law enforcement will submit the alert request** to the California Highway Patrol (CHP).

By centralizing the request process through the Executive Council, we ensure that reports are **thorough, accurate, and handled efficiently** while maintaining community accountability.

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## Our Role and Commitment



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The Health and Human Services Department is committed to protecting and advocating for all Habematolel Pomo of Upper Lake Tribal Members. We are dedicated to working with law enforcement and state agencies to ensure every missing person from our community receives the urgent attention they deserve.

If you have any questions or concerns regarding the Feather Alert or need assistance reporting a missing person, please do not hesitate to contact our office at (707) 900-6911 or visit us at the Tribal Health and Human Services building.

In solidarity,

**Caleb Martinez**

Health and Human Services Administrator  
Habematolel Pomo of Upper Lake