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NYC EMERGENCY MANAGEMENT INTRODUCES NEW “KNOW YOUR ZONE” ADS TO RAISE AWARENESS DURING THE ATLANTIC HURRICANE SEASON

New ads feature tips from Community Emergency Response Team (CERT) volunteers who live in Brooklyn and Queens

May 31, 2017 — To raise awareness during the 2017 Atlantic hurricane season, which begins June 1 and continues through the end of November, the New York City Emergency Management Department has launched a new phase of the “*Know Your Zone*” hurricane awareness campaign to encourage New Yorkers to find out whether they live in one of the city’s six hurricane evacuation zones. This year’s campaign features new creative ads that highlight personal preparedness tips from Community Emergency Response Team (CERT) volunteers who live in zones 1 through 3 in Brooklyn and Queens. For example, Eleni, a Rockaways resident who lives in zone 1, shares her plan to “stay with friends if (she) must evacuate”, while Doreen of Sheepshead Bay says she and her grandkids “packed Go Bags to take if (they) have to evacuate.”

“I have learned where my evacuation place is, the best route to get there, and I have a Go Bag in the closet closest to the door,” said **Doreen Garson**.

“As Deputy Chief (of my local CERT team), I’ve learned how to be prepared and have passed that knowledge on to my family, friends, and fellow neighbors,” said **Reverend Eleni Marudis**, a Rockaways resident since 2001. “Knowledge is preparedness and being prepared saves lives.”

A 2017 Preparedness survey conducted by Global Strategy Group indicates that while 67 percent of New York City residents say they feel very or somewhat informed about what to do in the event of an emergency, one in four (25 percent) remain unsure about whether they live in a hurricane evacuation zone. In addition, the percentage of residents who say they live in an evacuation zone but cannot identify which zone they live in has increased by 7 points since a similar preparedness survey conducted in 2015 (2017: 57 percent don’t know, 2015: 50 percent didn’t know).

Uthman Baksh, a Rockaways resident also featured in this year’s campaign, says he knows how to “find (his) zone and closest evacuation center”.

“As someone who has lived through Hurricane Sandy, it is important that you know your zone and have an emergency plan in place. And no, just winging it is not a good plan in an emergency,” **Baksh** said.

NYC Emergency Management will place the ads on bus shelters, Link NYC kiosks, and in print newspapers. New Yorkers can visit NYC.gov/knowyourzone to find their evacuation zone designation and to get more information about how to prepare for hurricanes. The “*Know Your Zone*” campaign is also supported with updated advertising for the 2017 hurricane season

through social media engagement (#knowyourzone), and community outreach (postcards and hurricane preparedness presentations in communities throughout the city). The new “*Know Your Zone*” campaign ads were designed by C&G Partners. “*Know Your Zone*” also has a dedicated web portal – NYC.gov/knowyourzone – with information about the city’s hurricane evacuation zones, hurricane hazards, and tips to prepare for storms.

Through the “*Know Your Zone*” campaign, NYC Emergency Management aims to reach the roughly three million New Yorkers living within the city’s hurricane evacuation zones, which were revised in 2013. Hurricane evacuation zones are based on coastal flood risk resulting from storm surge (the “dome” of ocean water that is pushed ashore by the winds and low barometric pressure of a hurricane), the geography of the city’s low-lying neighborhoods, and the accessibility of these neighborhoods by bridges and roads. The city may order residents who live in a zone to evacuate depending on a hurricane’s forecast strength, track, and storm surge. If you are ordered to evacuate, do so as directed.

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