



FOR IMMEDIATE RELEASE

NYC EMERGENCY MANAGEMENT LAUNCHES FIRST-EVER MULTILINGUAL MAILER TO ENCOURAGE HOUSEHOLDS TO SUBSCRIBE TO NOTIFY NYC



"This week, New Yorkers will find a potentially life-saving letter in their mailboxes," said **NYC Emergency Management Commissioner Zach Iscol**. "The Notify NYC campaign, starting with this direct mailing to each and every household in the city, is a game-changer in our efforts to communicate directly with New Yorkers. Our goal is to ensure that all New Yorkers have access to

critical information that can save lives. By offering resources in multiple languages and promoting Notify NYC, we are giving New Yorkers the power to take charge of their safety. I urge everyone to sign up for this essential, free service at nyc.gov/notify or by calling 311.”

“The launch of this multilingual campaign is a direct line of communication to every household, ensuring that all New Yorkers, regardless of the language they speak, have access to the crucial information they need to stay safe,” said **NYC Emergency Management Deputy Commissioner of Community Engagement Herman Schaffer**. “Reaching every household inclusively marks a significant milestone for NYCCEM. By providing resources in multiple languages and promoting Notify NYC, we are empowering New Yorkers to take an active role in their emergency preparedness. Notify NYC is an indispensable tool, and I urge everyone to sign up and take full advantage of this free, lifesaving resource.”

This multi-page mailer, available in 13 languages, reaches every residential address across the five boroughs. It provides information on how to sign up for Notify NYC, the city's official source for emergency alerts. This campaign specifically targets non-English speaking New Yorkers who may not be aware of the Notify NYC service that can help them remain safe from threats such as coastal flooding, flash floods from rainfall, and other hazards like heat and air quality, as recently experienced with the 2023 Canadian wildfires. The campaign seeks to build a culture of preparedness by ensuring all residents, regardless of language or background, have access to vital information that can help them make informed decisions and act during emergencies. Over the next two years, HUD's Disaster Recovery Community Development Block Grant will continue to fund initiatives that enhance access to Notify NYC for all New Yorkers.

Notify NYC provides alerts on a wide range of topics, including regional and mass transit disruptions, major traffic disruptions, emergency parking suspensions, ferry disruptions, planned events, weather notifications, beach notifications, and school notifications. Since its inception in 2009, Notify NYC has been the city's go-to source for real-time emergency information, serving over 1.2 million New Yorkers in 14 languages, including American Sign Language. In Fiscal Year 2023 alone, the service issued over 2,200 unique messages, with an average response time of roughly six minutes from incident onset to message issuance.

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