



New York City Office of Emergency Management
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**NEW YORK CITY OFFICE OF EMERGENCY MANAGEMENT
ANNOUNCES HURRICANE AWARENESS CAMPAIGN AND
REMINDS NEW YORKERS TO PREPARE**

*NEW YORK CITY REGION MOST AT RISK FOR HURRICANES FROM AUGUST TO
OCTOBER*

The New York City Office of Emergency Management (OEM) today marked the unofficial beginning of hurricane season in the Northeast by announcing an awareness campaign and encouraging New Yorkers to prepare. The official United States hurricane season lasts five months, from June 1 through November 30. Due to cooler water temperatures, New York's hurricane season is shorter and is generally considered to start on August 1. Through a combination of advertising, mailings and community outreach events, OEM will seek to raise awareness about coastal storm hazards throughout August and September.

"Historically, New York City is most vulnerable to coastal storms and hurricanes from August to October, when water temperatures along the east coast warm up," OEM Commissioner Joseph F. Bruno said. "Hurricanes do not only affect Florida and the Gulf Coast. We hope our ad campaign will encourage New Yorkers to find out if they live in a hurricane evacuation zone, and make sure they address hurricanes as part of their emergency plans."

The ads – part of OEM's Ready New York preparedness campaign – will appear on bus shelters throughout the five boroughs. The ads encourage New Yorkers to find out if they live in one of the city's hurricane evacuation zones, areas of the city most vulnerable to flooding during a large coastal storm or hurricane. New York City has three coastal evacuation zones: A, B and C, ranked in order of their proximity to the coast. Residents can determine if they live in one of these zones by using the Hurricane Evacuation Zone Finder on OEM's website (www.NYC.gov/hurricanezones) or by calling 311.

To help New Yorkers create emergency plans that include hurricane-specific preparations, OEM distributes the **Ready New York: Hurricanes and New York City** brochure. In August 2006, OEM mailed the brochure to 625,000 households in evacuation zones A and B. This season, OEM will mail almost 1 million brochures to residents in evacuation zone C.

OEM has also partnered with the New York City Housing Authority (NYCHA) to expand its contact with coastal residents. NYCHA is New York City's largest landlord, with over 97,000 residential units in the evacuation zones alone. In addition to inviting OEM staff to distribute hurricane guides and speak with residents at family events in the evacuation zones, NYCHA will print hurricane preparedness tips on its rent stubs.

The best way to prepare for a hurricane is to know ahead of time whether you are in an evacuation zone, what your destination should be, and what route you should use. If you do need to evacuate,

the City recommends you seek shelter with friends or family outside the evacuation zone. For those who have no other shelter, the City has identified evacuation centers throughout the five boroughs. A list of shelters is available at www.NYC.gov/oem or by calling 311. For coastal storms, like any other hazard, New Yorkers can prepare by assembling an Emergency Supply Kit, putting together a Go Bag, and developing a Household Disaster Plan.

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