



NEW YORK CITY **OFFICE OF EMERGENCY MANAGEMENT**
Office of Public Information

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**NYC OFFICE OF EMERGENCY MANAGEMENT UNVEILS 2005 HURRICANE
AWARENESS AD CAMPAIGN**

Contrary to popular belief among many New Yorkers, hurricanes can and do affect New York City. To remind residents about the coastal storm hazards they face and the importance of taking steps to prepare for the hurricane season, the Office of Emergency Management (OEM) today unveiled a new hurricane awareness ad campaign.

The ads, which are designed to encourage New Yorkers to find out if they live in a coastal evacuation zone and learn more about how to respond to hurricanes, will appear on bus shelters around the city later this month.*

“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 this new 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 disaster plans.”

As nine named storms, including two major hurricanes, have already surfaced in the Atlantic, all signs point to a busy 2005 hurricane season. The National Weather Service has already increased its outlook to include 21 tropical storms, nine to 11 of which are expected to become hurricanes.

OEM maintains the City’s coastal storm plan, which outlines measures the City may take in the event of a serious tropical storm or hurricane. As part of this plan, areas of the city subject to storm surge flooding are divided into three zones based on how storms of various strengths would affect them. Residents in some or all of these zones would need to evacuate depending on the size of the approaching storm.



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Residents can find out if they live in a hurricane evacuation zone through the Emergency Management Online Locator System (EMOLS) at NYC.gov/emols or by calling **311**.

OEM also encourages New Yorkers to take the following actions to ensure they are prepared this hurricane season:

- Make sure your Emergency Supply Kits and Go Bags are stocked and ready.
- If you live in an evacuation zone, determine where you will go. The City strongly recommends evacuees stay with friends or family who live outside evacuation zone boundaries when possible. For those who have no alternative shelter, the City will open evacuation shelters throughout the five boroughs.
- If you live in an evacuation zone, know your evacuation route and determine your mode of transportation. Blue coastal evacuation signs, which direct traffic to hurricane reception centers, are located along evacuation routes throughout the city.
- If you have pets, make sure your plan addresses their sheltering needs. Pets are not allowed in evacuation shelters. Arrange to shelter pets at a kennel or with friends or relatives outside evacuation zone boundaries.
- Help friends, relatives, and neighbors develop their hurricane plans – especially those with disabilities or special needs.
- Make use of OEM's **Ready New York: Hurricanes and New York City** brochure, which offers general tips on how to prepare for hurricanes and a map of New York City hurricane evacuation zones. Residents may obtain copies of the brochure, which is available in English, Spanish, Chinese, Haitian Creole, and Russian, through OEM's website at NYC.gov/oem or by calling **311**.

*Visit NYC.gov/oem to download a copy in PDF.

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