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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 Manhattan

June 5, 2017 — To raise awareness during the 2017 Atlantic hurricane season, which began 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 Manhattan. For example, Carol, an East Harlem resident who lives in zone 2, shares her plan to "go to a friend's house in the Bronx if forced to evacuate".

 "I'm in a wheelchair – I'd like to be helping with the shelters – but I will most likely have to go to my designated location. I already checked to make sure the place I will be going is wheelchair accessible," said **Carol Johnson**. "It is important that people make a plan that includes family and friends – you need a plan. We don't know when an emergency might happen; that is why it is so important to be prepared."

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).

"I live in zone 2, but everyone in New York City could be affected if there is extreme flooding, so I try to inform people as much as I can," said **Johnson**. "I love the Know Your Zone campaign. The pictures are great and the message is great. We all need to wake up."

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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