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## Press Release

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# MAYOR ADAMS RECOGNIZES 11TH ANNIVERSARY OF SUPERSTORM SANDY TAKES STEPS TO CONNECT MORE NEW YORKERS WITH EMERGENCY INFORMATION VIA NOTIFY NYC

*New, Easy Text Message Opt-in and Bilingual Multimedia PSA Will Allow More New Yorkers to Access Critical Information Quicker*

*Notify NYC Has Provided Real-Time Information to More Than 1.1 Million New Yorkers Since 2009*

NEW YORK – New York City Mayor Eric Adams and New York City Emergency Management (NYCEM) Commissioner Zachary Iscol today marked 11 years since Superstorm Sandy made landfall in New York City with a new set of measures to expand the reach of Notify NYC, New Yorkers' no-cost go-to source for emergency information since 2009. Starting today, New Yorkers are able to sign up for the highest-priority, verified alerts across all five boroughs with a brand-new SMS opt-in feature — allowing people to sign up for Notify NYC alerts in their preferred language by texting “NOTIFYNYC,” “NOTIFYNYCESP” (Spanish), or “NOTIFYFRE” (French) to 692-692. With no mobile application download or email setup, this new capability makes it easier than ever for residents to stay informed and safe.

In addition, the Adams administration is launching a new public service announcement with a \$373,000 investment to raise awareness of Notify NYC. Created in partnership with the Ad Council and designed to reach young speakers, the PSA emphasizes the city's commitment to keeping New Yorkers prepared for any kind of emergency that may arise. The multimedia ad campaign will include English and Spanish TV and radio as well as digital banners, print materials, and outdoor assets.

“Expanding the reach of Notify NYC is a key component of our ongoing work to ensure that all New Yorkers have direct access to the important and potentially lifesaving information they need to stay safe — before, during, and after an emergency,” said **Mayor Adams**. “Superstorm Sandy wasn't just a storm — it was a warning that another storm could hit our city at any time. As we experience more and more significant weather events due to climate change, our administration is preparing and protecting New Yorkers, equipping them with critical tools like real-time communication through Notify NYC. I encourage all New Yorkers to sign up for Notify NYC and take advantage of this important, free resource.”

“Eleven years ago, Superstorm Sandy taught New Yorkers the invaluable lesson of the role timely, accurate information plays in safeguarding our city. Today, we stand stronger and more prepared than ever,” said **NYCEM Commissioner Iscol**. “As we unveil Notify NYC's new citywide SMS opt-in feature and launch our impactful public service announcement in partnership with the Ad Council, we are making a resolute commitment to every New Yorker. Today's announcements show how we are continuously learning, adapting, and empowering our residents to take control of their safety. We are evolving as a city that stays informed, stays prepared, and above all, stays resilient — one alert at a time.”

The city's go-to source for emergency information since 2009, Notify NYC has kept over 1.1 million New Yorkers informed in real-time, in 14 languages, including American Sign Language. In Fiscal Year 2023, the service issued 2,215 unique messages — an increase from 2,157 messages in Fiscal Year 2022. Notify NYC's average response time from incident onset to message issuance is only roughly six minutes.

Alongside these steps to expand the reach of Notify NYC, the Adams administration is kicking off a comprehensive post-disaster housing recovery research study. Backed by a \$449,000 grant from the U.S. Department of Housing and Urban Development's Community Development Block Grant Disaster Recovery fund, this effort will build on lessons learned from both Superstorm Sandy and . It will be led by NYCEM and the Mayor's Office of Housing Recovery Operations to rigorously evaluate and identify optimal residential response and recovery programs applicable to a variety of emergency situations. The aim is to consolidate these findings into a housing recovery playbook, setting a standard of best practices that will serve as a cornerstone for safeguarding our communities in future emergencies.

CONTACT: [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

New Yorkers can continue to sign up for Notify NYC via traditional means, including by visiting [nyc.gov/NotifyNYC](http://nyc.gov/NotifyNYC), calling 311, or following Notify NYC and NYCEM on social media.

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