

**PRESS RELEASE**  
**#58-16****NYC EMERGENCY MANAGEMENT LAUNCHES [PLANNOWNYC](#): A NEW SITE THAT INFORMS NEW YORKERS ABOUT WHAT COULD HAPPEN AND HOW TO BE PREPARED IF TERROR STRIKES**

**November 1, 2016** — The New York City Emergency Management Department, in partnership with NYPD, FDNY, the NYC Health Department, and the MTA, today launched a new website to help inform and prepare New Yorkers about potential terror strikes and other emergencies. The interactive website, [PlanNowNYC](#), is designed to engage New Yorkers about possible emergency scenarios and inform residents about how to make a plan. From an active shooter incident to a radiological, biological or chemical incident, the site provides a high-level interactive walk through of the basic steps of how one can prepare for and/or respond to no-notice emergencies.

“We want New Yorkers to be aware of the potential incidents that could happen, and to do what they can to be ready for all types of emergencies,” said **NYC Emergency Management Commissioner Joseph Esposito**. “PlanNowNYC has practical content for New Yorkers so that they learn appropriate actions to care for themselves and their families and neighbors in any unexpected emergency.”

“Education and preparedness are critical for handling any emergency – for first responders and for those we protect,” said **Fire Commissioner Daniel A. Nigro**. “Just as we urge everyone to have a fire escape plan for their home, it is vital for New Yorkers to be prepared for any number of emergencies that can take place without warning.”

“This website is a very useful resource to help NYC residents who are on the go better respond to different types of incidents, wherever they take may place,” said **Veronique Hakim, President of MTA New York City Transit**. “We encourage NYC residents to visit this website for information to help be prepared in case of the unexpected.”

“Planning ahead is the best way for New Yorkers to remain healthy during an emergency,” said **NYC Health Commissioner Dr. Mary T. Bassett**. “For example, keep a list of all prescriptions and your doctor’s phone number handy in case you have to leave your home quickly. New Yorkers should also look out for one another during any emergency – be sure to check on your neighbors to see if they need additional assistance.”

“The PlanNowNYC website is a valuable resource that helps provide awareness to the relevant issues we are dealing with as a community. Please take a moment to explore the website and familiarize yourself with some life-saving information,” said **Port Richmond CERT Team Chief John Tidona**.

“We’re proud to support NYC Emergency Management by creating the PlanNowNYC site,” said **John Kester, President & COO of Bureau Blank**. “Our goal was to create a tool that informs,

inspires and invites New Yorkers to get ready for any type of no-notice event we may encounter. It's the New York way to be resilient and work together, and this site tells a part of that larger story.”

PlanNowNYC provides urgent safety tips for a user currently experiencing an emergency, along with basic information about the types of terrorist incidents which may occur and tips for how to prepare. The site also encourages New Yorkers to stay informed about emergencies happening in their city by signing up for Notify NYC, the city's official source of information about emergency events. To sign up for Notify NYC, call 311, visit [NYC.gov/notifynyc](http://nyc.gov/notifynyc), or follow @NotifyNYC on Twitter. New Yorkers are also encouraged to make an emergency preparedness plan using the Ready NYC app. Visit <http://www.nyc.gov/plannow> to learn more.

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**Get  
prepared  
today.**

If terror strikes,  
we will be ready.  
Together.

**NYC** Emergency Management | In partnership with:  
NYPD, FDNY, NYC Health, MTA | To get prepared, visit  
[NYC.gov/plannow](http://nyc.gov/plannow) | #ReadyNYC