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**NYC EMERGENCY MANAGEMENT LAUNCHES NEW
'REDUCE YOUR RISK' CAMPAIGN AND NYC RISK LANDSCAPE
GUIDE TO HAZARD MITIGATION**

*New tools help New Yorkers understand and prepare for the risks
NYC faces today and in the future*

November 21, 2014 — Debuting a new set of resources to prepare New York City residents and property owners for hazards ranging from hurricanes to earthquakes, NYC Emergency Management today launched the “Reduce Your Risk” awareness campaign, and *NYC’s Risk Landscape: A Guide to Hazard Mitigation*. As a coastal city with a dense population and complex infrastructure, New York City is vulnerable to an array of hazards including flooding, coastal storms, tornadoes, winter weather, and extreme heat. The new hazard mitigation guides are innovative resources that offer the best available information about hazards in a user-friendly format to enhance public awareness about the risks that the city faces and to provide strategies to help reduce or eliminate long-term risks to life or property from these hazards.

[*NYC’s Risk Landscape: A Guide to Hazard Mitigation*](#) was developed in partnership with the NYC Department of City Planning and the Mayor’s Office of Recovery and Resiliency. Using the City’s 2014 Hazard Mitigation Plan as a foundation, the guide outlines specific risks and actions New York City and its stakeholders take to reduce risks from hazards. The guide includes informative maps, infographics, and images to help New Yorkers gain a deeper understanding of specific hazards — some of which are expected to worsen with climate change — as well as best practices in risk reduction. Hazards addressed in the guide include coastal storms, coastal erosion, flooding, strong windstorms, winter weather, extreme heat, water shortage, earthquakes, and pandemic influenza.

“We respond to emergencies every day in New York City, but we also plan and prepare for future risks so that we can keep New Yorkers and our infrastructure safe for years to come,” said NYC Emergency Management Commissioner Joseph J. Esposito. “The new *NYC’s Risk Landscape* guide teaches residents about the risks they face today and in the future so that every New Yorker can be informed and prepared.”

“Resiliency starts with preparation,” said Daniel Zarrilli, Director of the NYC Mayor’s Office of Recovery and Resiliency. “By releasing this guide, the City continues to prepare for the types of shocks and stresses that can impact our neighborhoods and critical services, as part of the implementation of a comprehensive resiliency action plan to build a stronger, more resilient New York.”

“New York City will never be completely free from risk,” stated City Planning Chairman Carl Weisbrod. “However, by promoting awareness of hazards and encouraging New Yorkers to be

better informed and prepared, we can create a safer city for ourselves and for generations to come. *NYC's Risk Landscape: A Guide to Hazard Mitigation* will help to do just that.”

“Knowledge is the most powerful weapon that New Yorkers can possess to combat natural disasters. Proper preparation will help mitigate the impact that future hazards may present to our infrastructure and our communities. I thank OEM Commissioner Esposito for taking the lead on this important guide, and I encourage Brooklynites to use it in an effort to reduce risk to person and property alike,” said Brooklyn Borough President Eric L. Adams.

“It is vitally important for everyone to be prepared well in advance of an emergency and these materials will go a long way toward getting us all ready,” said Queens Borough President Melinda Katz. “We never know when a disaster will strike, so as I say to my own family, ‘Preparedness is key.’ The new hazard mitigation resources launched by OEM today are important tools that will help us all be better coordinated and prepared to handle any emergency. I thank Commissioner Esposito and his entire team for producing these valuable resources in the interest of our City’s safety.”

“This is a great initiative to distill New York City’s hazard mitigation plan so it can be more useful to planning efforts by elected officials, community leaders, and homeowners as they continue to address and mitigate their identified risks,” said Jerome Hatfield, Regional Administrator, Federal Emergency Management Agency.

“Thanks to policies enacted by the City, our buildings are safer than they were two years ago,” said Russell Unger, Executive Director of Urban Green Council, which led the city's Building Resiliency Task Force following Superstorm Sandy. “However strong New York City's 'hard' defenses, they won't substitute for our 'soft' defenses. When the next extreme weather event hits, we'll need not just sound structural walls, but walls of community support. These new resources tell New Yorkers how to be prepared and help one another, which is critical.”

“In our journey towards resiliency, we need to continue to educate ourselves and the public,” said Dr. Sissy Nikola, Senior Associate & Director Geoseismic Department with Mueser Rutledge Consulting Engineers. “The guide does exactly that: addressing the earthquake and other hazards separately, together with explaining the risk posed to the city from a multi-hazard exposure perspective and the protective measures available. Regional earthquakes can affect NYC without any warning like hurricanes or heat waves do. So we must be prepared for potential structural damage, interruption of our daily life and economic losses.”

“OEM’s ‘Reduce Your Risk’ campaign and *NYC's Risk Landscape* guide are important tools to improve New York’s resilience at building- and community-wide scales,” said Judi Kende, Vice President and New York market leader, Enterprise Community Partners, Inc. “They serve as helpful guides for residential building owners, identifying not only the list of potential hazards to prepare for, but also providing strategies on how to keep properties and residents safe and minimize damage from devastating climate impacts. This is especially beneficial to affordable housing providers, who are tasked with protecting their properties and the City's most vulnerable residents, particularly low-income families and seniors.”

Complementing *NYC's Risk Landscape*, NYC Emergency Management also launched “[Reduce Your Risk](#),” a one-stop shop that helps property owners understand the natural and man-made hazards that affect New York City and how property can be protected from those hazards. Along

with a new Ready New York guide (the 13th addition to the suite of Ready New York emergency preparedness materials), the campaign includes a *Reduce Your Risk* short motion graphic that walks viewers through a variety of hazardous scenarios and outlines simple steps to protect family and property. Learn more about how to protect yourself, your family, and your property from emergencies by visiting NYC.gov/ReduceYourRisk.

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