



FOR IMMEDIATE RELEASE:

15-14

**OFFICE OF EMERGENCY MANAGEMENT LAUNCHES “KNOW YOUR ZONE”
HURRICANE AWARENESS CAMPAIGN**

*Partners With NOAA & the National Weather Service to Offer Tips for
2014 Atlantic Hurricane Season*

May 22, 2014 — Ahead of the 2014 Atlantic hurricane season, which begins June 1, New York City Office of Emergency Management (OEM) Commissioner Joseph F. Bruno today launched a new “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. Commissioner Bruno was joined by National Oceanic and Atmospheric Administration (NOAA) Administrator Kathryn Sullivan, NOAA’s National Ocean Service Director Holly Bamford, NOAA’s National Weather Service Director Louis Uccellini, and Federal Emergency Management Agency (FEMA) Associate Administrator for Response and Recovery Joseph Nimmich, who offered the 2014 Atlantic hurricane season initial outlook and tips to prepare for hurricane season.

“The best thing New Yorkers can do to prepare for the upcoming hurricane season is to know their zone. Almost three million New Yorkers live in a hurricane evacuation zone,” said OEM Commissioner Bruno. “Take time now to find out whether you live in a zone and make a plan for what you will do if you are ordered to evacuate your home.”

Through the Know Your Zone campaign, OEM aims to reach the roughly three million New Yorkers living within the city’s hurricane evacuation zones to ensure they know their zone designations (1-6), which were revised in 2013. Hurricane evacuation zones are based on coastal flood risk resulting from storm surge – the “dome” of ocean water propelled 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 bridge and roads. The City may order residents who live in a zone to evacuate depending on a hurricane’s forecasted strength, track, and storm surge. If you are ordered to evacuate, do so as directed.

Know Your Zone will also encourage all New Yorkers to take steps to prepare for hurricane season. The campaign is supported with general and geographically targeted advertising (on bus shelters, subway platforms, ferries, and buses, and online, in newspapers, and on coffee cups), social media engagement (#knowyourzone), and community outreach (posters, postcards, and window stickers for organizations, businesses, or individuals to display, and hurricane preparedness presentations in communities throughout the city). 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.

While New York is most at risk for tropical storms and hurricanes from August to October, OEM encourages residents to take key steps to prepare for the start of hurricane season:

- **Know Your Zone** – Find out whether you live in one of the city’s six hurricane evacuation zones.
- **Make a Plan** – Make a plan so you know what to do, how to find each other, and how to communicate during an emergency.
- **Stay informed** – Sign up to receive emergency updates and information online and via e-mail, text, phone, and Twitter through the City’s free Notify NYC program.

In preparation for the upcoming hurricane season, OEM released the 2014 edition of the “Ready New York: Hurricanes and New York City” guide, available in print and in 13 languages and audio format. The guide offers instructions for preparing a disaster plan, and features a map of the City’s six hurricane evacuation zones and a list of hurricane evacuation centers in all five boroughs. Visit NYC.gov/knowyourzone to download the guide, or call 311 to request a copy.

In the coming weeks, OEM will mail guides and offer Ready New York hurricane presentations to community board meetings, precinct councils, civic organizations, faith-based organizations, schools, senior centers, libraries, and businesses in the city’s most vulnerable areas.

For additional tips and information, or to request a Ready New York hurricane presentation, visit the Know Your Zone website: NYC.gov/knowyourzone or call 311. #KnowYourZone



KNOW YOUR ZONE

Do you live in one of NYC's six hurricane evacuation zones?

Visit NYC.gov/knowyourzone or call 311 #knowyourzone

OEM
NYC Office of
Emergency Management

-30-

CONTACT:
Nancy Greco Silvestri (OEM)

(718) 422-4888