

Know Your Zone Messaging Toolkit

NYC Emergency Management's Know Your Zone campaign encourages New Yorkers to find out whether they live or work in one of the City's hurricane evacuation zones, the hazards they may face from a hurricane, and what to do to prepare.

NYC Emergency Management Social Media Channels

Facebook	http://www.facebook.com/nycemergencymanagement
Twitter	https://twitter.com/nycoem
Instagram	https://www.instagram.com/nycoem/
LinkedIn	https://www.linkedin.com/company/nyc-emergency-management
YouTube	www.youtube.com/nycoem

Themes of Know Your Zone

- [Finding Your Zone](#)
- [Knowing the Hazards](#)
- [Staying Informed](#)
- [Making a Plan](#)
- [Be Ready New York](#)
- [Showing Your Zone](#)

New Yorkers have the power to be prepared for hurricanes. #knowyourzone. Know the hazards.

New Yorkers have the power to be prepared for hurricanes. #knowyourzone. Have a plan.

New Yorkers have the power to be prepared for hurricanes. #knowyourzone. Stay informed.

Know Your Zone Social Media Messaging

There are six evacuation zones in NYC. Which one do you live in? Find (& tweet) your zone:
NYC.gov/knowyourzone #knowyourzone

Hurricanes, tropical cyclones & nor'easters are coastal storms that can affect NYC. Know the hazards & get prepared: NYC.gov/knowyourzone #knowyourzone

Make a plan that includes two meeting places — one near & one far — in case you have to evacuate.
NYC.gov/knowyourzone #knowyourzone

Stay informed this hurricane season. Sign up for @NotifyNYC to keep up with important emergency updates. #knowyourzone

Be #ReadyNewYork this hurricane season. Read & RT this brochure: <http://on.nyc.gov/2pz2yro>
#knowyourzone

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Pack your Go Bag *before* a hurricane strikes & make a stay-at-home kit, too. Find out what you need → <https://www1.nyc.gov/site/em/ready/gather-supplies.page> #knowyourzone

You're ready for a hurricane, but are your neighbors? Talk about how you can prepare together (and help each other, too):

<https://www.youtube.com/watch?v=DuhZI3oC9xc&list=PLArAYNHfdyYaGu1sYGXMCjVnhb0IFYwSN>
#knowyourzone

Put your hurricane preparedness on display! Post your photo of you preparing for hurricane season using #knowyourzone.

Hurricane season is around the corner. How will you prepare? Visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) to find your zone and start preparing today!

The Atlantic hurricane season may be from June 1 to November 30, but the time to prepare is NOW. You have the power to be prepared. #knowyourzone

Do you know your zone? Then #showyourzone. Visit <https://on.nyc.gov/2HFX9e8> to request a Know Your Zone window sticker.

A hurricane season haiku:
Do you know your zone?
Find out and create a plan.
Get ready today.

New York City is most at risk between August and October during the Atlantic hurricane season. Reduce your risk with these hurricane safety tips: <https://on.nyc.gov/2w5vfmO>.

Residents can call #311 before, during, or after a hurricane for hurricane evacuation information. #knowyourzone

Make sure your emergency plan addresses your needs. If you have a disability, access or functional need, use the Hurricane Evacuation Zone Finder to find an accessible shelter near you.

New York – are you prepared for a hurricane? Visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) to find your zone, and find tips to prepare for hurricane season. From flooding to high winds, the effects of a hurricane can be devastating, but you have the power to be prepared. Take the first step and find out whether you live or work in a hurricane evacuation zone: [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) #knowyourzone

New York City is home to more than 8 million people, and six hurricane evacuation zones. This hurricane season, find out what zone you live in and take steps to be ready by visiting [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) or by calling 311. #knowyourzone

Hurricane Sandy demonstrated how dangerous coastal storms could be. The storm forced more than 375,000 New York City residents to evacuate, and roughly 2.5 million people lost power. Make an

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emergency plan with your loved ones today. Be prepared. Know your zone. Visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) or call 311 for more information. #knowyourzone

When planning for a hurricane, hindsight is 20/20. Share this video with your neighbors and community to ensure that they start their emergency plan.

<https://www.youtube.com/playlist?list=PLArAYNHfdyYbFshby4qExpfrRG7mnVGZ2> #knowyourzone

Ready Girl wants you to be ready for hurricane season! Show this video to your kids, or a class, to give them tips on how to be safe this hurricane season: <https://www.youtube.com/watch?v=iHjCs6srA8M> #knowyourzone

Do you live in one of the six hurricane zones? Have you seen the Know Your Zone ads in your neighborhood? If you see one, snap one! Share your picture with the hashtag #knowyourzone.

Hurricanes don't plan ahead. You can. Make your emergency plan today. #knowyourzone

Notify NYC provides free alerts and updates daily. Get the free app, visit [NYC.gov/notifynyc](https://www.nyc.gov/notifynyc), call 311, or follow @NotifyNYC on Twitter. #knowyourzone and stay informed.

This hurricane season, stay informed to stay safe. Download the Notify NYC app for your Apple or Android device to receive real-time information about emergency situations, including a hurricane. Visit [NYC.gov/notifynycapp](https://www.nyc.gov/notifynycapp) to download the free app today.

Protect yourself and loved ones by preparing your home for a hurricane. This includes:

- Updating your emergency supply kit
- Bringing in loose, lightweight objects such as outdoor furniture or garbage cans
- Placing more valuable items from the basement to upper floors

For more hurricane safety tips, visit: <https://on.nyc.gov/2w5vmO>.

New Yorkers have the power to be prepared for hurricanes. Hurricane season is around the corner, so "hurri" and use the Hurricane Evacuation Zone Finder to find your zone today. #knowyourzone

There are six hurricane evacuation zones in New York City. Be in the know and #knowyourzone. To find out if you live in a hurricane evacuation zone, visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone), or call 311 #knowyourzone.

Have a plan! Be sure to make/update your emergency plan that best suits your needs. Prepare today. [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone)

The time to prepare for hurricane season is NOW.

- Visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) to find out if you live in a hurricane evacuation zone.
- Know the hazards that can affect you.
- Make your plan. Update your emergency supplies.
- Stay informed by signing up for Notify NYC.

#knowyourzone

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Fact: 25% of businesses do not reopen following a major disaster. Protect your business this hurricane season. To learn tips on how to prepare your business, visit https://www1.nyc.gov/site/em/community_business/businesses.page

This Hurricane Preparedness Week, take steps to make sure your organization (and your employees) is prepared. Get tips and information by visiting [NYC.gov/knowyourzone](http://nyc.gov/knowyourzone).

Plan to stay in business BEFORE a disaster strikes. Find out if your business is in a hurricane evacuation zone by visiting [NYC.gov/knowyourzone](http://nyc.gov/knowyourzone). #knowyourzone

Every business should have an emergency action plan. Prepare for the upcoming hurricane season communicating with your employees, and conducting evacuation drills or other emergency exercises. Visit <http://www1.nyc.gov/site/em/ready/hurricane-safety-tips.page> to review hurricane safety tips with your staff.

Hurricane season is around the corner. Review your emergency plan with your employees and review your insurance coverage and what your policy covers. If your business is in an area susceptible to storm surge, visit <http://www1.nyc.gov/site/floodmaps/index.page> to consider updating your policy.

If you #knowyourzone, then show your zone! Prepare for the upcoming hurricane season and request a Know Your Zone window sticker to show that your business is prepared: <https://on.nyc.gov/2HFX9e8>.

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National Weather Service's topics list for 2018 Hurricane Preparedness Week

- Sunday, May 6: Determine your risk
- Monday, May 7: Develop an evacuation plan
- Tuesday, May 8: Assemble disaster supplies
- Wednesday, May 9: Get an insurance check-up
- Thursday, May 10: Strengthen your home
- Friday, May 11: Check on your neighbor
- Saturday, May 12: Complete your written hurricane plan

- May 6: Determine your risk
 - Hurricane season affects New York City from June to November. The first step to being prepared is knowing whether you live or work in a hurricane evacuation zone. Find out if you live in a hurricane evacuation zone. Visit [NYC.gov/knowyourzone](http://www1.nyc.gov/knowyourzone) or call 311.
 - Emergencies like coastal storms and hurricanes not only affect you, but they also can affect your property. Take steps to prepare using the Ready New York: Reduce Your Risk guide: http://www1.nyc.gov/site/em/ready/guides-resources.page#reduce_your_risk
 - Hurricanes are not just a coastal problem. Recent hurricanes prove the devastating effects of a storm, including flooding, power outages, and even loss of life. Determine your risk by visiting [NYC.gov/knowyourzone](http://www1.nyc.gov/knowyourzone), and update your emergency supply kit.
 - Fact: over 3 million people live in hurricane evacuation zones. Visit [NYC.gov/knowyourzone](http://www1.nyc.gov/knowyourzone) or call 311 to find out if you live in a zone and how to get prepared.
- May 7: Develop an evacuation plan
 - Know where to go *before* a hurricane strikes. Leave home immediately if instructed to do so by emergency officials. If you must evacuate, your first plan should always be to stay with friends or family.
 - Evacuation information is subject to change.
 - When the Mayor has issued an evacuation order due to a coastal storm or hurricane, people with disabilities or other access or functional needs, who have no other options to evacuate safely, can request transportation assistance. (See <http://www1.nyc.gov/nyc-resources/service/5362/evacuation-transportation-for-people-with-special-needs> for additional details)
 - Evacuation route signs point the way to high ground, away from coastal flooding. If you must evacuate, leave your home before storm conditions make roadways unsafe.
 - Use the Hurricane Evacuation Zone Finder or call 311 to find your nearest hurricane evacuation center.
 - If you cannot shelter your pet at a kennel or with friends or relatives outside the evacuation area, pets are allowed at all City evacuation centers. Please bring supplies to care for your pet or service animal, including food, leashes, a carrier, and medication.
 - Additional talking points: <http://www1.nyc.gov/site/em/ready/hurricane-evacuation.page>
 - Hurricane evacuation zones are areas that can be affected by storm surge flooding. Know your zone ahead of time and prepare accordingly.
 - If the City issues an evacuation order, Use public transportation if possible, keeping in mind that public transportation may shut down hours before the storm.

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- For those who have no other shelter, the City will open evacuation centers throughout the five boroughs. All evacuees will be accepted and will not be asked about their immigration status.
- Pack lightly before you head to an evacuation shelter. Take your Go Bag, sleeping bag, at least a week's supply of your important medications, and any other essential items you may need.
- If you have concerns about how a loss of power, basic services, and public transportation may affect you, consider evacuating.
- When the Mayor has issued an evacuation order due to a coastal storm or hurricane, people with disabilities or other access or functional needs, who have no other options to evacuate safely, can request transportation assistance.
- May 8: Assemble disaster supplies
 - Create a Go Bag before disaster strikes! Your Go Bag should be a backpack that includes everything you will need during an evacuation. Every member of your household should have their own Go Bag. <http://www1.nyc.gov/site/em/ready/gather-supplies.page>
 - Due to the high winds of hurricanes, power can go out. Make sure to pack your Go Bag with a flashlight, batteries, and a battery-operated AM/FM radio to prepare for possible power outages.
 - Each Go Bag should reflect the needs of its owner. Consider the including the following:
 - Toys and fun activities for kids
 - Back-up medical supplies
 - Items to comfort you in a stressful situation
 - Whether you have a bird, dog, or cat, there's a Go Bag for that! Include your pets in your emergency plan: <http://www1.nyc.gov/site/em/ready/pets.page>
 - Before a storm, make sure your emergency supply kit is stocked (in case you have to shelter in place) with extra food, water, and batteries.
 - You should also pack an emergency supply kit at home, in case you need to shelter in place. Include a gallon of water, per person in your household, per day.
 - For those with disabilities or access and functional needs, consider including emergency supplies that you may need if you have to evacuate or shelter in place: <http://www1.nyc.gov/site/em/ready/disabilities-access-functional-needs.page>.
 - Prepare for power disruptions before a hurricane strikes!
 - Charge cell phone batteries, and pack a hand crank radio in your Go Bag or emergency supply kit.
 - If you depend on power for life-sustaining equipment, plan to evacuate. Before a hurricane, be sure register with your utility provider so you can be contacted in the event of an emergency.
- May 9: Secure an insurance check-up
 - Hurricanes can affect your property. Make sure you have the right insurance.
 - Make sure to get an insurance check-up before disaster strikes. Whether you rent or own your home, flood and wind damage **are not** covered by basic policies. You will need to buy a separate policy to protect your home in the case of flooding.
 - Review your renters or homeowner's insurance policy to understand what is covered from coastal storms, hurricanes, and associated hazards.
 - If disaster strikes, will you be covered? Make sure your insurance policy covers your home as well as your vehicle.

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- Remember: flood zones are not hurricane evacuation zones. Visit www.floodsmart.gov for more about the National Flood Insurance Program.
- 30: The number of days it takes for flood insurance to begin. Don't wait until it's too late!
- May 10: Strengthening your home
 - Prepare your home from potential hurricanes. Make sure to bring in any outdoor furniture or loose items such as trashcans, or outdoors items that can turn into deadly projectiles.
 - Trim tree branches or shrubs that can otherwise become dangerous projectiles.
 - Install storm shutters on your property.
 - Make sure to close all windows and doors before the storm begins.
 - Prepare your home for potential hurricane damage. Begin by bringing in any light, or loose, outdoor furniture. Heavier items, such as a grill, should be anchored in place.
 - Protect any openings in your home. Install shutters, close all windows and doors properly, and stay away from windows during the hurricane if you are sheltering in place.
 - If you have valuable items in your basement, make sure to bring them to a higher floor. If you live in a basement, move to higher ground or make a plan to evacuate before disaster strikes.
- May 11: Check on your neighbor
 - Check on your neighbors before a disaster strikes. Include neighbors in your emergency plan and help each other prepare for the hurricane.
 - If you live by neighbors with disabilities and access and functional needs or neighbors who are elderly, ask them if they need help gathering the right materials for their Go Bags.
 - Watch <https://www.youtube.com/watch?v=D6iq1f2Vln0> (*embed video*) and share with your network.
 - Be a good neighbor during hurricane season (and all year long): checking on your neighbors, friends, and relatives, before, during, and after an emergency, and help them to prepare and evacuate if needed.
- May 12: Complete your written hurricane plan
 - Complete your emergency plan before hurricane season begins. Don't wait until it's too late! Use Ready New York: My Emergency Plan to help create a written plan with your family, friends, and support network. <http://www.nyc.gov/myemergencyplan>
 - Just like New Yorkers, communities need a plan for hurricanes, too. Help your community create its own emergency plan with the Community Emergency Planning Toolkit. Get started by visiting <http://on.nyc.gov/toolkit>.
 - Include two meeting places in your plan, and create a Go Bag if you have to evacuate. Make sure to keep extra food, water and fuel at home if you have to shelter in place.
 - Help your neighbors complete their emergency plans before hurricane season begins.
 - Sign up for Notify NYC (<http://www.nyc.gov/notifynyc>) to receive updates about emergencies and changes to important City services. Information is also available in multiple languages and American Sign Language (ASL).
 - Download the FREE Notify NYC app for your Apple or Android device. You can download at NYC.gov/notifynycapp.

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Key talking points:

- <https://www.weather.gov/wrn/2018-social-media-hpw>
- 3 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 forecasted strength, track, and storm surge.
- If you are ordered to evacuate, do so as directed.
- Make a plan that best suits your needs.
 - Homebound evacuation operation: <http://www1.nyc.gov/nyc-resources/service/5362/evacuation-transportation-for-people-with-special-needs>
- See Coastal Storms & Hurricanes and related pages:
 - <http://www1.nyc.gov/site/em/ready/coastal-storms-hurricanes.page>
 - <http://www1.nyc.gov/site/em/ready/hurricane-safety-tips.page>

Visit [NYC.gov/knowyourzone](http://nyc.gov/knowyourzone) to find out if you live in a hurricane evacuation zone, or call 311.