

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/nycemergencymgt
Instagram	https://www.instagram.com/nycemergencymanagement/
LinkedIn	https://www.linkedin.com/company/nyc-emergency-management
YouTube	https://www.youtube.com/nycemergencymanagement

Themes of Know Your Zone

- Find Your Zone
- Know the Hazards
- Stay Informed
- Make a Plan
- Be a Ready New Yorker
- Show Your Zone

Know Your Zone Social Media Messaging

This is your city. Do you know your zone? Find out at [NYC.gov/knowyourzone](http://nyc.gov/knowyourzone) to stay prepared. #knowyourzone

Hurricanes, tropical cyclones, and nor'easters are all different kinds of storms that can affect New York City. Learn the terms, know the hazards, and be prepared by visiting [NYC.gov/knowyourzone](http://nyc.gov/knowyourzone).

It only takes one storm to change everything. Make your plan and know your zone before hurricane season begins. #knowyourzone

Every small business should have an action plan to stay prepared for a hurricane. Find out if your business is in an evacuation zone and get helpful tips to stay in business at [NYC.gov/knowyourzone](http://nyc.gov/knowyourzone).

Stay in-the-know by signing up for Notify NYC! Sign up for alerts about emergencies and planned events in your neck of the woods at [NYC.gov/notifynyc](http://nyc.gov/notifynyc).

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

Make sure you have two emergency contacts — one who lives close by, and one who lives further away — so that you'll be able to stay in touch even if local phone lines are busy during an emergency.

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Pack a Go Bag *before* a hurricane strikes and make a stay-at-home kit, too. Find out what you need at on.nyc.gov/make-a-plan.

Do you know your zone? Then show your zone! Visit [NYC.gov/knowyourzone](https://nyc.gov/knowyourzone) to download virtual badges to display your zone on your blog or website.

Include your children in planning for an emergency. Practice your evacuation route together as a family.

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

Check out the Hurricane Evacuation Zone Finder at [NYC.gov/knowyourzone](https://nyc.gov/knowyourzone) to see which evacuation zones you live and work in, and to find your closest evacuation center.
#knowyourzone

When planning for a hurricane, hindsight is 20/20. Check out this video to see how important having a proper emergency plan can be:

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

#knowyourzone

This Hurricane Preparedness Week, take steps to make sure you and your household are prepared. Get tips and information by visiting [NYC.gov/knowyourzone](https://nyc.gov/knowyourzone).

Pets and service animals are part of the family, too! Pack a Go Bag for them with food, water, a toy, and some favorite treats. If a hurricane forces you to evacuate, pets are welcome at all City evacuation centers. #knowyourzone

Before a hurricane strikes, be sure to have a Go Bag prepared with items like bottled water and nonperishable food items, copies of important documents, a flashlight, and more. Learn more about packing your Go Bag at on.nyc.gov/make-a-plan.

People with disabilities and access and functional needs need to take extra steps when preparing for hurricane season. Learn how to prepare for your specific needs before disaster strikes at on.nyc.gov/dafn-prep. #knowyourzone

Families don't have to talk about everything, but they should talk about their emergency plans before a disaster such as a hurricane strikes: <https://www.youtube.com/watch?v=Qc8sa1yq2bU>
#knowyourzone

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National Weather Service's 2020 Hurricane Preparedness Week

- Sunday, May 3: Determine your risk
 - Monday, May 4: Develop an evacuation plan
 - Tuesday, May 5: Assemble disaster supplies
 - Wednesday, May 6: Get an insurance check-up
 - Thursday, May 7: Strengthen your home
 - Friday, May 8: Help your neighbor
 - Saturday, May 9: Complete your written hurricane plan
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- May 3: Determine Your Risk
 - The Atlantic hurricane season begins in June and ends in November. Get prepared by knowing whether you live or work in a hurricane evacuation zone. Find out by visiting [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) or call 311.
 - New York City has six hurricane evacuation zones. Determine your risk by visiting [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone).
 - Fact: You can still live in a hurricane evacuation zone even if you don't live near the water. No matter where you live, make sure you know your zone before disaster strikes.
 - Use the My Emergency Plan + Hurricanes in New York City guide find tips to prepare for hurricane season. The guide includes a map of the city with highlighted hurricane evacuation zones. Find your zone to stay prepared and determine your risk.
 - Do you know your zone? New York City is home to six hurricane evacuation zones. Visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) to find yours.
 - May 4: Develop an evacuation plan
 - If you live in one of the six hurricane evacuation zones, plan to stay with friends or family. If you cannot stay with friends or family, use the Hurricane Evacuation Zone Finder, or call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) to identify which evacuation center is most appropriate for you.
 - Use the Ready New York: My Emergency Plan + Hurricanes in New York City guide to create your emergency plan. Adapt the guide to suit your needs, especially if you live in a hurricane evacuation zone.
 - Once you've made a plan, practice your evacuation route before the Atlantic hurricane season begins.
 - Know what to do before the storm. Evacuate if instructed by emergency officials and stay with friends or family who do not live in the affected area, if possible.
 - Remember: Evacuation information is subject to change. Visit NYC.gov or call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) for updated information.
 - Many evacuation centers are accessible facilities and provide accommodations for people with disabilities, access and functional needs. Visit [NYC.gov/knowyourzone](https://www.nyc.gov/knowyourzone) or call 311 to find an evacuation center near you.

Know Your Zone Messaging Toolkit

- Practice your evacuation plan with your emergency support network. Make sure to include two meeting places, one near and one far.
- May 5: Assemble disaster supplies
 - Before an emergency, make a Go Bag that includes essential items such as a flashlight, extra food and water, and copies of your important documents, for when you need evacuate your home. Create an emergency supply kit for your home in case you need to shelter in place. Learn more at on.nyc.gov/make-a-plan.
 - Did you know that everyone in your household should have a Go Bag? A Go Bag should be a backpack that includes all of the necessary items you would need to evacuate. Consider packing items that will comfort you and your loved ones during an evacuation. Pack toys and other activities for your child in case of an evacuation. Pack a Go Bag for your pet or service animal, too!
 - People with disabilities and access and functional needs need to take extra steps when preparing for hurricane season. Pack your Go Bag with extra medication, copies of your important documents including prescriptions, and batteries for life-sustaining equipment. Learn more at on.nyc.gov/dafn-prep.
 - Hurricanes can bring strong winds that can lead to power outages. Charge your cell phone batteries before a hurricane strikes and include an AM/FM hand crank radio in your emergency supply kit.
 - Your emergency supply kit should have enough food and water to last for your household for up to seven days. It should include items like nonperishable food and a manual can opener, and one gallon of water per person per day.
- May 6: Get an insurance check-up
 - Hurricanes can damage your property. Make sure you have the right insurance, whether you rent or own. Check out the Ready New York: Reduce Your Risk guide at on.nyc.gov/reduceyourriskguide for more information.
 - Most insurance policies do not cover flood and wind damage. Visit www.floodsmart.gov to learn about the National Flood Insurance Program.
 - Coastal storms can damage your home as well as your car. If you own a vehicle, make sure its insurance covers wind and water damage.
 - Disasters don't plan ahead. It takes up to 30 days for your insurance to become active. Visit www.floodsmart.gov or www.floodhelpny.org for more information and resources.
 - It's easy to confuse flood zones with hurricane evacuation zones. Here's what you need to know:
 - Flood zones are used to set flood insurance rates and building regulations.
 - Hurricane evacuation zones are areas of New York City that are most likely to be affected by a coastal storm or hurricane. Residents in these zones may be ordered to evacuate.
 - Take photos of your property and the inside of your home before a hurricane strikes. This will help you with the insurance claim process should your home be damaged from a storm.

Know Your Zone Messaging Toolkit

- May 7: Strengthen your home
 - Strengthen your home before the Atlantic hurricane season begins by installing storm shutters on your home's windows.
 - Before a storm strikes, bring inside loose, lightweight objects, such as lawn furniture and garbage cans. Anchor objects that cannot come inside, such as gas grills or propane tanks.
 - People who live in high-rise apartment buildings or basement apartments may face special risks from hurricanes — even if they live outside evacuation zone boundaries. If you live in a high-rise building, make sure your windows are closed, stay away from windows in case they break or shatter.
- May 8: Help your neighbor
 - Check on your neighbors before and after a hurricane.
 - Help your neighbor by becoming a part of their emergency support network. Check on them during emergencies and create a plan together.
 - Keep in touch with your emergency support network:
 - Pick someone near your home that family or friends can call for support during a disaster.
 - Pick an out-of-area contact that family or friends can call if separated during a disaster. If New York City phone circuits are busy, long-distance calls may be easier to make.
 - Work with your neighbors to create an emergency plan together. Help each other prepare for hurricane season. If you have neighbors with disabilities and access or functional needs, ask them if you can help assemble their Go Bags or emergency supply kits.
 - Be a good neighbor this hurricane season (and all year long): check on your neighbors, friends, and relatives, before, during, and after an emergency.
 - Become a member of the Community Emergency Response Team (CERT) program. CERTs are groups of volunteers who help to prepare their neighbors and communities for different types of disasters. Learn more at [NYC.gov/cert](https://www.nyc.gov/cert).
- May 9: Complete your written hurricane plan
 - Use the Ready New York: My Emergency Plan to help create a written plan with your family, friends, and support network. Start now at on.nyc.gov/myplan.
 - Did you know you can create your emergency plan on your phone? Check out the free Ready NYC app for your Apple or Android device: on.nyc.gov/readynycapp.
 - Just like your household, your community should have an emergency plan, too. Create a community emergency plan by using the Community Emergency Planning Toolkit, available at [NYC.gov/communitypreparedness](https://www.nyc.gov/communitypreparedness).
 - Subscribe to Notify NYC to receive updates about emergencies and changes to important City services. Information is also available in multiple languages and American Sign Language (ASL).
 - Stay informed on the go! Get the free Notify NYC app for your Apple or Android device before disaster strikes. The Notify NYC mobile application gives up-to-the-minute information about emergencies and planned events in New York City.