July 2016
NYC EMERGENCY MANAGEMENT
Leveraging Alternative Formats for Emergency Communication

IMPROVING OUR AGENCY MISSION
Goal: to be a premier coordinating agency for the City of New York.

- Planning and preparedness
- Coordinating response and recovery
- Educating the public
- Collecting and disseminating information
Notify NYC
The City's official emergency communications program.

How it works:
• Notify NYC helps make the public aware of emergencies and other planned incidents in New York City.
• “The information you want to receive, the way you want to receive it.”
• Features include customized alert options, “Do Not Disturb” and “Vacation” settings, and much more.

HOW CAN WE IMPROVE NOTIFY NYC?
SOLUTION

Offer New Yorkers a new way to access emergency information in an easy-to-understand format.

- Target audience identified: people with disabilities, and access and functional needs.
- Reviewed best practices from other municipalities.
- Public outreach and education.

Notify NYC Messages in Sign Language Video Format
Design and Production Process

- Create pre-scripted messages to address a variety of emergency updates:
  - Flooding
  - Coastal storms
  - Tornadoes
  - Extreme heat
  - Snowstorms
  - Airport and school closings
  - Transit disruptions
- Used outside vendors: certified sign language interpreters and video production team.
Notify NYC Messages in Sign Language Video Format
Debut and Implementation

Making it work:
• Program subscribers given the option to sign up to receive sign language video messages.
• Videos are also available for viewing on Notify NYC’s new YouTube channel.
• Links to videos are also added to @NotifyNYC messages on Twitter.

IMPROVING THE FOUNDATION
Enhancing the program offering through lessons learned.

-Transition from using an American Sign Language (ASL) interpreter to a Certified Deaf Interpreter (CDI).
-More videos to address evolving needs.
Best Practices
How Videos Have Evolved

Considerations:
• 2014 video (top) features an American Sign Language interpreter.
• The 2016 video (bottom) features a Certified Deaf Interpreter (CDI).

Extreme Cold Weather video: http://on.nyc.gov/29EozNP
Blizzard Warning video: http://on.nyc.gov/29DKYPp

BEST PRACTICES:
PRODUCTION NOTES

Think Modularly!
Save time and energy; produce your messages with a modular concept in mind.

When writing the messages, try to group them together to have the same call-to-action. This reduces the strain on our interpreter and production team: the sequence only has to be filmed/edited once and can then gets tacked on at the end of each message.
## MODULAR MESSAGING EXAMPLE

<table>
<thead>
<tr>
<th>Group</th>
<th>Message Title</th>
<th>Message</th>
<th>Call to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Transit</td>
<td>Travel Advisory (New)</td>
<td>A Travel Advisory has been issued for the New York City area due to anticipated inclement weather conditions. New Yorkers are advised to exercise caution when walking, driving, or biking, and allow for extra travel time.</td>
<td>For specific timing and information, please visit <a href="http://www.weather.gov/nyc/NYC.gov/notify/nyc">www.weather.gov/nyc/NYC.gov/notify/nyc</a> or call 3-1-1 (212-639-9675 for Video Relay Service, or TTY 212-504-4115).</td>
</tr>
<tr>
<td>Road Closure - Planned</td>
<td>Road Closure - Planned</td>
<td>A planned closure is expected to occur for the road indicated on the corresponding email, text message, or tweet. During the indicated time in which the work will be completed, please use alternate routes.</td>
<td>For specific location and timing information, please visit <a href="http://www.weather.gov/nyc/NYC.gov/notify/nyc">www.weather.gov/nyc/NYC.gov/notify/nyc</a> or call 3-1-1 (212-639-9675 for Video Relay Service, or TTY 212-504-4115).</td>
</tr>
<tr>
<td>Road Closure - Unplanned</td>
<td>Road Closure - Unplanned</td>
<td>An unscheduled road closure has occurred on the road indicated on the corresponding email, text message, or tweet. Motorists are encouraged to use alternate routes and allow for additional travel time.</td>
<td>For specific location and timing information, please visit <a href="http://www.weather.gov/nyc/NYC.gov/notify/nyc">www.weather.gov/nyc/NYC.gov/notify/nyc</a> or call 3-1-1 (212-639-9675 for Video Relay Service, or TTY 212-504-4115).</td>
</tr>
<tr>
<td>Traffic Delays (New)</td>
<td>Traffic Delays (New)</td>
<td>Motorists should expect traffic delays in the area indicated on the corresponding email, text message, or tweet. Motorists are encouraged to use alternate routes and allow for additional travel time.</td>
<td>For specific location and timing information, please visit <a href="http://www.weather.gov/nyc/NYC.gov/notify/nyc">www.weather.gov/nyc/NYC.gov/notify/nyc</a> or call 3-1-1 (212-639-9675 for Video Relay Service, or TTY 212-504-4115).</td>
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### VIDEO LAYERS
- Intro graphics
- Message captions
- CTA captions
- Outro graphics

### AUDIO LAYERS
- Intro audio
- Message voiceover audio
- CTA audio
- Outro audio
BEST PRACTICES
COMMUNITY
Making Sign Language Videos Work for Your Municipality

- Vendor versus in-house production team
- Leveraging website/social media to promote/host resources
- Get buy-in: use community partnerships to share/promote and get feedback

LEARN MORE ABOUT NOTIFY NYC

Notify NYC: http://www.nyc.gov.notifynyc

Notify NYC videos on YouTube: http://www.youtube.com/notifynyc
MORE RESOURCES

Alert San Diego: http://www.readysandiego.org/alertsandiego/

Ready Illinois: http://www.illinois.gov/ready/multimedia/Pages/AmerSign.aspx

OKC-County Health Department: https://www.occhd.org/eng/community/emergency-preparedness-response-program/people-disabilities

QUESTIONS?
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THANK YOU!