

8. HURRICANE AWARENESS CAMPAIGN

**BACKGROUND**

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The Houston-Galveston Area Council, in collaboration with our state and local partners, has been working together in preparation for Hurricane Season June 1, 2025 – November 30, 2025. The Hurricane Preparedness Campaign is an outreach campaign designed to increase awareness about hurricane evacuation planning, especially for those most at risk due to the threat of storm surges.

**CURRENT SITUATION**

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The campaign consists of several strategies structured to reach a wide audience and will include radio ads, digital ads, and social media content in both English and Spanish languages. Advertisements will direct individuals to H-GAC's hurricane evacuation information on the H-GAC website, where users can find evacuation maps, and guides for seniors and special populations.

H-GAC is partnering with non-profits, agencies for the aging population, churches, businesses, and other organizations to provide outreach and education for the campaign.

Call to actions include:

- Have a plan
- Know your zone
- Stay informed

The timeline of this campaign is from June 2025 through October 2025.

**ACTION REQUESTED**

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Information Only.