

## 9. HURRICANE PREPAREDNESS CAMPAIGN

### BACKGROUND

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Hurricane Season is designated June 1 through November 30 with the peak of the season being mid-August to mid-October. While hurricanes can form at any time during the year, Hurricane Season is the most active time of the year.

The metropolitan planning area's proximity to the coast makes it vital for us to plan in anticipation of the season. The Metropolitan Planning Organization (MPO) and H-GAC, in collaboration with our state and local partners, have been working together in preparation for Hurricane Season. 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 MPO's Hurricane Preparedness 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 the MPO's hurricane evacuation information on the H-GAC website, where users can find evacuation maps, guides for seniors and special populations, pet boarding checklist and more.

Staff are 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.