

12B. 2022 HURRICANE PREPAREDNESS AWARENESS CAMPAIGN

Background

In collaboration with our state and local jurisdictions, the Houston-Galveston Area Council is continuing its annual Hurricane Preparedness Awareness Campaign. The goal of the outreach campaign is to increase awareness about hurricane evacuation planning, especially for those residents living in area that are subject to storm surge.

Current Situation

The outreach campaign will include advertisements with various media outlets to reach residents living within the zip code zones and the surrounding areas. The campaign will advertise in English and Spanish to direct people to the Houston-Galveston Area Council’s hurricane evacuation planning website.

The 2022 zip zone map campaign media buys will be conducted by the H-GAC Communications Department. Based on demographic research on residents in the zip code zones, a list of potential vendors is listed below:

Type	Potential Vendors
Digital	Houston Chronicle, KPRC Click 2 Houston, KHOU, ABC13, Texas A&M, University of Houston
Social Media	Facebook, Twitter, Instagram, LinkedIn
Radio	Cox Media – KKBQ, KTHT, iHeart – KOVE, KAMA, KBXX, KMJQ, KODA, KQBT, KTBZ, KRBE Texas Southern University Texas A&M University of Houston
Cinema	National CineMedia

The proposed timeline for the campaign is from June through November 2022. This effort is included in the H-GAC’s Unified Planning Work Program.

Action Requested

Information and discussion only.