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LLIS.gov

GOOD STORY

Hurricane Sandy: Google and New York City Partnership Results in Unique Crisis Map

The LLIS.gov team identified several innovative Whole Community ideas and practices to support preparedness, response, and recovery following Hurricane Sandy.

SUMMARY

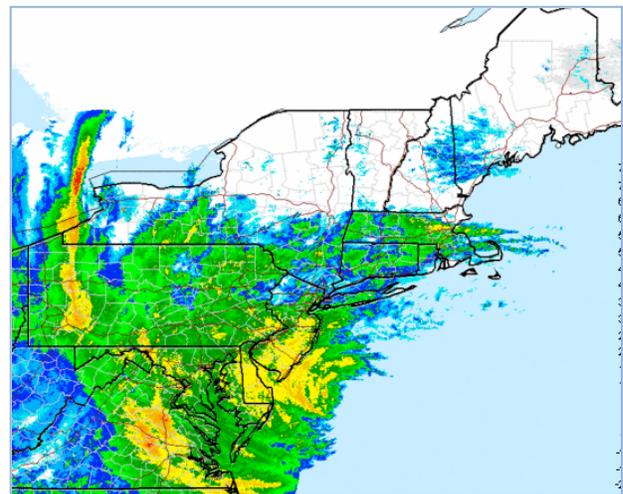
Following Hurricane Sandy, the City of New York (NYC) Office of the Mayor teamed with Google to create the [Superstorm Sandy: NYC](#) crisis map. This map incorporated NYC Emergency Management alerts, various city-related Twitter accounts, NYC Emergency Management Facebook posts, the WNYC Transit Tracker, National Hurricane Center advisories, and NYC.gov information on volunteer opportunities and school status alerts.

DESCRIPTION

Hurricane Sandy

On Monday, October 29, 2012, Hurricane Sandy made landfall near Atlantic City, New Jersey, pushing a massive storm surge to shore and generating winds to up to 75 miles per hour. The National Hurricane Center downgraded Sandy to a post-tropical cyclone shortly after landfall. Sandy caused storm surge, record flooding, and wind damage. Nine days after the storm, a large nor'easter caused massive snowfall undermining response operations in the disaster-impacted areas.

As a result of these events, millions of people were left without power and hundreds were displaced along the East Coast from North Carolina to Maine. New York and New Jersey, two of the most populated states in the nation, were particularly impacted by the storm.

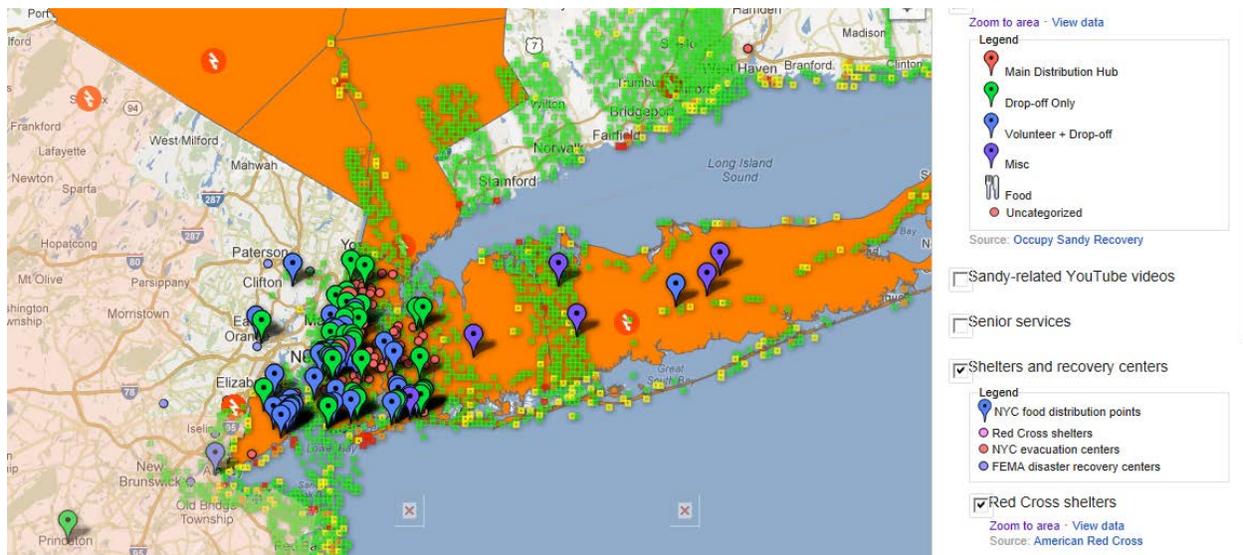


A radar image of Hurricane Sandy captured by the State of Rhode Island Department of Transportation on October 29, 2012

The Partnership between Google and the City of New York

The [Google Crisis Response](#) team started developing crisis maps in 2005 following Hurricane Katrina. These first crisis maps incorporated geographic data, such as storm paths, shelter locations, and power outages from a variety of sources, including official and user-generated content. The Google team has created maps for a multitude of events including

the October, 2011, earthquake in Turkey; the October, 2011, floods in Thailand; hurricanes such as Irene, Ike, Gustav, and Isaac; the March, 2011, earthquake and tsunami in Japan; and the 2010 Deepwater Horizon Oil Spill in the Gulf of Mexico.



The Superstorm Sandy: NYC Crisis Map

Following Hurricane Sandy, the NYC Mayor's Office identified the need for a unique NYC map established through a collaborative partnership of private sector, government, and emergency management representatives. The NYC Mayor's Office then teamed with Google to create [Superstorm Sandy: NYC](#), a crisis map linked to the [NYC Open Data](#) portal, the city's website for sharing public data generated by various NYC agencies and organizations.

This [Superstorm Sandy: NYC](#) crisis map incorporated NYC Emergency Management alerts, various city-related Twitter accounts, NYC Emergency Management Facebook posts, the WNYC Transit Tracker, National Hurricane Center advisories, and [NYC.gov](#) information on volunteer opportunities and school status alerts.

The map was continually updated to share relevant information through an easily accessible and user friendly site that allowed users to sort through and locate information specific to their needs. As recovery efforts continued, new layers of information were added to the map including the status of subway line operations and information on food distribution points.

During and after a disaster, relevant, timely, and accurate information is a necessity. This unique partnership allowed for the development of an innovative platform for sharing relevant information with the public in a timely and accurate manner.

REFERENCES

City of New York, Office of the Mayor

<http://www.nyc.gov/portal/site/nycgov/menuitem.beb0d8fdaa9e1607a62fa24601c789a0>

Google Crisis Response

<http://www.google.org/crisisresponse/>

NYC.gov

<http://www.nyc.gov/html/index.html>

NYC OpenData

<https://nycopendata.socrata.com/>

Superstorm Sandy: NYC

<http://google.org/crisismap/2012-sandy-nyc>

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