

Appendix B SAMPLE PRESS RELEASES

For Immediate Release (Approximately 48-72 Hours Prior to Event)

New Orleans, Louisiana. – The potential for dangerous hurricane conditions is eminent for the City of New Orleans and its residents. In anticipation of a likely large debris-generating storm, residents are asked to secure or store all yard items that may become damaging projectiles. The City is prepared and has a plan in place to immediately respond following the event. Once dangerous conditions subside and roads have been cleared of obstructions, residents should bring any debris to the public right-of-way for removal.

The public right-of-way is the area of residential property that extends from the street to the sidewalk, ditch, utility pole or easement. Residents should separate clean, vegetative debris (woody burnable debris such as limbs and shrubbery) from construction and demolition debris. Do not mix hazardous material, such as paint cans, aerosol sprays, batteries, or appliances with construction and demolition debris. Household garbage, tires or roof shingles cannot be combined with any storm debris.

Do not place debris near water meter vault, fire hydrant or any other above-ground utility. Only debris placed on the public right-of-way will be eligible for collection until further notice.

If all debris is not picked up during the initial pass, residents should continue to push remaining debris to the public right-of-way for collection on subsequent passes. Residential debris drop-off locations may be available within New Orleans. Check the City of New Orleans' Web site **INSERT WEB SITE** for the location of these sites and the hours of operation or call **INSERT NUMBER**. The City of New Orleans' website will also provide City office closure times/date (including garbage collection and City facilities). All reconstruction debris (debris resulting from rebuilding) is the responsibility of the homeowner. Those items must be dropped off at the **INSERT LOCATION**.

New Orleans residents are encouraged to stay indoors until dangerous winds have passed. Please tune into local news channels for updated weather information.

####

For Immediate Release (Approximately 0-72 Hours Following Event)

New Orleans, Louisiana. – The City of New Orleans is beginning its recovery process in the wake of **INSERT EVENT**. New Orleans residents are asked to place any storm-generated debris on the public right-of-way.

The public right-of-way is the area of residential property that extends from the street to the sidewalk, ditch, utility pole or easement. Keep vegetative debris (woody burnable debris such as limbs and shrubbery) separated from construction and demolition debris, as they will be collected separately. Bagged debris should not be

Appendix B

placed on the public right-of-way, only loose debris will be collected. Any household hazardous waste, roof shingles or tires resulting from **INSERT EVENT**, may be eligible for removal and should be separated at the curb.

Do not place near water meter vault, fire hydrant or any other above-ground utility. Only debris placed on the public right-of-way will be eligible for collection until further notice.

If all debris is not picked up during the initial pass, please continue to push remaining debris to the right-of-way for collection on subsequent passes. Household garbage collection will resume to its normal schedule on **INSERT DATE AND TIME**. Please check the City of New Orleans' Web site **INSERT WEB SITE** for additional information and updates on the debris removal process.

For more information, please call the city's debris hotline at **INSERT NUMBER**.

#####

For Immediate Release (72 hours prior to final pass of debris removal)

New Orleans, Louisiana. – Final preparations are being made for the third and potentially final pass for debris removal in the wake of **INSERT EVENT**.

New Orleans residents should have all storm-generated debris in front of their homes on the public right-of-way (the area of residential property that extends from the street to the sidewalk, ditch, utility pole or easement) no later than **INSERT DATE** to be eligible for pick-up.

The City of New Orleans will not be able to guarantee that debris placed on the public right-of-way after the specified deadline will be removed.

Residents should continue to separate vegetative debris (woody burnable debris such as limbs and shrubbery) and construction and demolition debris. Do not place debris near water meter vault, fire hydrant or any other above-ground utility. Hazardous household chemicals such as paint cans and batteries may be deposited at the **INSERT LOCATION**.

You can follow the debris removal efforts in your neighborhood and the rest of the city by going to the City of New Orleans' Web site **INSERT WEB SITE**, or by calling **INSERT NUMBER**.

#####