



# Technology Innovation Showcase 2012



## Ready Georgia Preparedness Application Georgia Emergency Management Agency

Georgia Emergency Management Agency (GEMA) needed an innovative way to ensure emergency preparation information was more accessible to all citizens.

### About the Situation:

Preparation is key to surviving a disaster, yet according to a recent survey conducted by GEMA, the majority of Georgia's residents stated they are not fully prepared for a large-scale emergency. In fact, Georgians have faced several natural disasters in the last few years, including:

- More than 100 large scale tornadoes since in 2008 have struck throughout Georgia, causing loss of life and more than \$500 million in damage.
- Severe rain storms have caused widespread flooding not seen in more than 500 years, resulting in numerous deaths, property damage and Federal Disaster Declarations.
- Tropical storms, hurricanes, winter storm and wildfire events have affected Georgia and its citizens in recent years.

Additionally, man-made disasters (such as terrorist attacks and transportation accidents involving hazardous materials) and disease threats (such as pandemic outbreaks) pose a threat to Georgians, as they do to all Americans. Disasters and emergencies can happen quickly and without warning, so it is imperative to be prepared.

### Innovative Solution:

Through a partnership with the Georgia Department of Public Health (DPH), the **Ready Georgia mobile application** was created to connect citizens with vital information to prepare for a natural or man-made disaster. The Ready Georgia mobile app is free and available for iPhone and Android users. From up-to-the-minute weather and hazard alerts based on a user's location, to customizable emergency preparedness checklists, the Ready Georgia mobile app combines a robust set of features not previously available in one mobile application.

The app was launched on September 21, 2011 during National Preparedness Month. The next day, it was the number two weather-related app in the Apple App Store.