



Ready. Georgia

Prepare. Plan. Stay Informed.



www.Ready.GA.gov



- Mission of Ready Georgia
 - To educate and empower Georgians to take care of themselves for at least three days after a disaster
 - Campaign theme: Prepare, plan and stay informed
 - Call to action: Create a Ready profile

Survey Says

- Annual survey reveals although progress has been made, most Georgians aren't ready for a disaster
- When asked what sort of tools would be most helpful when preparing, people said
 - A detailed list of supplies
 - Evacuation routes, shelter locations, emergency preparedness guides

Now There's an App for That

Android QR Code



iPhone QR Code



Local: Disaster history, stream gauges and maps geo-located to your position.



Alerts: Real-time weather and hazard alerts for your location.



Plan: Create or update your Ready Profile with personalized emergency contacts and plan.



Checklist: Update emergency supplies list so you know what you need.



Threats: Info on how to prepare and what to do during specific threats.



Success!

- Launched on Sept. 21, 2011, and the next day it was the No. 2 weather-related app in iTunes
- The first month, the number of Ready profiles created rose by 235%
- Since the app launched, mobile visits to the website increased 320%
- Over 37,000 downloads

Recent App Upgrades

- Added slideshow when app is launched to showcase features
- Improved maps
- Updated static data (tornado touchdown map, county disaster counts)

Questions?

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