The T.A.D.D. App

Turn Around, Don’t Drown, a phrase that you may be familiar with, has a different meaning when it comes to residents compared to first responders and emergency medical services (EMS). Based on historical data of the number of swift water rescues, there may be a lack of public awareness related to flash flooding. Excessive amounts of rescues causes a high-cost to budget constraints along with the safety and welfare of EMS. Real-time advanced warning can help responders prepare and mobilize earlier, and help constituents make better-informed decisions. By expanding upon already in-place mass notification technology, leveraging existing data, and making notifications geo-specific, over time there could be a decline in flood related rescue incidents. How can we get there?