

GEORGIA EMERGENCY MANAGEMENT AGENCY

SONNY PERDUE
GOVERNOR



CHARLEY ENGLISH
DIRECTOR

December 10, 2008

Dear OAAG member:

On behalf of the Georgia Emergency Management Agency (GEMA), I would like to take this opportunity to thank the members of the Outdoor Advertising Association of Georgia (OAAG) for participating in a new statewide partnership that will provide crucial emergency information to the traveling public.

Georgia is susceptible to a variety of natural and man-made hazards, from hurricanes to wildfires to hazardous materials spills, and it is vital that we provide critical emergency information to the public quickly and accurately. We welcome the opportunity to use this versatile digital billboard technology to deliver urgent messages to hundreds of thousands of motorists, and are grateful that Georgia's outdoor advertisers are lending their reach and influence for the public good.

The emergency alert partnership is the next step in a promising future for advancements in billboard technology and collaborations with OAAG and government agencies. To further expand this partnership's efforts, GEMA is hopeful that the digital billboard inventory can be expanded in communities around the state and encourages members to provide the latitude and longitude points of each new digital billboard location to OAAG. In the future, this information can then be incorporated into a GEMA Geographic Information System (GIS). The GIS will map the exact location of the sign relative to its proximity to shelters, evacuation routes, and other resources, helping motorists identify crucial public safety information.

Thank you once again for your generous support and assistance in making Georgia safer through this important public service. We support implementing this technology around the state.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charley English", is written over the printed name.

Charley English

CE/kh