



a 501(c)(3) non-profit

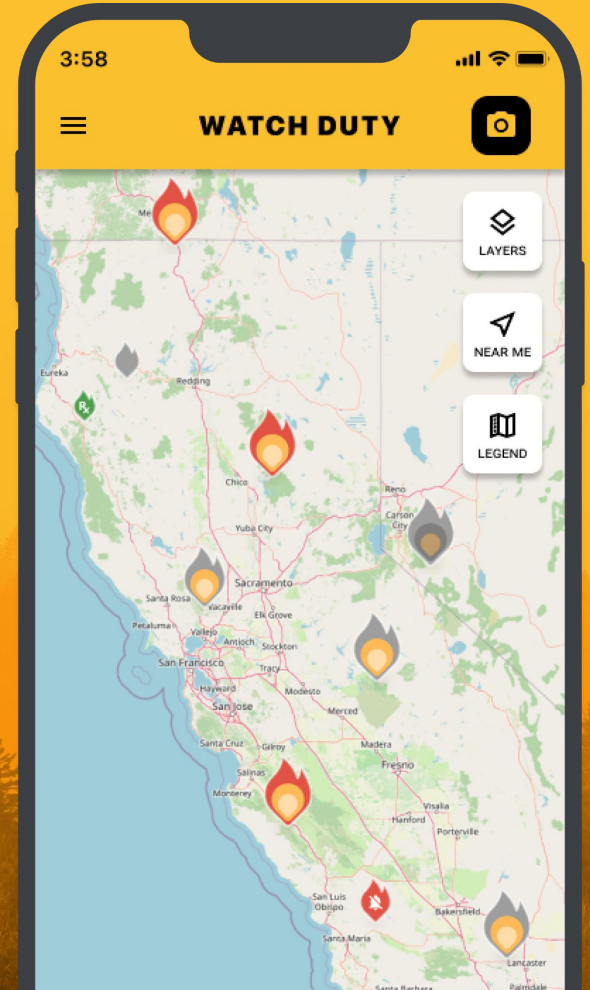
SARA PAUL

FOUNDING TEAM MEMBER

SARA @ WATCHDUTY.ORG

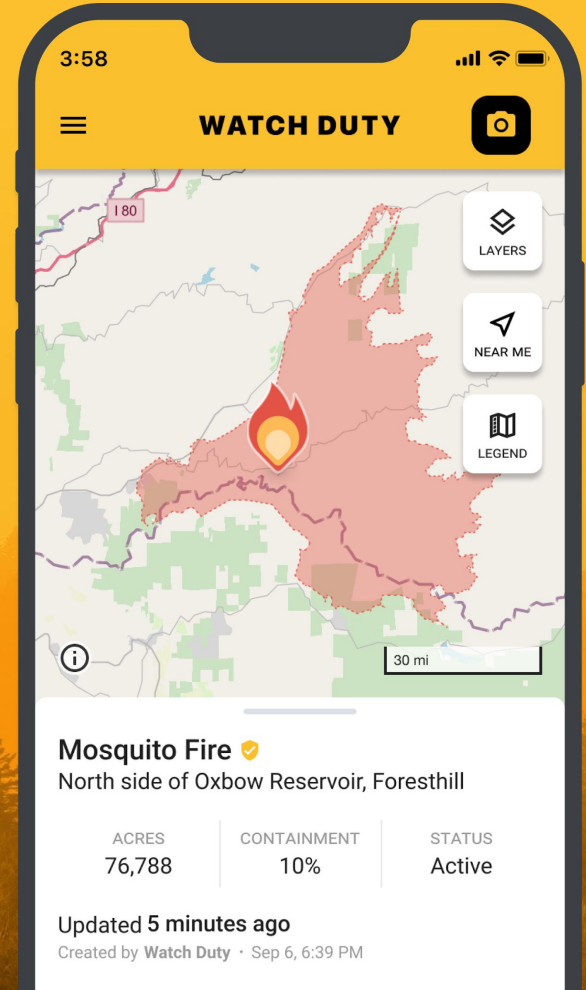
WHAT IS WATCH DUTY?

A free **emergency alerting service** app that provides real-time safety information for wildfires throughout the American West.



WATCH DUTY THE APP

- Available *free* on iOS, Android, and Web
- Operated as a 501(c)(3) non-profit
- No advertising, sponsorship, or government funding
- No login or signup required – *download it, set it, and forget it*

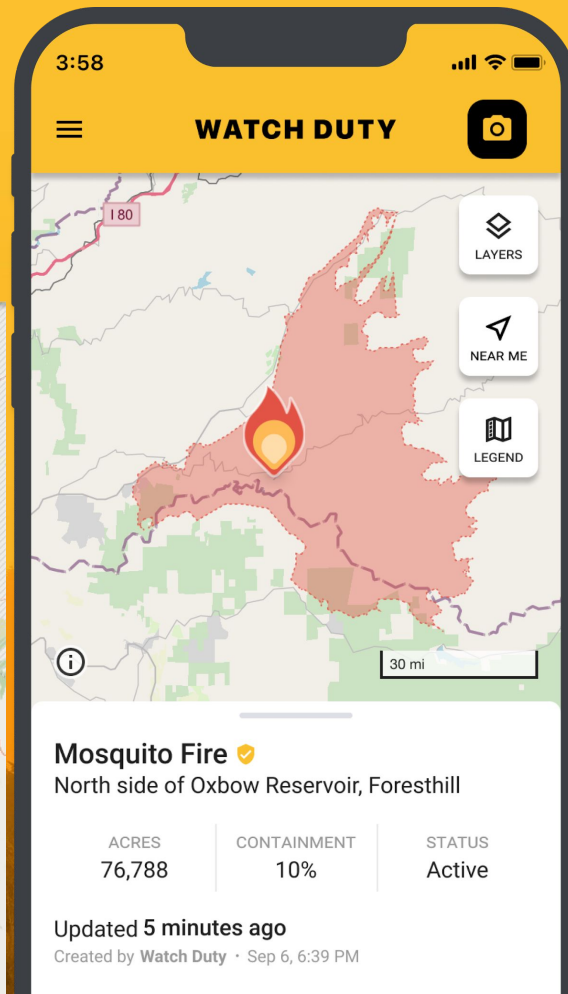
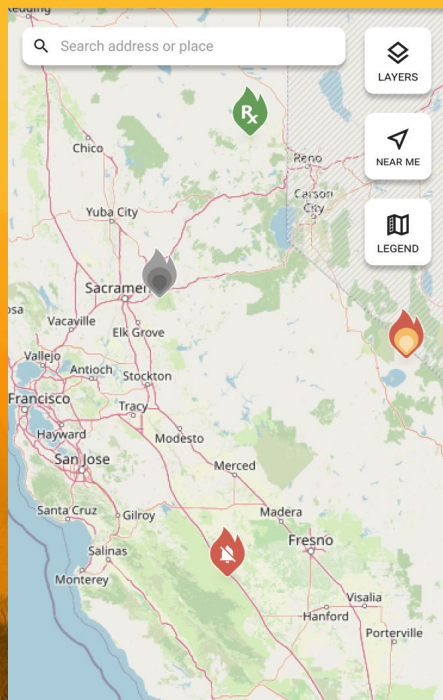


WATCH DUTY NOTIFICATIONS

We send a steady stream of reports **shortly after ignition** all the way **through evacuations**, until the last **engine leaves**.

Three types of incidents

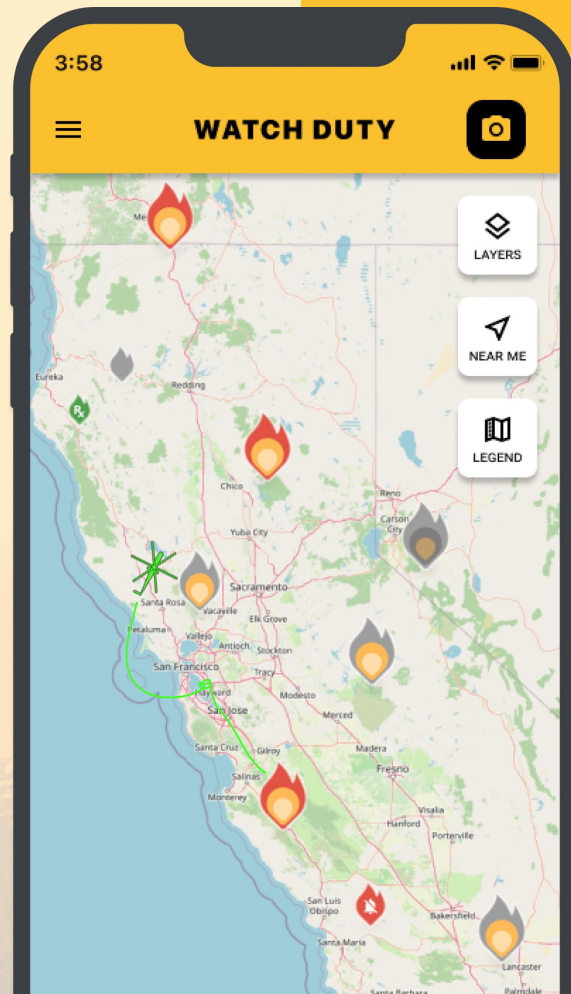
- Full incident
- Silent incident
- Prescribed Fire



WATCH DUTY ELEMENTS

We believe the public will make better decisions with more information, not less.

- Evacuation Zones
- Fire perimeters
- Satellite hotspots
- Wind direction
- Air Quality
- Red Flag Warnings
- Wildfire Cameras
- Shelter Locations
- Air Tanker Tracker



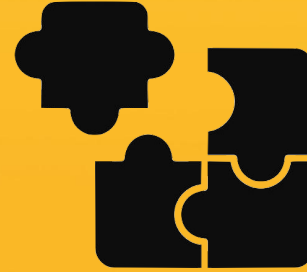
SITUATION TODAY



**TOO MANY DATA SOURCES
& NO REAL-TIME DATA**



**INCONSISTENT
INTELLIGENCE**



**DIFFERENT OPERATING
PLATFORMS**



**CHALLENGES WITH
INFORMATION SHARING**

OUR MISSION

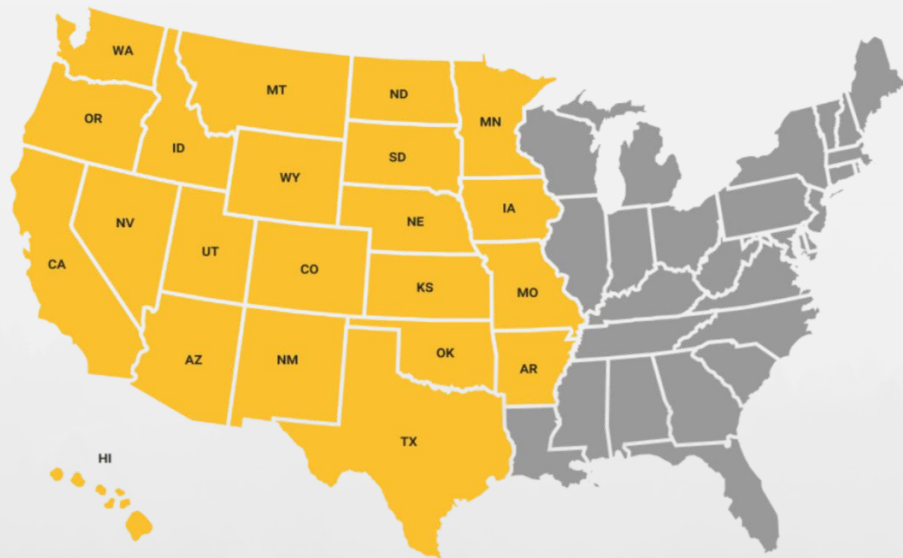
**TO BE THE DEFINITIVE PLATFORM FOR
ACTIONABLE + RELIABLE DISASTER
INTELLIGENCE, *STARTING WITH WILDFIRE***

SERVING BOTH CIVILIANS AND FIRST RESPONDERS.

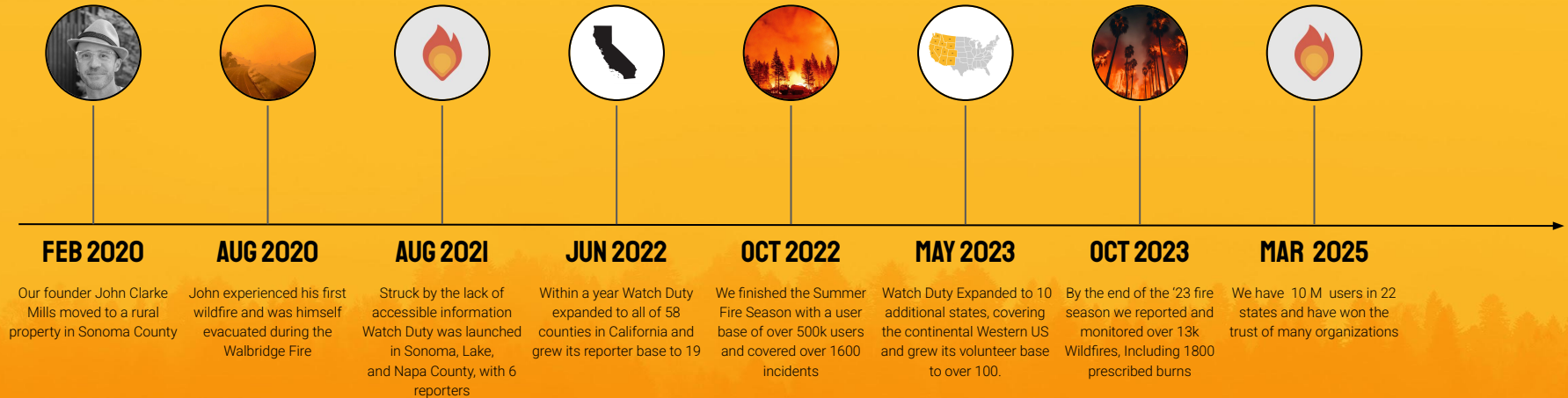
10 MILLION ACTIVE USERS

5.8 MILLION DEVICES

I,476 COUNTIES ACROSS 22 STATES



WATCH DUTY HISTORY



Structure and approach of a tech start up, with the mission-driven spirit of a non-profit organization



How does **Watch Duty** work?

WHAT WATCH DUTY IS *NOT*...

- Crowdsourced
 - Only credentialed reporters can post on Watch Duty. Everyone undergoes training by senior staff as well as background and reference checks.
- Facebook, Twitter, or Nextdoor
 - We are a one-way communication tool moderated by experts
- A “scanner” app
 - We do not report on police activity, structure fires, or traffic accidents
- A government tool such as Nixle, CodeRed, or ZoneHaven
 - We do not replace government tools. In fact, we use them ourselves in our reporting.

REPORTING CODE OF CONDUCT

NO HEARSAY,

only official information

NO OPINION,

editorializing or
sensationalism

NO NAMES,

addresses, or injuries

COLLABORATE

before publishing

WATCH DUTY REPORTS

Our reports are created by over 200 **active and retired firefighters, dispatchers, first responders/EMTs, and/or radio operators.**

Our reporters monitor **radios, police bulletins, internal signals and wildfire cameras** to gather information in real-time.

Our collaborators support the effort by gathering and verifying information.

Our team includes approximately 40 ham operators and 30 GMRS licensees. Approximately half the team has at least one FEMA certification.

WHY WATCH DUTY?

- Our alerts arrive **15-30 minutes *prior* to most government alerts.**
- Our **alerts are continuous**, accompanied by a map, and tell a story about firefighting efforts in real-time.
- We **alert you as the incident de-escalates** and firefighters gain control of the fire, *letting you go back to your life.*
- **Customizable** alerts by county
- **All information is one place**, for free, with no signup. *Just download it.*

AGENCIES AND ORGANIZATIONS USING WATCH DUTY



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



SPOKANE REGIONAL
EMERGENCY
COMMUNICATIONS



COUNTY of
DEL NORTE
★ CALIFORNIA ★



**American
Red Cross**

AND MANY MORE!

WATCH DUTY IS NOT JUST WILDFIRE...

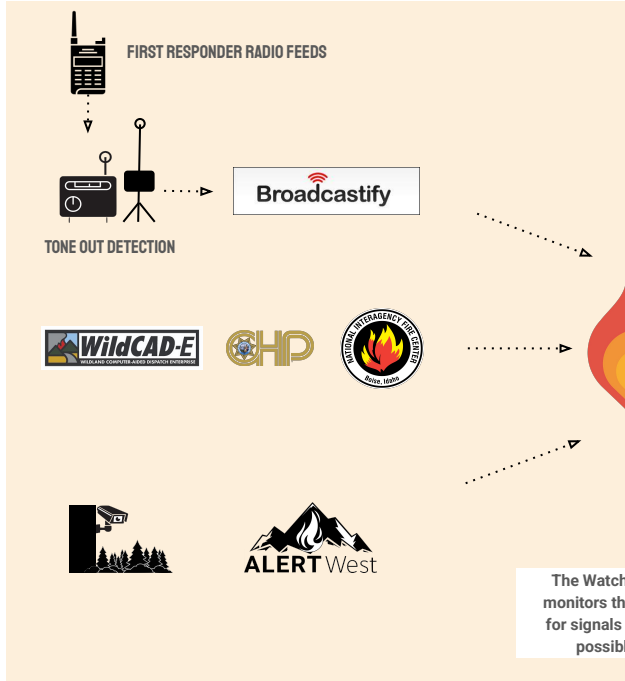
We are also your one-stop-shop for **prescribed fire information**. We actively work with fire agencies and **prescribed burn practitioners** to display RX fires on the **Watch Duty Map**.



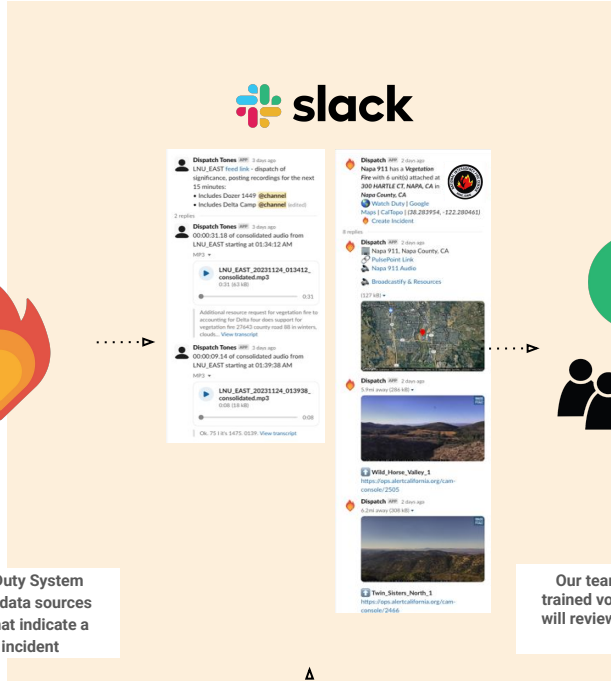
HOW OUR SIGNALS INTELLIGENCE WORKS

TECH-SUPERPOWERED HUMAN INTELLIGENCE

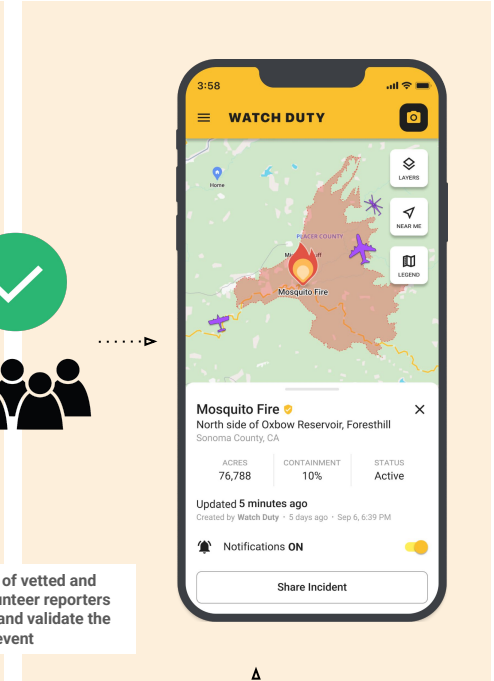
DATA CAPTURE



VALIDATION



ALERTING



ENRICHMENT



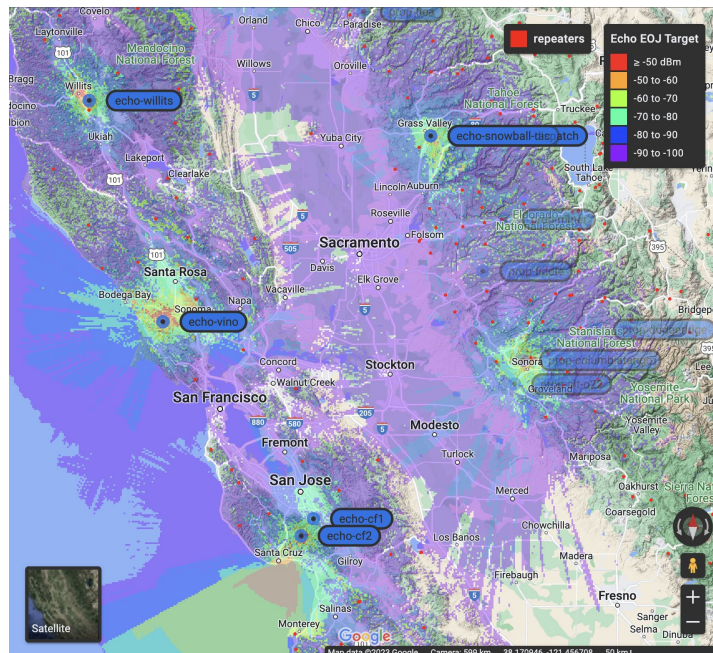
WATCH DUTY

REMOVING INTERNET RADIO DEAD ZONES

Current: over 15 deployed hardware installations of our echo boxes, with many more planned



ECHO RADIO INTERNALS - ADSB & SDR'S

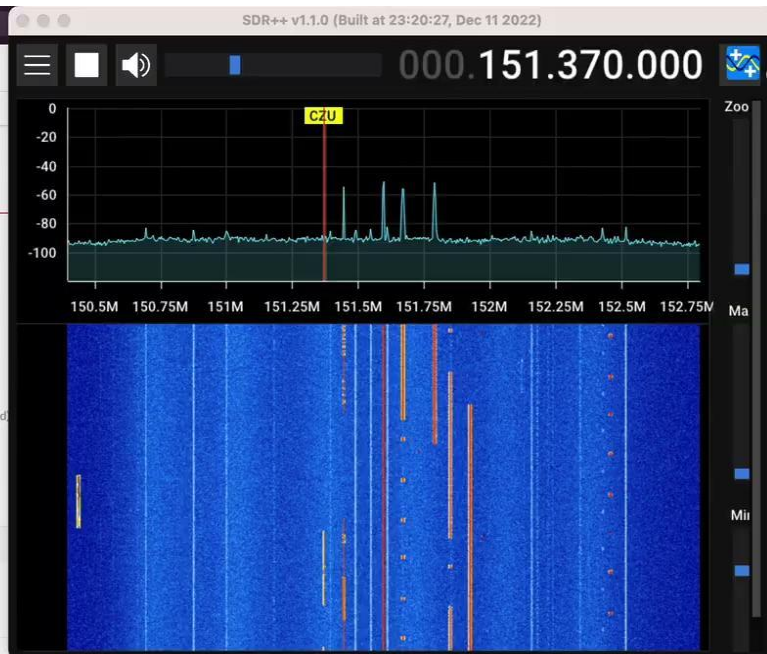
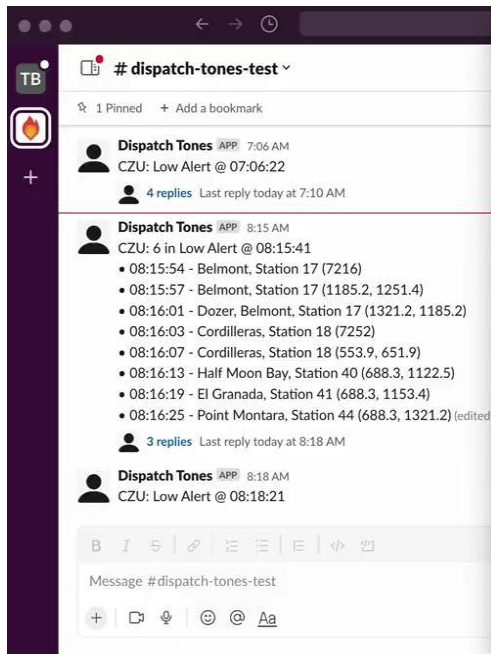


ECHO COVERAGE MAP NORTHERN CALIFORNIA

OUR ECHO RADIOS IN THE FIELD

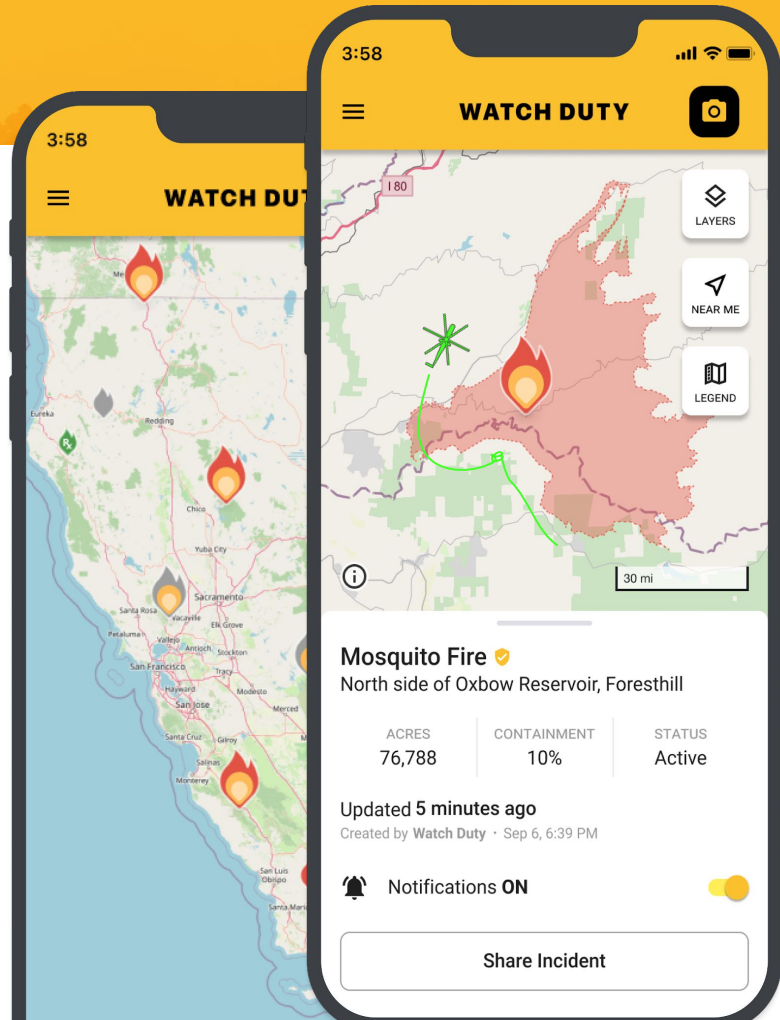


ECHO AT GRANTS PASS FIRE STATION



ECHO TONE-OUT DETECTION

**DEMOCRATIZING SITUATIONAL AWARENESS IS HAVING A
PROFOUND EFFECT ON OUR COMMUNITIES AND FIRST RESPONDERS**

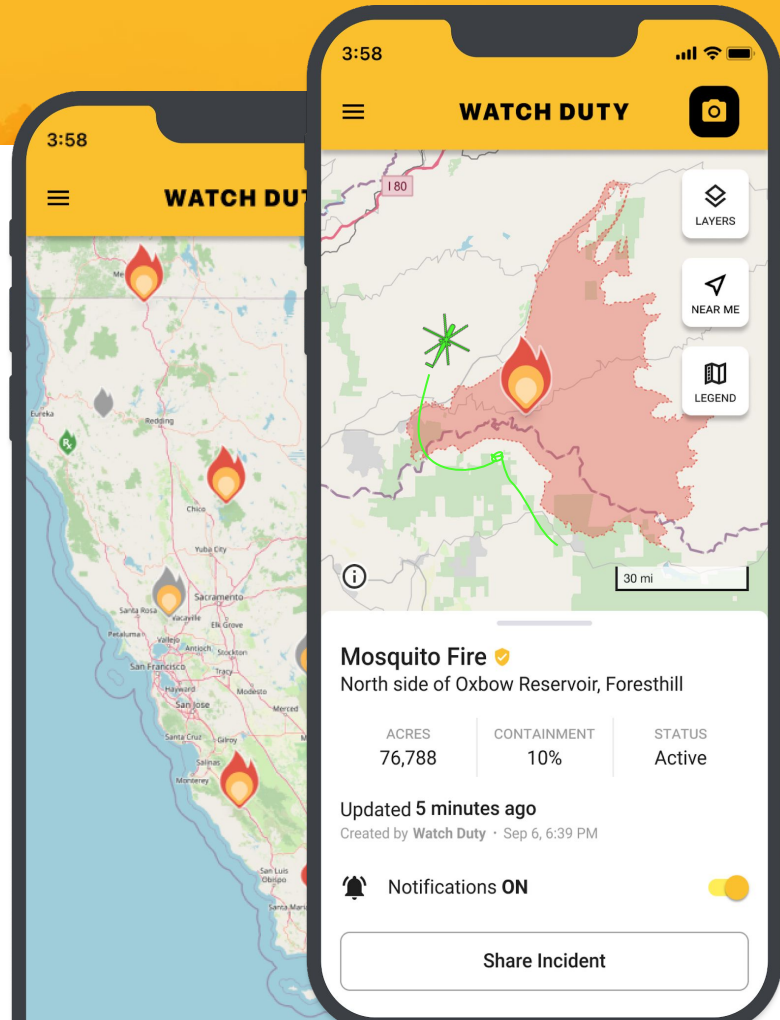


DR. LORI MOORE-MERRELL

FORMER US FIRE ADMINISTRATOR

“WATCH DUTY WAS A POWERFUL TOOL DURING THE LA FIRES, EVEN FIREFIGHTERS WORKING THE FIRES USED IT FOR REFERENCE”

“ON EVENTS THIS EXPANSIVE AND FAST PACED, ACCURATE NEAR REAL-TIME INFORMATION IS CRITICAL TO EVERYONE!”



BRIAN FENNESSY

FIRE CHIEF, ORANGE COUNTY FIRE AUTHORITY,
CREATOR OF FIRIS AND QUICK REACTION FORCE (QRF)

“AIRTANKER AND HELICOPTER PILOTS TELL ME THAT PRIOR TO WATCH DUTY, THEY WOULDN’T KNOW MUCH ABOUT A FIRE THEY’RE RESPONDING TO, OTHER THAN WHAT THE DISPATCH INFORMATION WOULD GIVE THEM, UNTIL THEY ARRIVED.”



ChicoER
11h · 🌐

For the Park Fire and Butte County's Emergency provides round-the-clock coordination.

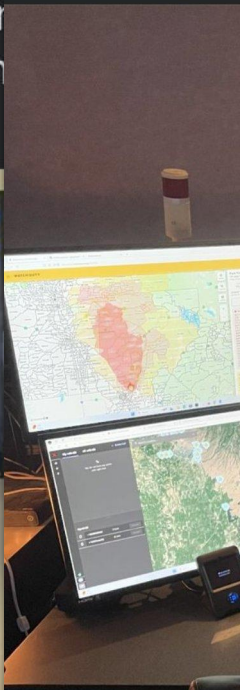


chicoer.com
EOC: The response



Butte County Sheriff's Office
August 3 at 9:06 AM

Thank you dispatchers!
From the start of the Park Fire, we handled 6,049 phone calls and are appreciative for all their support.



[Back](#)

[All Apps](#)

Top Charts

Free Apps

Paid Apps



1 **Watch Duty: Wildfire Maps**
Wildfire Maps & Alerts



2 **Threads**
Share ideas & trends with text

Update



3 **ChatGPT**
The official app by OpenAI

Get

In-App Purchases



4 **Gauth: AI Study Companion**
Ask anything and get answers

Get

In-App Purchases



5 **Google**
Search with AI, Images & Text

Update



6 **TikTok**
Videos, Music & Live Streams

Get

In-App Purchases

Dixie National Forest



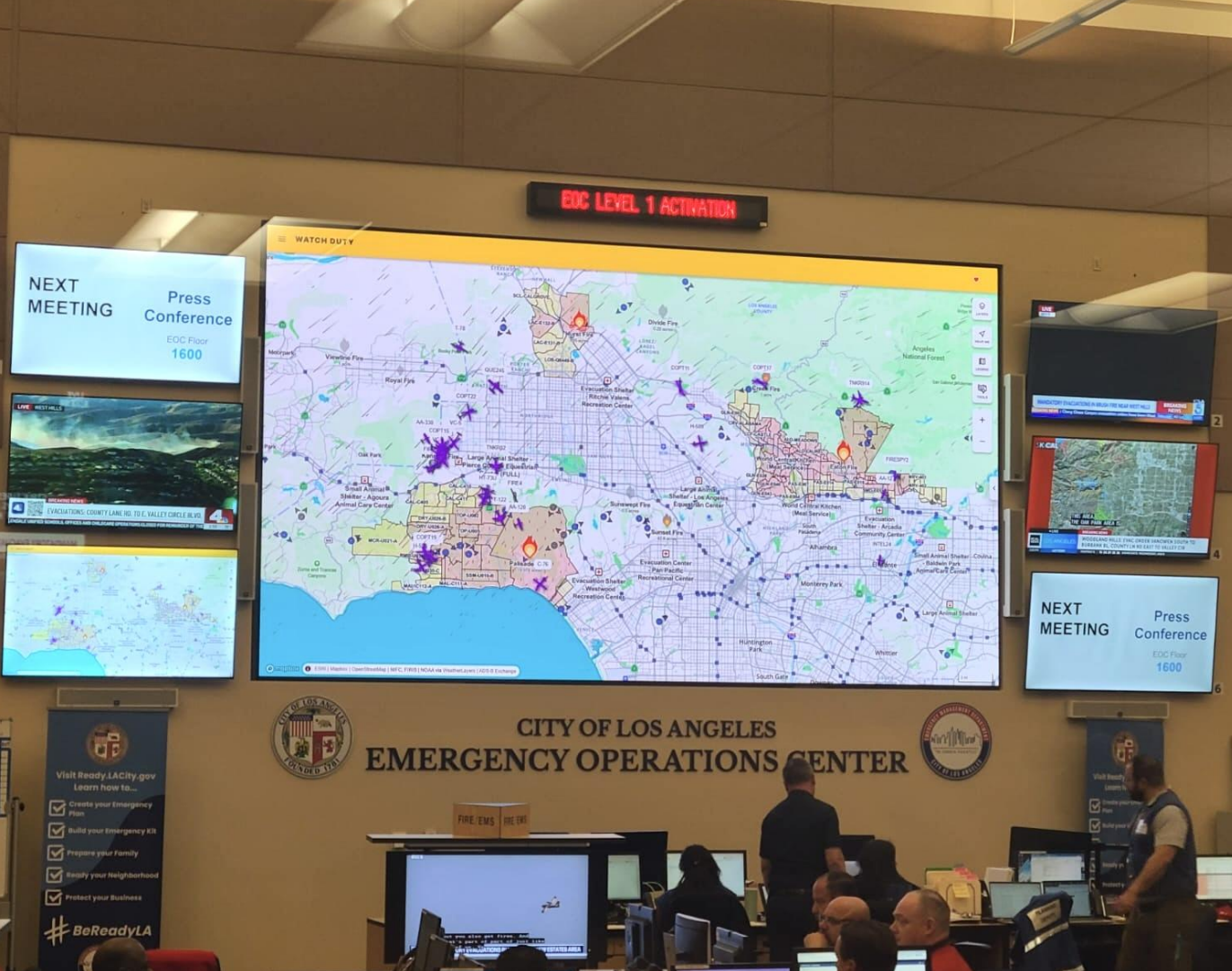
...itation yesterday, which helped slow the fire progression. There the fire remains at 694 acres and 0% contained. Crews were able to go direct against the fire perimeter with the cooler behavior due to the rain. They are using helicopters with bucket in hot spots.



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**DURING THE WORST WILDFIRES
AND URBAN CONFLAGRATION IN
THE HISTORY OF LOS ANGELES,
EMERGENCY MANAGERS IN ONE
OF THE *MOST WELL-FUNDED*
EMERGENCY OPERATIONS
CENTER IN THE COUNTRY,
TURNED TO WATCH DUTY.**

LOS ANGELES FIRESTORM 2025

PALISADES FIRE - JANUARY 7TH



10:25 AM



10:25 AM

911 Call 10:31 AM

“Resources are responding to a reported vegetation fire with smoke visible on the Temescal Canyon camera”

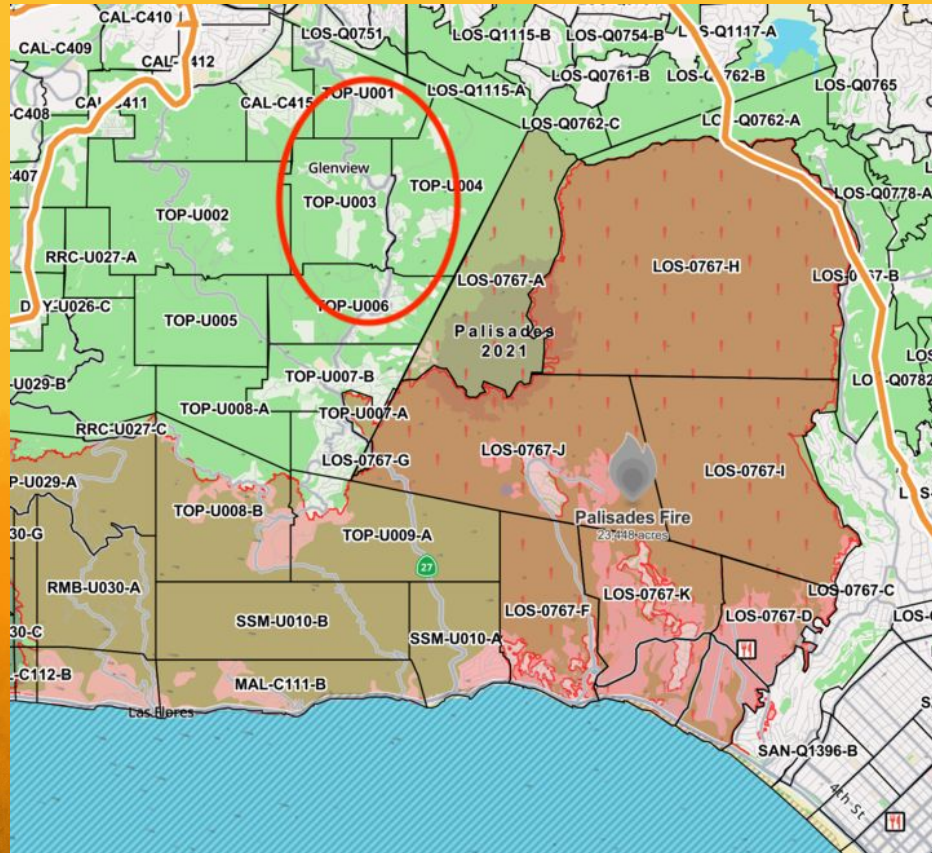
10:33 AM

“The fire is approx 10 acres in heavy fuel, aligned with the wind with a potential for 200 acres in 20 minutes, Structures are immediately threatened - per copter at scene”

10:50 AM

Wireless Emergency Alert (WEA) sent ONLY to Topanga Canyon area: “Fast-moving wildfire in your area. BE AWARE of your surroundings. MONITOR situation closely.”

10:59 AM

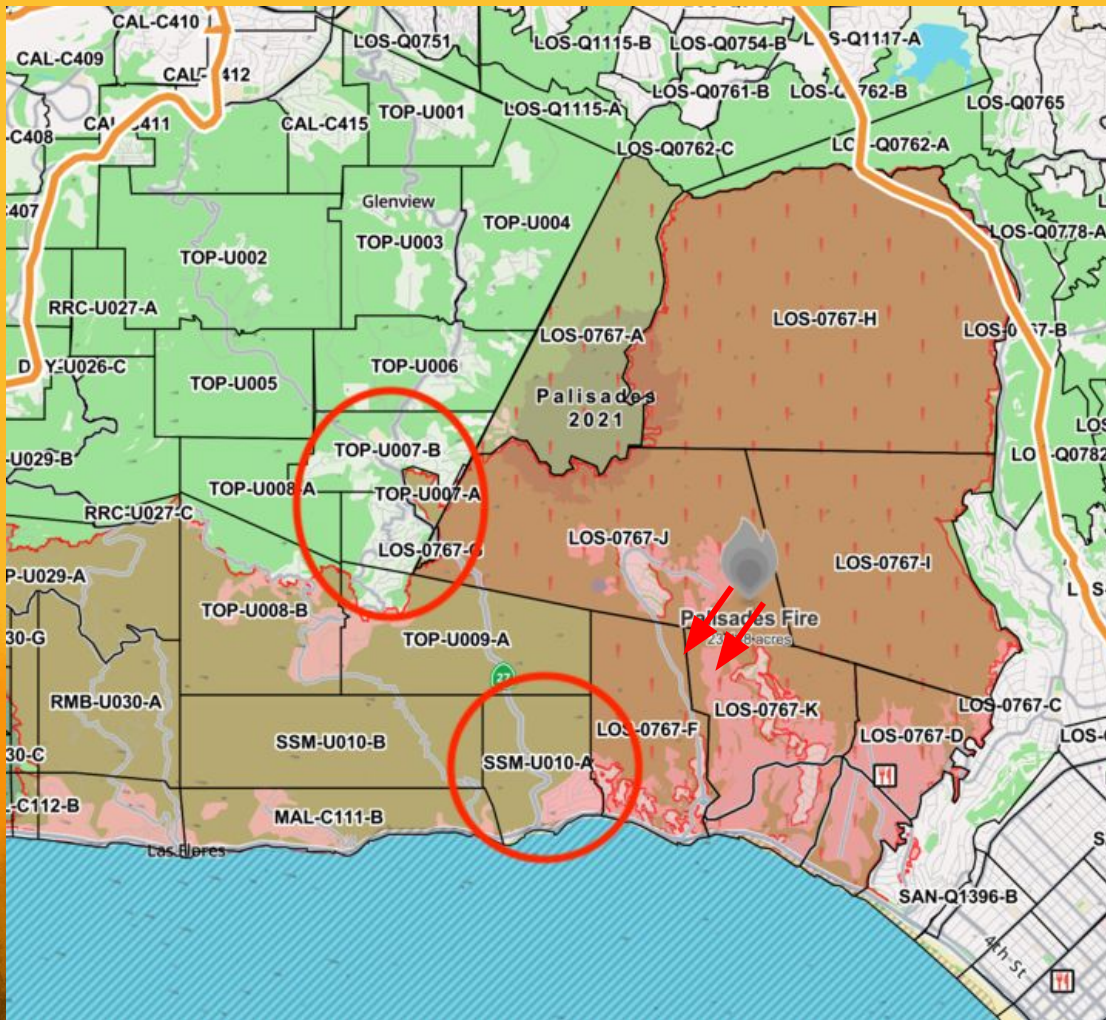


engaged in
foresta
of out to

11:04 AM

San
& Calle

11:29 AM



When requested for the fire area all Coast Highway (PCH) - per radio have not been stated at this time. It is located across Palisades Dr and is per radio traffic."

been issued for Zones:
 , TOP-U009 & TOP-U007 per the
 - these zones are viewable on the
 - Genasys Evacuation Map.”

WEA: "Wind-driven wildfire,
EVACUATION ORDER issued for
Sunset Mesa area. LEAVE NOW."

11:43 AM

11:47 AM

11:51 AM

80 mins since
first 911 call



LA WILDFIRES 2025

- **2nd most deadly fire(s)** in the past 50 years, in California
- **29 killed**
- **16,000+ structures** destroyed / 40,000 acres
- The first official evac order occurred 80 minutes after first dispatch, ours was just *2 mins*
- Errant alerts sent to the wrong regions at the wrong time
- Government websites and systems crashed under load

WATCH DUTY STATS DURING THE LA WILDFIRES

- **2.5 MM new users** since the fires started (*1MM new on Jan 8th*)
- **1.3 billion push notifications** sent
- **#1 app in the App Store**, nationwide during the fires
- **100% up-time**, sustaining **100,000** requests per second and **3MM** users per minute at peak while government sites were crashing

WATCH DUTY THE ORGANIZATION

We are a 501(c)(3) non-profit operated by 15 paid staff on a small budget, managing **200+ volunteers**, and supporting **millions of users**..

We are financed by **individual donors** as well as yearly **\$25 memberships** which provide benefits such as advanced features for first responders and citizens alike. Pro membership \$99.

Bold future ahead!

We need financial support means our alerting service will remain free, *forever*.

THANK YOU & STAY SAFE



QUESTIONS?



Are you prepared? Download today!

Stay Safe From Wildfires When Seconds Count

