AGENDA HIGHLIGHTS

• UPDATE ON EFFORTS RELATED TO REGIONAL PUBLIC SAFETY AND FIRE TRAINING LOCATIONS

• 2-1-1: WHAT IS IT, WHO CALLS IT, AND WHAT IS ITS ROLE IN DISASTER PREPAREDNESS, RESPONSE, AND RECOVERY?

• ARJIS PUBLIC WEB SITE: INTERNET-BASED TOOLS TO ENHANCE LAW ENFORCEMENT COMMUNICATION WITH THE PUBLIC

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Welcome to SANDAG. Members of the public may speak to the Public Safety Committee on any item at the time the Committee is considering the item. Please complete a Speaker's Slip, which is located in the rear of the room, and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Public Safety Committee may take action on any item appearing on the agenda.

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PUBLIC SAFETY COMMITTEE
Friday, July 20, 2007

ITEM # RECOMMENDATION

1. ROLL CALL

2. APPROVAL OF JUNE 15, 2007, MEETING MINUTES APPROVE

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Members of the public will have the opportunity to address the Public Safety Committee on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each and shall reserve time by completing a “Request to Speak” form and giving it to the Clerk prior to speaking. Committee members also may provide information and announcements under this agenda item.

REPORT ITEMS (#4 through #8)

4. REPORT FROM CHIEFS'/SHERIFF'S MANAGEMENT COMMITTEE (Chief Clifford Diamond, Chair, Chiefs'/Sheriff’s Management Committee) INFORMATION

Chief Diamond will report on the June 6, 2007, meeting of the Chiefs'/Sheriff’s Management Committee.

5. UPDATE ON EFFORTS RELATED TO REGIONAL PUBLIC SAFETY AND FIRE TRAINING LOCATIONS (Chief Tom Zoll, Carlsbad Police Department and Chief Augie Ghio, San Miguel Fire Department) INFORMATION

At the March 16, 2007, Public Safety Committee (PSC) meeting, Chief David Ott provided an overview of fire and emergency medical services for the region. Following this presentation, the issue of regional law enforcement and fire training facilities, one of the four priorities identified as part of the PSC’s 2005 Needs Assessment, was discussed. As directed, staff have met with law enforcement and fire representatives and an update on this issue and possible next steps will be discussed.
6. QUARTERLY REPORT ON THE INTEROPERABILITY AND COMMUNICATIONS CLEARINGHOUSE (Bob Welty, San Diego State University)

The Interoperability and Communications Clearinghouse (now called the Regional Technology Center) was created to serve as the central coordination and implementation hub for regional communications and interoperability projects and issues. This quarterly update is being provided to keep members apprised of the progress made on accomplishing goals related to the regional strategy, and discussion and distribution of the Regional Strategic Technology Plan to the Public Safety Committee.

7. 2-1-1: WHAT IS IT, WHO CALLS IT, AND WHAT IS ITS ROLE IN DISASTER PREPAREDNESS, RESPONSE, AND RECOVERY? (Sara Matta, 2-1-1 San Diego)

2-1-1 is the new easy access dialing system for information and referral to community health and social services. It is also becoming recognized as a crucial link in providing public information and rumor control in disaster response and recovery. 2-1-1 has been in operation in the San Diego region for two years. This presentation will include a brief description of 2-1-1 San Diego and the history of the 2-1-1 national dialing code. In addition, the current capabilities and limitations of 2-1-1 San Diego will be discussed, with a focus on emergency operations in accordance with the San Diego Operational Area Emergency Plan and how preparedness activities can be strengthened by 2-1-1 to enhance the region’s emergency operational capabilities.

8. ARJIS PUBLIC WEB SITE: INTERNET-BASED TOOLS TO ENHANCE LAW ENFORCEMENT COMMUNICATION WITH THE PUBLIC (Pam Scanlon)

ARJIS is in the process of re-designing and implementing a new publicly accessible web site that provides citizens with crime statistics, maps, and other community policing tools. Staff will provide background on the existing site and an overview of the recently released law enforcement only accessible web site. A representative from CitizenObserver will present one of the tools now available that allows law enforcement agencies to quickly enter content about crimes or incidents and share that information with members of the public who sign up to receive alerts. ARJIS staff will lead a discussion related to the upgrade of the ARJIS public web site to include these and other public safety tools, applications, and links to enhance law enforcement communication with the public. Potential usefulness of these tools in the San Diego region as a complement to other communication tools already in existence.
9. UPCOMING MEETINGS

The next meeting of the Public Safety Committee is scheduled for September 21, 2007, at 1 p.m. The August meeting has been cancelled.

10. ADJOURNMENT

+ next to an item indicates an attachment
PUBLIC SAFETY COMMITTEE DISCUSSION AND ACTIONS
Meeting of June 15, 2007

1. ROLL CALL
   Chair Mark Lewis (East County) called the Public Safety Committee meeting to order at 1 p.m. Roll call was taken and a quorum was present. See last page for attendance.

2. APPROVAL OF MEETING MINUTES
   Upon a motion by Supervisor Pam Slater-Price (County of San Diego) and a second by Undersheriff Bill Gore (San Diego County Sheriff), the Public Safety Committee unanimously approved the minutes of April 20, 2007.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS
   Chair Lewis announced that Ron Newman, a retired San Diego Police Department Captain, a former Escondido Councilmember, and a Public Safety Committee Member for two years, passed away on June 5. His funeral is being held on Saturday, June 16, in Rancho Bernardo at 10 a.m. A moment of silence was given in his memory. Chair Lewis announced that a moment of silence will be given after the pledge of allegiance to the flag at future meetings in memory of all public safety personnel who have given their lives in the line of public safety.

REPORTS

4. REPORT FROM CHIEF/SHERIFF’S MANAGEMENT COMMITTEE (INFORMATION)
   Due to the absence of Chief Cliff Diamond (Chair, Management Committee), the report will be presented at the next Public Safety Committee meeting of July 20, 2007.

5. STOP METH ASSOCIATED CRIMES: A COUNTY EFFORT TO REDUCE RISK WITH SENSITIVE INFORMATION (INFORMATION)
   Heather Dauler (San Diego County Public Safety Group) gave a PowerPoint presentation with an overview of the proactive approach the County is doing by launching an effort to ensure security of the personal information of employees and the public.
Supervisor Slater-Price stated this was an excellent report and is pleased to see the results presented to the Public Safety Committee. There are many things now that other people do not have to duplicate to provide the same security.

Ms. Dauler offered her assistance to anyone who may want it in the future. She has already spoken with local governments in Texas and is happy to help any agencies or entities. She will leave her contact information with Dr. Cynthia Burke (SANDAG).

Councilmember David Roberts (North County Coastal) agreed with Supervisor Slater-Price that this was a good report and asked what can be done for the member jurisdictions. Can online training be available to the member jurisdictions if they want to use it for their employees? Are there any other documented lessons learned that smaller cities may use because they don’t have the resources? What types of sharing can be done with the County?

Ms. Dauler noted that, for the city in Texas, which has a population of about 200, she shared the modified policy, assessment tool, and report. As long as the County Counsel approves, she is happy to share anything that is secure.

Chair Lewis thanked Ms. Dauler for the report and Supervisor Slater-Price for taking the leadership in the County for this effort.

6. AFTER PROPOSITION 69: DEPLOYING DNA TO SOLVE CRIMES (INFORMATION)

Greg Thompson (Director of Forensic Services, San Diego County’s Sheriff’s Department) gave a PowerPoint presentation on the efforts the Sheriff’s Department is doing in the implementation of Proposition 69. Proposition 69 is the DNA Fingerprint, Unsolved Crime, and Innocence Protection Act that directly affects every part of the criminal justice system. The Sheriff’s Department is the lead agency regarding implementing Proposition 69. Undersheriff Gore chaired a Regional Steering Committee on the implementation of the new law. The San Diego Police Department also has a DNA Lab. Because of Proposition 69, an all-felon database has been created in California. California is now the third largest database in the world, following the United Kingdom and the FBI. California is part of the FBI’s database. Mr. Thompson stated he is discussing with Dr. Burke the possibility of SANDAG doing a baseline study for San Diego County regarding the impact of Proposition 69 in reducing burglaries, robberies, and violent crime.

Undersheriff Gore thanked Mr. Thompson for the great presentation. He congratulated Mr. Thompson and Ms. Connie Milton (Criminalist, San Diego Sheriff’s Department DNA Lab and Regional Coordinator) for the implementation of this project. Undersheriff Gore stated that the San Diego Police Department gets about the same amount of work that the Sheriff’s Department does. With two DNA labs working together, it will make San Diego safer.

Supervisor Slater-Price stated this is very exciting and an excellent presentation. She inquired if data are shared between other databases?
Mr. Thompson stated that most of the work is done at the State database. The two databases talk with each other and then the result is forwarded. Before the result is reported, a Criminalist (DNA Analyst at the Department of Justice) looks at it, doing a physical examination and verifies the hit before sending. This is linked at the national level with the FBI.

Supervisor Slater-Price asked if it is linked internationally and, if not, we need to change that.

Mr. Thompson noted it is just at the national level (State to the FBI).

Ms. Milton stated some countries do not use the same genetic markers.

Supervisor Slater-Price noted it would be advisable to be able to share internationally since individuals can travel to different countries in a day.

Undersheriff Gore noted there are some countries that we have a good relationship with and could share easier than others.

Supervisor Slater-Price inquired about Project Innocence, a project that uses these data to help those who are wrongly convicted to establish their innocence. Do you participate in that as well?

Mr. Thompson stated it is used on a limited basis. Most of Project Innocence requests do not rely upon the database, but the physical evidence. It’s a matter of getting the convicted defendant’s DNA and making a direct comparison. This is done upon request through the prosecutor.

Councilmember Matt Hall (North County Coastal) inquired on how DNA sharing of information works with other states.

Mr. Thompson stated that would be through the FBI’s database.

Ms. Milton added that the DNA data goes from the local level (San Diego) to the State DNA base. Everything that is eligible to go beyond goes to the FBI database, where it is searched from all databases from all 50 states. It compares against other offenders and crime scene samples from all 50 states.

Undersheriff Gore noted that not all states have a Proposition 69 law. The State of Virginia was a pioneer.

Ms. Milton stated there are over 40 states that have enacted all felons’ legislation, but how extensive that legislation is varies from state to state. California has enacted the arrestee provision.

Commander Jim Cunha (Department of Defense) inquired, with the expansion of DNA, is fingerprinting of value or is it disappearing in favor of DNA?

Mr. Thompson stated that fingerprinting is extremely valuable. The lab verifies DNA at the State, with the fingerprint as a cross-check.
Commander Cunha stated that for years children have been voluntarily fingerprinted for identification. Are there any programs where we are doing DNA for children?

Ms. Milton stated there is not a program for children. It would be advisable to do since missing persons is an unknown epidemic. Most of the people will never be identified since it was before DNA became a public focus. Now, they are proactively taking samples from family members to help identify. Genetic privacy has been a controversial issue. When looking at a person’s DNA profile, we look at a table of numbers. The only thing we can tell is if they are a male or female. She believes the privacy concerns are unwarranted. There is a lot of security surrounding the database. She stated she would like to see a DNA sample taken from everyone at birth.

Chair Lewis asked Commander Cunha if the military does a DNA on people who enlist.

Commander Cunha stated the Navy does take a DNA sample.

Chair Lewis also asked if the Probation Department has any restrictions on whether juveniles in the camps have DNA taken. When the juveniles turn 18, the fear factor of getting caught may be a deterrent to crime.

Ms. Milton stated that Proposition 69 applies to juveniles. Judicated juveniles are in the DNA database.

Mayor Lewis thanked Ms. Milton and Mr. Thompson for the presentation.

7. OVERVIEW OF THE NEW EVACUATION AND RECOVERY PLANS FOR THE SAN DIEGO OPERATIONAL AREA (INFORMATION)

Ron Lane (San Diego County Office of Emergency Services - OES) gave a PowerPoint presentation on the new evacuation and recovery plans for the San Diego Operational Area.

Evacuation is a critical component. During the Firestorm in 2003, 50,000 people were evacuated. We recognize that, as a region, we need to be prepared. Wildfires, earthquakes, dams, tsunamis, and terrorism are the key factors to address. Fifty organizations have gotten together to come up with a regional approach. Individual cities will have their own city's evacuation plan based upon the regional plan.

Councilmember Bob Campbell (North County Inland) stated that Vista did a scenario and was disappointed from the response from the schools. How can we improve on that?

Mr. Lane stated an event was held in Fallbrook and they had a 77 percent response, while there was a 39 percent response in Vista. He still considers this a success. Gifts were promised to kids if they took the plan home and they returned the checklist stating they went over it with their family. A school district that has a Principal and PTA involved in this program has a better response.

Councilmember Campbell stated he would like to invite OES to work closely with the City of Vista on the disaster plan. When the family disaster plan flyers were distributed, the local Wal-Mart, Costco, and local grocery stores participated in giving information out to the
public. The League of California Cities has talked about evacuation. From the San Diego area, if you should go east, some of the cities on the way to Phoenix have their plan in place, which includes closing off the exit from Interstate 8 and bringing porta-potties and water along with gas trucks to move you along to Phoenix. They don’t want you in their community.

Supervisor Slater-Price asked if the earthquake simulation center at UCSD was used for earthquake preparations.

Mr. Lane stated the State’s new earthquake campaign, “Dare to Prepare,” will have a simulator. This is to raise awareness and is a good demonstration. It has been 150 years (1857) since the last major (7.0) earthquake on the San Andreas fault.

Chair Lewis stated that sometimes children are in school. Is there cooperation with the school districts concerning school buses or relocation, and how do you get kids back to the family?

Mr. Lane stated he wants families to be familiar with the school’s disaster plan. Each school has a plan for different scenarios.

Chair Lewis asked if the plan is available online.

Mr. Lane stated the Family Disaster Plan and Personal Survival Guide is available on the County’s Web site, www.sdcounty.ca.gov/oes/, and has been advertised in the media and the Union Tribune.

8. UPCOMING MEETINGS (INFORMATION)

The next meeting of the Public Safety Committee is scheduled for Friday, July 20, 2007, at 1 p.m.

9. ADJOURNMENT

The meeting was adjourned at 2:08 p.m.
## Public Safety Committee
### Confirmed Attendance
#### June 15, 2007

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### Advisory Members

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Introduction

ARJIS is in the process of re-designing and implementing a new publicly accessible web site that provides citizens with crime statistics, maps, and other community policing tools. Staff will provide background on the existing site and an overview of the recently released law enforcement only accessible web site. A representative from CitizenObserver will present one of the tools now available that allows law enforcement agencies to quickly enter content about crimes or incidents and share that information with members of the public who sign up to receive alerts. ARJIS staff will lead a discussion related to the upgrade of the ARJIS public web site to include these and other public safety tools, applications, and links to enhance law enforcement communication with the public.

Discussion

Background

In 1999, ARJIS rolled out the nation’s first interactive regional crime mapping application, accessible via the ARJIS public web site, www.arjis.org. This web site contains regional crime statistics, the 10 most wanted, “On-line Warrants” and “Who’s in Jail”, both managed by the San Diego County Sheriff’s Department, and links to all the ARJIS member agencies web sites, in addition to the crime mapping application.

The page most frequently accessed on the public web site is the crime mapping application. This application was initially developed in 1999 through a partnership with the San Diego Police Department and partially funded by a grant from the COPS (Office of Community Oriented Policing Services) Office. Two years ago, ARJIS engaged several citizen focus groups in a review of the mapping application to get input on enhancements and modifications they felt would further enhance public safety. The result was a new crime mapping application launched in July 2006, providing access to more crime types and adding additional search capabilities. Since the new mapping application was introduced, the site has been averaging over 1,000 visitors per day and continues to receive positive feedback from the public.

The ARJIS web site, a community policing tool with near real time police incident information covering the entire region, has received local as well as national recognition. In addition to the
crime mapping application, the web site also provides regional crime statistics. These crime statistics can be requested by date ranges and broken down by neighborhood, police beats, and other geographic boundaries. Because of the recent strides made in technology and in particular, internet tools, coupled with citizen requests for more public safety data, ARJIS will be enhancing the web site as one of its major FY 2008 work products. Included in this re-designed web site will be new functionality to include the ability for the public to subscribe to receive email notification of crimes with associated maps, and for groups such as neighborhood watch and business improvement districts to create their own distribution lists. An overview of the subscription service and alerting technology will be presented by CitizenObserver, who has established service in Boston and Philadelphia, among other cities.

Next Steps

ARJIS staff will be meeting with members from the Public Safety Committee (PSC) and the community to conduct a needs assessment and capture requirements for the new web site. The Chiefs' Sheriff’s Management Committee, as well as the ARJIS Business Committee will provide input during this requirements phase. Staff will return to the PSC with a final design document, project plan, and timeline. It is anticipated the first phase of the redesigned web site will be completed in the first quarter of FY 2008, with additional phases to be completed throughout the fiscal year.

KEVIN MURPHY
Director of Technical Services

Key Staff Contact: Pam Scanlon, (619) 699-6971, psc@sandag.org
ARJIS Portals and Community Policing Alert Tool Portal

Public Safety Committee
July 20, 2007

Home Page of Current ARJIS Web Site
**History of Current Web Site**

- Debut in 1999
- First interactive crime mapping site in nation
- Over 1000+ visits daily
- FY 2008 Workplan includes upgrading existing ARJIS public and law enforcement web sites to portals

**What is a Portal?**

- A **Web portal** is a site that functions as a single point of access to information on the web
- Portals present information from diverse sources in a unified way as a “one stop shop”
- Popular portals are MSN, Yahoo, and AOL
- Portals provide a way for enterprises to provide a consistent look and feel with access control and procedures for multiple applications
Home Page of ARJIS New Public Portal

Home Page of ARJIS Law Enforcement (LE) Web Portal
ARJIS Law Enforcement (LE) Portal

KEY FEATURES

ARJIS LE Portal: System Status Page

To report problems which are not clearly shown on the status list above or the maintenance schedule and other times may arise, contact the Help Desk at (800) 500-2008 or send an email to: email@example.com.
ARJIS LE Portal: Regional Public Safety Calendar

ARJIS LE Portal: Member Agency Intranet
ARJIS LE Portal: Committees Page

ARJIS LE Portal: Global Directory
Home Page of ARJIS New Public Portal

New ARJIS Public Portal - Features

- Crime Statistics (enhanced with more data and search options)
- Public Crime Mapping
- 10 Most Wanted – Who’s in Jail – On-line Warrants
- New capabilities not on existing public web page
  - Regional eWatch – countywide mapping subscription service
- On-line Crime Reporting
- Community Policing Alert Tools – CitizenObserver.com illustrated example
Illustrated Solution: CitizenObserver.com

CitizenObserver.com is a secure, web-based alert notification toolset.

CitizenObserver.com: Challenges

Some of the Law Enforcement challenges faced today include:

- Dwindling Resources
- Demands in time
- Public involvement
CitizenObserver.com: Security

- It’s easy
- Secure – Password protected user accounts
- Login to CitizenObserver

CitizenObserver.com: Alerts

- Instantaneous and proactive communication from law enforcement to targeted recipients
- Allows the Officers to instantly update target audience about crimes, emergencies and other important information
- Business, Citizen, Case, Watch Group alerts
CitizenObserver.com: Text and Email

- Inform all registered users of public safety concerns in your area
- Alerts contain details including complete descriptions, actions to take and when possible images
- Alerts are delivered via e-mail to your inbox and/or digital device plus text to cell phone

CitizenObserver.com: Alert Creator

- The Solution: CitizenObserver.com
- User to enter information about crimes or incidents
- Input creates an Alert
CitizenObserver.com: Registration

- Public sign up is easy and free
- Receive alerts via text message and/or email
- Sign Up for CitizenObserver Alerts

CitizenObserver.com: Alert Example

Instant communication to citizens, businesses, and groups that sign up for alerts

Tulsa Police Department

Robbery Suspects Looking for Bank Robbery Suspect

Tulsa Police detections are seeking for a suspect who robbed the BancFirst at 39th and Yale. The suspect was described as a male wearing black pants and green jacket, wearing glasses and black and white shoes. The suspect had black and white striped jeans and a black and white shirt. The suspect is wearing a black and white checked shirt and black shoes. Anyone with information please call 911 immediately.
CitizenObserver.com: Tips

- Secure and anonymous Web Tip Form
- Citizen Observer Form

CitizenObserver.com: Watch Groups

- Watch Group Alert
- Watch Group Management
- Watch Group Sign Up
An agency using CitizenObserver’s internet based alert tools had a purse theft take place in their community.

The purse of course contained credit cards, cash and personal identification information.

The agencies detectives were able to trace a transaction placed on one of the stolen credit card the same night of the theft to a hotel in the area.

Upon review of the hotel surveillance camera footage, detectives were able to isolate images of the suspect.
**CitizenObserver.com: How It Works**

A CitizenObserver alert was immediately sent out which featured a description of the incident and suspect, as well as an image that collected from the hotel CCTV.

The alert was also automatically published to the agencies’ CitizenObserver web page.

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**CitizenObserver.com: Testimonial**

A Success Story from the Cincinnati PD

On March 25, 2005, we issued alert #501114 in connection with a murder in the Madisonville area. The alert listed Antonio Alexander as a prime suspect. Local media picked up the alert and Alexander was arrested soon afterwards.
CitizenObserver.com: How To Set Up

CitizenObserver: Simple and Hassle Free

Get started quickly -
- no complicated setup process
- no servers to purchase

Next Steps for ARJIS Public Portal

- Focus group meetings
  - Gather needs
  - Finalize requirements
  - Develop phased approach – up to three phases

- Present final design
  - Project plan approved by Chiefs’/Sheriff’s and PSC Committees
  - Develop timeline and prioritize phases
Next Steps for ARJIS Public Portal (Continued)

- Obtain cost estimates
  - Execute RFP and complete procurement

- Anticipated first phase roll out - 9/30/07
  - New look and feel rolled out in phase 1

Questions/Comments

Pam Scanlon - ARJIS Director, SANDAG
E-mail: pscanlon@arjis.org
Tel: (619) 533-4204
Web: www.arjis.org

Terry Halsch - President
E-mail: thalsch@citizenobserver.com
Tel: (651) 225-9957 ext 205
Web: www.CitizenObserver.com
ARJIS Portals and Community Policing Alert Tool Portal

Public Safety Committee
July 20, 2007
2-1-1 Dialing

- *Give Help or Get Help*
- Community services
- Health services
- Free, 24/7
- Disaster services
2-1-1 Dialing

- *Give Help* or *Get Help*
- Community services
- Health services
- Free, 24/7
- Disaster services

FCC “N11” Designations

<table>
<thead>
<tr>
<th>Code</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td>Not used</td>
</tr>
<tr>
<td>211</td>
<td>Community, health &amp; disaster services</td>
</tr>
<tr>
<td>311</td>
<td>Local govt. services</td>
</tr>
<tr>
<td>411</td>
<td>Directory assistance</td>
</tr>
<tr>
<td>511</td>
<td>Transportation information</td>
</tr>
<tr>
<td>611</td>
<td>Telephone service/repair</td>
</tr>
<tr>
<td>711</td>
<td>Telephone relay</td>
</tr>
<tr>
<td>811</td>
<td>“Call before you dig”</td>
</tr>
<tr>
<td>911</td>
<td>Emergency police/fire</td>
</tr>
</tbody>
</table>
Without 2-1-1

I can't pay my rent
My child is on drugs
I need food
I need to find childcare
I want to volunteer

Why did you call us?

We can't help with that

We only do senior daycare

Please call back when we're open

I don't know, please hold.

I'll try to transfer you to an agency who can help

We don't serve your county.

I'm not sure who you can call.

I need food
I need to find childcare
My child is on drugs
I can't pay my rent

I don't know, please hold.

I'll try to transfer you to an agency who can help

We only do senior daycare

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I need food
I need to find childcare
My child is on drugs
I can't pay my rent

With 2-1-1

2-1-1

Rental Assistance Program
Drug Rehabilitation Center
Food Closet
Child Care Resource And Referral
Volunteer Center
Day to day, 2-1-1 provides health, social, and community services information and referrals to people in need. However, 2-1-1 also provides information to those individuals looking to volunteer or give to their favorite cause.

2-1-1 will also be the lead information source in San Diego County during a disaster. (Annex L to SD OA Emergency Plan)
2-1-1’s Disaster Role

- Key public information source
- Manager of information
- Identifier of emerging needs
- Rumor control
- Telephone reassurance and support
- Sustained connection

Partnerships & MOU’s:
- County Office of Emergency Services
- SDPD 911 center - CAPS personnel
- Voluntary Agencies Active in Disaster (VOAD)
- Volunteer San Diego
- Other 2-1-1’s

---

Disaster Response

Without 2-1-1

9-1-1

Fire Administrative Telephone number

5

10
Disaster Response
With 2-1-1

2-1-1 trained I&R Specialists, Resource Center, Resource dB and presence in JIC

Where is the Shelter?
Where is The fire?
Do I have To evacuate?
I heard that The school Collapsed!
I want to volunteer

2-1-1

The closest Shelter is West Hills High School
At 2:15, the fire was West Of I-5 and North Of Hw94 moving north according to the Incident PIO
There are only Voluntary Evacuations In your area At this time
That is a rumor. The Sheriff has Confirmed that The school is OK. The children Have been evacuated to SDSU Aztec Center
That information is on the Volunteer San Diego web site At WWW. …

2-1-1 San Diego Efficiencies

• Call center infrastructure
• Trained cadre of I&R Specialists & multiple languages
• No need to create new 1-800 numbers
• Reduces inappropriate calls to 9-1-1 & other public safety telephones
• Frees agency staff to focus on their mission
• Links callers to specialized hotlines
2-1-1 Service will Triple by 2010

![Graph showing staff growth and call volume over years, with projected figures for 2010.]

2-1-1 San Diego Major Funders

- The County of San Diego, 62%
  (including First 5)
- San Diego Gas & Electric 7%
- United Way of San Diego County 5%
- Foundations 5%
- Other Donors 21%

Total annual budget for this year is $2 million
Questions?

Sara Matta, Executive Director
858-300-1303
Smatta@211SanDiego.org
...

Bill Norris, Dir. Disaster Prep./IT
858-300-1204
Bnorris@211SanDiego.org
When it comes to protecting communities, one of the best resources you can have is an engaged community. CitizenObserver has developed an Internet-based tool set for law enforcement agencies. Our system enables agencies to send crime alerts, post and distribute information about wanted fugitives, missing persons and unsolved crimes. It also features a complete set of tools designed to increase the usefulness of watch groups.

CitizenObserver has been bringing local law enforcement, citizens and businesses together in a national crime prevention partnership for five years. We have over 300 police and sheriff’s departments benefiting from our program.

Because of its efficiency and speed at reaching many different segments of the community, CitizenObserver’s alert tools significantly increase the exposure of your cases. As a result, we have become a critical component of criminal investigations and homeland/hometown security measures across the country.

The technology used to create alerts is user-friendly. Department personnel do not need a technology background to send out an alert. All communication is accomplished using templates designed by law enforcement. In addition, your department exclusively controls all content. All administrators are authenticated and authorized by the agency executive.
Advantages of CitizenObserver Alert Network

Powerful Resources

CitizenObserver is a secure, easy to use internet based alert notification toolset that allows law enforcement agencies to quickly enter content about crimes or incidents, and within seconds push that information out to businesses, citizens, watch groups, and others that have signed up to receive those alerts.

1. Alerts: Alerts are the core of CitizenObserver’s toolset and allow law enforcement agencies to instantly update the community about crimes in the area. Standardized templates make it easy to enter alert information, suspect descriptions, and upload photos. Once submitted, the alerts go out instantaneously in the form of email, digital format, or fax to all who’ve registered. It’s free to register to receive alerts.

2. Watch Groups: CitizenObserver also helps your Agency support local watch groups. Your Agency has the ability to create several types of Watch Groups including: Neighborhood, Business Improvement District, Home Owner Association, Business/Retail Area, etc. There is no additional cost regardless of the number of Watch Groups created on the system.

3. Tip Management: Our system is an encrypted, web based tip submittal solution that is included with CitizenObserver. Every anonymous tip is sent via email as an encrypted PDF file to pre-designated recipients. Our server can also send a notice to your text pager or cell phone alerting you to the fact that a tip has been submitted and needs to be reviewed.

Proven Benefits

- Simplifies the process of getting information out to the community.
- Reduces communication time to seconds rather than hours.
- Enhances community relations.
- Reduces man hours required to manage cases.
- Close cases.
- No technical management or additional IT investments required on part of Agency.

http://www.citizenobserver.com
Frequently Asked Questions

1. How do community members sign up to receive alerts?
   Your Agency may leverage any number of channels to let the community know about their ability to receive alerts from your Agency. A few examples would be: Press releases via the local media or simply distributing flyers at Community Events. Registration is free!

2. Is this a Reverse 911 System?
   No. Our system sends alerts via email, cell phone email, text/sms, or fax. The community member or group indicates how they would like to receive alerts when they sign up.

3. Does it take a lot of time to send an alert?
   No. With our simple fill-in-the-blank templates, sending an alert takes less than five minutes.

4. Do I need to buy any hardware or software to run these tools?
   No. CitizenObserver technology is all Internet-based and hosted on our servers.

5. How long does it take to get started?
   Because there is virtually no set-up and very little training required, you’ll be able to use the tools almost immediately. Once you decide to move forward, we provide training and user access information and you’re ready to go.

6. How do you charge for this service?
   CitizenObserver’s pricing is based on access licenses. An access license allows one person from your agency to enter content and send out alerts. Determining the number of access licenses you’ll need depends upon your Department’s size, structure and requirements. We’ll work with you to determine the appropriate number of access licenses for your Department.

To get started or for more information, call us at 1-888-952-2200.

http://www.citizenobserver.com
Cincinnati Police Department

CASE ALERT

Cincinnati Police Felony Theft

WE ARE ATTEMPTING TO IDENTIFY THE SUSPECT IN THE ABOVE PICTURES. HE TOOK THE VICTIM'S SATCHEL WHILE HE WAS WAITING FOR A BUS AT GOVERNMENT.

Anyone who has information pertaining to this offense is asked to call Detectives Kreider or Upchurch, District One at 352-4565 or CRIMESTOPPERS at 352-3040. Callers may remain anonymous and receive compensation for their information.

SUBMIT A TIP

Click here to view this online
CASE ALERT

Cincinnati Police Department

Cincinnati Police Felony Theft

Cincinnati Police Felony Theft

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Submit a Tip

Contact Information

Contact Name: Cincinnati Police
Contact Email: District One
Contact Phone: 513-352-3040

See More Alerts From This Group
Go to Group Page
Online crime alerts a gift to be envied
Police, residents on North Side first to use the computer software others anxious to obtain

Thursday, April 26, 2007
By Diana Nelson Jones, Pittsburgh Post-Gazette

Two months ago, the Pittsburgh Police Bureau's North Side station acquired a new weapon -- a computer-based system that lets officers alert residents to crimes, missing persons and other emergencies almost instantaneously.

At its best, the system will allow residents just as quickly to report back to police any suspicious activity on their streets. At the least, a speedy tip from a resident could cut the amount of time police spend investigating.

It's too early to attribute any arrests to public participation, said Officer Forrest Hodges of the North Side station, "but it has a promising future."

Called CitizenObserver.com, it's a software program that provides two-way communication for police and their most helpful, watchful neighborhood collaborators. The system even includes anonymous tip forms.

The system was a gift from the Northside Leadership Conference, which raised $11,000 for a two-year use. The money came from seven banks, a TV station and the North Side's two councilwomen, Tonya Payne and Darlene Harris.

"We aren't allowed to raise money," said Officer Hodges, "so the conference was our angel."

The system allows the police to issue bulletins with several levels of discretion, from general alerts anyone can read to site specific, insider information meant for block-watch contacts. A separate level lets banks and other merchants get alerts specific to businesses.

There's no cost to residents to receive the alerts.

The city's other four police stations are clamoring for the system.

It is currently in 300 law enforcement agencies in 30 states, said Terry Halsch, president of the St. Paul, Minn.-based company. The North Side station is the company's first Pennsylvania client.

City Councilman Len Bodack convened a meeting of council members and police representatives Monday to discuss the possibilities of a citywide activation.

He said police commanders in District 7, which he represents, are lobbying him to get the system.

"It's a tool that stretches and enhances the efforts we're making with our block watches," he said. "I've directed our budget guy to converse with [city finance director] Scott Kunka on the mayor's end to see if we can find money already in our budget."

(Continued on Back)
"All of council is looking for the full $44,000 so it can become citywide by the end of May," said Councilman Bill Peduto.

Police Chief Nate Harper said the system "could be rolled out throughout the city by late May or mid-June" with a variety of funding sources, as happened on the North Side.

"It's an excellent tool for communities and business districts throughout the city," he said. "What I hope is that it increases neighborhood block watches. That's a component I feel very strong on."

Officer Hodges said his 20 North Side block-watch groups have responded enthusiastically, but most of the feedback so far is about potential.

"Given that it hasn't been in effect long, we haven't gotten many alerts yet," said Kimberly Flaherty, coordinator of North Side Safe Streets.

"I got a credit card scam alert" last week, "and it made me feel a lot more comfortable that it was coming from Zone 1 [the North Side station], because you hear about these scams a lot and have to wonder whether it's real or urban legend."

Also, in the past, when burglary suspects were being sought, she said, "you had to post their pictures on telephone polls. But if you can see a photo instantaneously, who knows where it might lead? You can see the potential."

While civil liberties advocates have voiced concerns about the effects of overly vigilant and assertive anticrime neighborhood watches, this police tool has not become an issue.

"I don't have any alarm bells going off," said Vic Walczak, legal director of the American Civil Liberties Union in Pennsylvania.

Jean O'Neil, spokesman for the National Crime Prevention Council, said she has heard of the system but not seen data.

"Anything that gives the police a way to encourage reporting and give feedback to citizens is good," she said. "Block watches that are functioning well are an amazing resource."

The North Side system's cost of $11,000 over two years pales in comparison to the cost of crime.

Ms. O'Neil said a research institute extrapolated costs related to various crimes on behalf of the national council and determined that one robbery with injury, according to 2003 data, cost $26,700.

"That does not include the cost of investigating, apprehending or prosecuting," she said.

Mr. Halsch developed the system after a decade of selling training devices to military special forces and SWAT teams, he said. He started the company in August 2001.

To illustrate its possibilities, he told of one case solved by the system.

A man broke into a Green Bay, Wis., house and stole $300 worth of change from a giant piggy bank. An alert went out, and a few days later, when a man went to a bank to exchange a large load of change, a bank official remembered getting the alert, called police while the man was there, and the police arrived before the change was even counted.
November 14, 2006

Mr. Terry Halsch  
President  
CitizenObserver  
325 Cedar Street Suite 325  
St. Paul, MN 55101

Dear Mr. Halsch,

CitizenObserver has become an essential part of communicating with the citizens of Port Orange and the Police Department. Since our inception with the program on August 1st, 2006, we’ve had over 700 citizen’s sign up to be a part of this program.

On October 23rd, we issued an alert to our subscribers regarding a rash of vandalisms throughout our community involving extensive BB gun damage to vehicles and residential windows.

This alert generated a local news correspondent residing in our community to write an article on the alert and vandalism spree. A day after the article was released, an anonymous tip came into our criminal investigations division implicating some suspects. After an investigation on this anonymous tip, four subsequent felony arrests were made and 18 vandalism cases were closed. Over $3,000 in damage was done due to these vandalisms.

These arrests would not have been possible if not for the CitizenObserver program. It was the citizen alert via this program that generated attention in these cases and subsequently the tip and ultimately the arrests.

We appreciate our relationship with CitizenObserver and thus far have found it to be very worthwhile for our community. If you should need any additional information, please feel free to contact me at your convenience.

Sincerely,

Wayne Miller  
Captain of Police  
Port/Orange Police Department  
(386) 506-5810
May 1, 2006

Mr. Terry Halsch
President
CitizenObserver
325 Cedar St., Suite 325
Saint Paul, MN 55101

Dear Mr. Halsch:

CitizenObserver has become an integral part of communicating with the citizens of Cincinnati and the Police Department. During the period beginning in March of 2005 through March of 2006, several high profile cases have been solved with accompanying arrests.

On March 25, 2005, we issued alert #504114 in connection with a murder in the Madisonville area. The alert listed Antonio Alexander as a prime suspect. Local media picked up the alert and Alexander was arrested soon afterwards.

On October 13, 2005, alert #512422 was issued regarding a group of gypsy travelers in the area. The very next day the City of Blue Ash made at least one arrest in part because of the information developed as a result of the alert.

On March 30, 2006, we issued alert #516962 regarding the robbery of a downtown bank. The alert was issued within minutes of the robbery. A downtown clothing business who subscribes to Citizen Observer received the alert and contacted us within minutes of the robbery and gave us valuable information on clothing the bank robber had changed into and what his new description was. Within 24 hours an arrest was made based in part on the information received as a result of the alert.

These are just some of the alerts issued on CitizenObserver in the past two years by the Cincinnati Police Department that either directly or indirectly resulted in arrests.

Sincerely:

[Signature]

Sergeant Eric E. Franz
Cincinnati Police Department
Mr. Terry Halsch, President
Citizen Observer
325 Cedar Street – Suite 325
Saint Paul, MN 55101

Dear Mr. Halsch:

Citizen Observer has become an integral part of communicating with the citizens of our four county regions of Boyd, Carter, Greenup, and Lawrence Counties at Kentucky State Police Post 14 in Ashland, Kentucky. It has been an effective law enforcement tool for our agency.

On December 15, 2006, our agency issued a Citizen Observer fugitive alert in connection with a suspect wanted for attempting to assault two local Kentucky Fish & Wildlife officers. The incident occurred on November 4, 2006 and the suspect had fled the scene and had been hiding from Law Enforcement Officials. Approximately eight (8) hours after the December 15th release, the suspect’s photo aired on a local television station in which the fugitive saw the video clip. The fugitive decided to turn himself into local authorities soon afterwards.

Our agency has used Citizen Observer for other events to include promoting neighborhood watch programs and business and citizen alerts. We feel this is a great tool for law enforcement and wish to pass along one of our success stories.

Sincerely,

Trooper First Class Elliott Gollihue
KSP Post 14 Public Affairs Officer

coeq0207