



SANTA ANA POLICE DEPARTMENT



NEWS RELEASE

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Santa Ana Police Department Introduces Citizen Alert Network

New system allows free, secure, two-way communication with the public

In its continuing effort to create a safe and secure community, the Santa Ana Police Department has begun using cutting-edge technology to offer free, secure, two-way communication with the public. The alert system allows the department to send and receive text messages and email alerts directly to and from the cell phones and computers of citizens. Santa Ana Police Chief Paul Walters is proud to announce, “The alert system is an important element of our ongoing Community Policing Strategy and will strengthen the already strong bonds between the Department and our community.”

Many people in Santa Ana regularly receive weather or news alerts on their cell phones and computers, now the Police Department has opened a new and valuable communications channel with the public. This free system will contain Citizen Alert bulletins dealing with important information about public safety. The alerts will be sent out city-wide, or to specific neighborhoods, zip codes and business groups.

- ***Citizen Alerts*** can quickly inform the entire community of missing persons, suspects or vehicles used in crimes.
- ***Business Alerts*** will be used to target specific types of businesses, providing them with information or crime trends pertinent to their type of business.
- ***Watch Group Alerts*** target specific areas of the City by sending alert messages about crimes that are occurring in their neighborhood. There are many neighborhoods already registered on SAPD’s Citizen Alert Network Watch Group page.

In keeping with the department's core value of protecting the community, the alerts will allow Santa Ana Police officers to multiply their presence by using the eyes and ears of citizens throughout the community.

Another feature of Citizen Alert system, will allow the department to imbed photographs, maps or Internet webpage links in the email alert messages that are disseminated. This feature will be especially helpful when alerting the public about a missing person, stolen property or a crime suspect vehicle.

The Citizen Alert Network also allows subscribers to receive alert text messages on their cell phones. These brief messages give the network an even greater advantage in quickly spreading the word about issues of public safety.

Because the Citizen Alert Network is two-way, the system allows citizens to text-message or email, secure and anonymous tips about a crime directly to the Department. All such tips are stripped of identifying information, ensuring anonymity.

In addition, the email, phone number and other personal information about those signing up for Citizen Alert remain secure and confidential. Many citizens are protective of their personal information, and rightfully so. When citizens sign up for Citizen Alert, their information is encrypted and protected. "The use of such relevant and advanced technology, in addition to working with our residents, is key to ensuring the safety of our community," said Mayor Pro Tem Claudia Alvarez.

"Our residents play an important role in making Santa Ana a safe and secure community. The Citizen Alert Network is an important new tool that will allow residents of Santa Ana to become even more involved in keeping their neighborhoods safe," said Mayor Miguel Pulido.

To sign up for the Santa Ana Police Citizen Alert network, visit the Santa Police Department's home page, www.ci.santa-ana.ca.us/pd/default.asp on the City's website, www.ci.santa-ana.ca.us, and then click on the "Introducing E-Services" link on the lower portion of the page. Once there, another link will lead users to the sign-up page where they can choose to receive citywide alerts, alerts based on their zip code or neighborhood association, business alerts, or all four.

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