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## NEWS RELEASE

# METROPOLITAN POLICE DEPARTMENT

Service, Integrity, Leadership, and Fair Treatment to All

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## Metropolitan Police Department to Communicate Important Information to Citizens by Text Message & E-Mail

The Metropolitan Police Department, City of St. Louis (“the department”) announced today that it is now using the community information service “Nixle” to communicate with citizens in the form of text messages, e-mails and web messages. The service allows the department to use technology to deliver important and timely information to citizens. The service will be used for a variety of purposes from providing information about crimes where police are seeking help in identifying suspects, to providing information about upcoming police district community outreach meetings.

The service, created by Nixle, LLC delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail and cell phone. **Citizens may sign up for the service at [www.nixle.com](http://www.nixle.com). Registration is free. Citizens may be charged the standard rate of their cell phone carrier to receive text messages.**

Nixle allows the department to send messages to citizens in targeted geographical areas, therefore reaching those who are most directly impacted. The four message levels—alert, advisory, community and traffic—will allow the department to immediately categorize a message. When signing up for the service, citizens have the ability to route certain message types to their cell phones or e-mail or both.

- “Alert” messages will be reserved for urgent situations—for example an abducted child or a major disaster.
- “Advisory” messages will be used to communicate information about particular crime trends impacting certain areas so residents in those areas can take precautionary measures if necessary. (For example, if burglars appear to be using a specific technique to gain entry to residences in certain areas, residents will be advised.) Advisories may also be used in instances where the public’s assistance is requested in identifying potential suspects whose photos were captured on surveillance equipment.
- “Community” messages will communicate information about community outreach meetings in the individual police districts or other events.
- “Traffic” messages will be used only for the most major of traffic tie-ups.

Nixle requires each agency to go through an authentication process in order to verify that the agencies are legitimate. The service is free to government agencies and law enforcement.

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