



LOS ANGELES POLICE DEPARTMENT



Stay instantly informed of trusted, neighborhood-level public safety and community information.

You choose the information you want, for the addresses you want, all delivered at no cost, by text message, email and web.

Simple | Trusted | No Cost

Sign up now at www.nixle.com

Go to **www.nixle.com** and click **Register Now. No Cost & Easy!**



NIXLE OVERVIEW

Nixle is a service that is free to the public. It allows the LAPD and any authorized public safety agency to send critical information to registered users en masse. With a single keystroke, 100 or 100,000 persons can be sent a message. The authorized user or “publisher” decides if the message should be sent to a small group of people or to entire region of users. The publisher decides the level of urgency that the message should receive: Traffic – Community – Advisory – Alert.



Nixle technology sends the messages simultaneously to your email AND in a text message to your cell phone.



The user can decide what level of information they want to receive. Nixle has found that people like to get information directly from their police department. Initially there was a worry that people would feel overwhelmed with information. What we have found is that

when a regular flow of information is sent, the user base grows. Nixle personnel theorize that people tell friends about the latest news or community events. It may be as simple as one mom in a coffee shop telling her friends “North Hollywood Station is having a haunted house on October 31st.” Someone may ask, “Who sent you that information?” The response, “the police sent it straight to my phone” creates the interest and several new users sign up.

The people who like to be connected and like to be “in the know” will decide to receive all messages. The people who only want to know about the serious stuff can de-select everything except “Alerts.”

BETTER THAN REVERSE 911?

Not quite yet; but it could be soon. Over 60 percent of households in the United States have both wired phone service and cellular service. This year, the number of households with cellular service only surpassed the number of people wired phone service only. More than half of the 911 calls received by Communications Division were made with cellular phones.

Residents with no wired phone can register a cell phone with their reverse 911 system administrator.

With Nixle, the responsibility to keep contact information current is with the user. Users can enter as many locations as they wish. A parent living in Albuquerque, NM, can register at Nixle.com and select a location in Los Angeles, say a major university campus. The parent will receive the alert wherever they are, be it Albuquerque or Bangalor, via cell phone or email if there is a critical incident in that area.

If you work in a high rise at 633 West Fifth Street, you would want to register for home and work. If there is a problem, like a crime trend, in your building you will get the alert. If there is a fire near your home in Diamond Bar, when the reverse 911 call goes to your home, you will get the Nixle alert on your phone in Downtown Los Angeles.

For the Police Department geographically-specific messaging is important. If a Captain wants to alert only the registrants of one high-rise about a problem at 633 West Fifth Street, it can be done with Nixle.

BETTER THAN TWITTER?

Nixle is like a very professional version of Twitter with some distinct differences. If you wanted to send 100,000 email messages and texts via Twitter, the time estimate for delivery is about 1 to 4 hours. Four hours is unacceptable if there is a mandatory evacuation of a building or a neighborhood. Nixle's infrastructure is so robust that it can deliver 100,000 messages in 1 minute with 99.9 percent accuracy.

More than half of 911 calls currently received by our operators are cell calls. More than 60 percent of households have both "land lines" and cell phones. The number of households with ONLY cell phones is growing and has recently exceeded the number of households with only land lines.

Nixle only allows people to "publish" after they have been authenticated. With Twitter, someone could set up a parallel site with a similar name and begin to establish a user base. The real, Central City PD could be paralleled Central City Police. For a time they could be sending copies of the Central City PD information and then without warning send out bogus information or information damaging to the Central City. This has happened in real Police Departments.

Some agencies have said, "We realize that Nixle is better than Twitter, but we do not want to abandon our Twitter base." To meet this need, Nixle has made it possible to link to a Twitter account until everyone has migrated over to Nixle or until further notice.

ADVERTISING AND SPAMMING

Nixle promises that they will never use our user base for anything other than public safety information. It will never be sold or used for advertising. Publishers could sell their mom's Buick or something like that, but violations of that type would be handled on a case by case basis.

CROWD MANAGEMENT AND OTHER SHORT CODE APPLICATIONS

Nixle was used for the first time ever in a Crowd Management situation at the Bury Prop 8 protest march and rally. At the first planning meeting for the march, the event organizers agreed to participate in a pilot project. LAPD issued the group a Nixle short code. The group actually picked the code and the LAPD merely activate it with Nixle. The code was BuryProp8. The event organizers published the code and told all those intending to march to text BuryProp8 to phone number 25827 on their cell phones.

Beginning with the activation of the Command Post, the incident commander sent the group messages. We had no such trouble, but we could have dispelled rumors or advised the group about an arrest or told them that we were temporarily stopping the march to allow for an ambulance to pass to Children's Hospital. This may well prove to be a best practice in Crowd Management and we did it here first.

If an Area had a Cadet trip to Disneyland, a short code could be set up to keep kids and parents informed. A message might say, "All West Valley Cadets at Disneyland Report to Toontown."

Media Relations Section has a short code set up as a wire service. With our current web based wire service, if the news director is on the phone or on a break, ten or more minutes can pass before he or she reads "breaking news." With the LAPD Nixle wire, MRS can send breaking news directly to the reporters in the trucks. They can start heading to the scene. Neighborhood papers that cannot afford the wire service get Nixle for free.

If an Area had an incident where hundreds of volunteer showed up to help search for a lost child, a short code could be set up to instantly put everyone on the same communication platform.

Right now there are ten generic short codes set up and available for each Geographic Bureau. If an incident were to occur or if our radio towers went down, the Nixle platform is available.

CHECK IT OUT

The best way to try out the service is to go ahead and register. Click on the blue "register button" and enter your email and cell phone number. The cell phone must be capable of receiving texts and standard messaging rates apply.