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Subject: Nixle Community Information Service

The Lakewood Police Department has implemented a new electronic messaging system, which will provide citizens with important and timely information related to their community. The system is called Nixle and is available to citizens at no cost. The system allows the police department to send out emails and text messages to recipients cell phones via an authenticated and secure system. Unlike a Twitter or Facebook message, which can be created by anybody, with Nixle the citizen knows that the message is coming from a trusted and authenticated source. Nixle service is only available to government agencies and they have to go through an extensive verification process.

Some examples of the system would be:

A missing child or person in your neighborhood. Alerts would be sent out that would provide a description, including pictures. Similar to an Amber Alert but it is faster, reaches people in the targeted area and provides photos.

A burglary/theft occurs in your neighborhood. Advisories would be broadcast so resident could be aware of the incident and take extra precautions and to heighten neighborhood watches. The message could include suspect description and picture if available and vehicle information.

Weather emergencies. Everyone remembers during the May 2010 flooding how valuable information could be. Broadcasts could be sent immediately so citizens would have more time to react.

Traffic crashes / roadway construction. Instead of waiting to hear a local radio station broadcast a traffic report every half-hour you receive instant traffic information related to your area.

Scam artist/con-men schemes. At times these individuals will target a community and attempt to trick citizens with illegal schemes. They usually strike several people before the word gets out about their activity. Immediate notification and informed citizens put an end to their criminal activity and can lead to quick arrests.

Nixle offers a diverse set of messaging options: **Alert**, **Advisory**, **Community**, and **Traffic**.

- Alerts are for time-sensitive, need-to-know information that may require proactive action on the part of any recipient.
- Advisory messages include need-to-know information that are important and timely, but not necessarily immediately time-sensitive.
- Community notifications are messages that are more informational in nature.
- Traffic messages are for traffic related information. However, remember that traffic messages, as well as community messages are not necessarily received by residents over

their cell phones by text message. Traffic and community type messages are only received by text message if the user opts-in to receive those types of messages over their cell phone. If the traffic or community message you are sending is important enough and is time sensitive, you may always choose the alert or advisory type message options to publish community and traffic information.

With the Nixle service citizens can sign up and receive only emails or if they choose they can receive both emails and text messages sent directly to their cellular phones. Citizens email addresses and cellular phone information will be strictly protected in a secure network and will never be released to the public or any other entity. They will never have to worry about “spam” and unwanted messages associated with the system.

To sign up for the service simply visit the Nixle website at www.nixle.com Once on the Nixle site there will be a tab in the center of the page titled, Citizens – Register Here. Click on this tab and a series of tabs will appear for you to register. Registration takes approximately five minutes. When you enter your home address it should automatically sign you up to the Lakewood P.D. list. There are other notifications lists you can join as well such as the TBI (Tennessee Bureau of Investigation) and TEMA (Tennessee Emergency Management Agency).

The Lakewood Police Department strongly urges you to signup for this service and stay informed about your community. Together we can make this community even safer.

Sincerely,
Chief Clay Anderson