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**APPROVED**

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## **Sanford Police Department Launches On-line Crime Alerting and Mapping Service with CrimeReports.com**

***Citizens empowered with near real-time neighborhood crime information available 24/7/365.***

Sanford, Maine, January 26, 2008 – The Sanford Police Department and CrimeReports.com have announced a new On-line Crime Alerting and Mapping Service that provides easy to read incident crime maps and automated alerts to the citizens of Sanford, Maine. The service, located at <http://www.crimereports.com> or linked directly from the Sanford Police Department Web site (<http://home.gwi.net/~sanpd/>), provides neighborhood crime data in near real-time and is available now.

The CrimeReports service is free to the public and allows citizens to receive automatic daily, weekly or monthly email alerts if/when crimes occur near their home, office, local school, etc. Citizens can also view reported crime activity on an easy to use map for any location within Sanford Police Department boundaries. Crime incident data is updated nightly and includes:

- Incident type
- Date
- Location
- Distance from citizen's address
- Event identification/case number
- Brief crime incident description

"CrimeReports.com will prove particularly valuable to those in the community who want to stay informed about what is going on in their neighborhoods and empower citizens to work with the police department to address neighborhood crime issues." said Chief Thomas P. Connolly.

"By participating in CrimeReports.com, the Sanford Police Department is demonstrating its commitment to service and safety by making crime information available to the citizens of Sanford, Maine," said Greg Whisenant, co-founder and CEO of Public Engines, which makes the CrimeReports.com application. "Chief Connolly and the Sanford Police Department's staff are forward-looking, providing timely, location specific information to the public when they need it" he said.

Crime alerting and mapping is just the first step in empowering citizens with critical neighborhood crime information. Later in 2008 the CrimeReports program will introduce additional services to support community policing and neighborhood watch® programs. Upcoming new features include:

- **SMS alerting**, allowing the SPD to send alerts to specific neighborhoods if specifically requested by the department.
- **Neighborhood Watch tools**, where residents of specific neighborhoods can contribute information;
- **Video integration**, allowing law enforcement to attach digital video to specific crimes when it is available

The CrimeReports service is an ideal implementation of the Global Justice XML Data Model (GJXDM), the authorized data sharing protocol developed and supported by the United States Department of Justice (USDOJ). Using GJXDM as the underlying technology gives the application much more versatility and flexibility. For example, if adjacent law enforcement agencies choose to integrate with the service, side by side data will be readily available for both alerting and analytics. It will also allow for additional integration at the regional, state and even national level.

#### **About CrimeReports.com**

CrimeReports.com provides law enforcement agencies with an affordable and easy-to-use Web-based service that lets them share up-to-date neighborhood crime data with the public. Community members can then access this information for free, empowering them to make informed decisions to help improve the safety of their families, friends, property and the community at large. For more information, please visit [www.CrimeReports.com](http://www.CrimeReports.com).

Media Contact:  
Chief Thomas P. Connolly  
207-324-9170, X104



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