



EVERETT POLICE DEPARTMENT MEDIA ADVISORY

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EVERETT POLICE CRIME MAPPING TOOL

Mayor Carlo DeMaria Jr., and Chief Steven Mazzie announced today a new partnership with BAIR Analytics Inc. to provide a new public crime mapping website called RAIDS Online (www.raidsonline.com) to make it easier for Everett citizens to keep track of crime in their area.

RAIDS Online maps and analyzes crime data, alerts Everett citizens about crimes in their area, and allows the Everett Police Department to quickly alert the public about crimes as they occur. Citizens can easily move between the map, data grid and analytics to learn about the crime that concerns them the most.

The Everett Police Department is providing this service to the public at absolutely no cost to the department. "This is another tool for the citizens of Everett to get information about crime in their community so that they can be better informed" stated Mazzie. "Having an awareness of the true nature and volume of crime in one's community is the first step to its prevention and suppression and is another part of our Community Policing Program."

BAIR offers RAIDS Online as a free service to any law enforcement agency who wishes to participate. At present, most agencies spend thousands of dollars annually to provide even the most basic crime map to their community.

"We wanted to do something to help law enforcement in these tough economic times. We consider this a basic service that we are more than happy to provide to the public and our law enforcement friends," says company founder, Sean Bair, a former police officer and crime analyst.

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How it works

RAIDS Online syncs with Everett Police Department's records system to automatically upload crime information and keep it updated on the map, a big plus for community members.

Mapping features

RAIDS Online uses Google Maps to display the location and basic information for crimes in any area of interest to the user. RAIDS Online's vibrant colored maps, icons and symbols work together to deliver easy-to-read crime information at all zoom levels, from a national level down to the citizen's neighborhood.

Analytic features

Everett citizens can use RAIDS Online to find patterns and trends of crimes in their community – or even across the nation. Graphs automatically update based on the data that is displayed on the map, giving the user full control over what data is analyzed. Citizens who use RAIDS Online to become aware of crime trends can make more informed decisions regarding where they live, shop, play, send their kids to school and other important choices regarding their personal safety.

Email Reports of Recent Crime Activity

Everett citizens can sign up for neighborhood crime alerts to receive daily, weekly or monthly emails with a breakdown of crimes in their area.

Anyone can visit Everett's crime map at

<http://www.raidsonline.com/?address= Everett%2CMA>

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