



Marina Police Department

MEDIA RELEASE

Marina Police Department Partners with Facebook, Twitter, Nixle and Crime Reports.com

Date: Tuesday, May 01, 2012
Contact: Chief Eddie Rodriguez
Phone: 831.884.1229

The Marina Police Department is pleased to announce that residents can now gain access to neighborhood level crime incident data and receive real time police alerts and information through social media.

“Providing reliable, timely information to our residents is one of our top priorities, because an informed public is a safer public,” says Marina Police Chief Eddie Rodriguez. “Partnering with Facebook, Twitter, Nixle and CrimeReports.com gives us the ability to keep the public informed on a regular basis as to what is going on in the community.”

CrimeReports.com is an online crime mapping and analysis service that automatically uploads crime information, every 24 hours, from the Marina Police Department’s RMS (Records Management System) and places graphical markers on a Google based map showing where crimes have occurred. The map also shows the locations of local sex offenders provided by the Megan’s Law Database.

The Marina Police Department can use the data shown on the CrimeReports.com maps to not only see crime hotspots, but also possibly predict where certain crimes may occur. For example; an Officer may see that several stolen vehicles have been recovered in a certain area. The Officer may then decide to increase patrol in that area to catch a car thief in the act.

Once on the CrimeReports.com website, the user can drag the map to show a particular area of the city, including a specific beat. As the map is moved, the crimes for the area shown on the screen are updated. The user also has the ability to show crimes for the last 3, 7, 14, or 30 days and can also choose which particular crimes to show. If the user clicks on a crime marker, details of that crime will be shown. The details include the date and time the crime occurred, the Marina police report number, and will allow for the user to send the crime details to a friend via email. The user also has the ability to submit a tip to the Marina Police Department about a crime and remain anonymous.

The residents of Marina can access the free crime data through the website or through the CrimeReports iPhone app, available for free download in the Apple iTunes store. The new service even lets local residents sign up for free customized email updates, so they can monitor crime in their neighborhood. “Information is power,” Chief Rodriguez added. “And we hope that giving the community this information will help them understand crime trends and lower crime in their neighborhoods.”

More than a thousand other law enforcement agencies of all sizes across North America are sharing their crime

5/2/2012

information with the public through the national crime map. Locally, Seaside PD, Salinas PD, Monterey County Sheriff's Department, Capitola PD, Greenfield PD, Gilroy PD, Morgan Hill PD, Santa Clara County Sheriff's Department, San Jose PD, and now Marina PD, partner with CrimeReports.com to show accurate, official, and up to date crime information.

You can access your local crime map and sign up for daily, weekly, or monthly email crime updates at <https://www.crimereports.com/agency/marina> or you can click on the crimereports.com link located on the Marina Police Department website.

Nixle is a Community Information Service dedicated to helping residents stay connected to the information that matters most, depending on an individual's physical location. People stay connected to their local police department, children's schools and local community agencies and organizations. Marina police officers can send Nixle alerts that will also automatically post on the department's Facebook page and Twitter. Only authenticated agencies and community organizations can securely publish information. There are four types of messages; Alerts (many would refer to this as an emergency type alert), Advisories (less urgent need-to-know information), Community Information (day-to-day neighborhood to community-level information), Traffic (much localized traffic information). Anyone can view information by going to www.nixle.com without registering. However, to customize the information you receive and the locations you receive it from, in addition to receiving information by text message and/or email you must set up an account. Once registered you can personalize your locations and your preferences making the service fit your needs.

Marina Police Department
211 Hillcrest Avenue, Marina, CA 93933
Telephone: (831) 884-1210 Fax: (831) 384-5321
Department Website: www.marinapolice.com