AN INTRODUCTION TO THE
SAFE-CITY PROGAM

Works for me!
Police Chief Michael Kelly – Seminary, MS

Falcon Community Services
Simple solutions for serious situations

INTRODUCTION

The material contained herein has been prepared for church leaders, school administrators, law enforcement agencies, municipal government leaders, high risk business managers, neighborhood associations presidents, and others interested in keeping communities safe.

Thanks for visiting. We look forward to serving you.

Burch Falkner, CEO
Falcon Community Services

Note: This version of the Safe-City Presentation is for viewers using the printable version. Some words are underlined, followed by a number, such as "blue underline (1)" At the bottom of the page will be the web address for the referenced link. Our on-line viewers reading either the PDF or YouTube versions, will not see the number references since the link is active for on-line viewing.

(1) http://FalconCommunityServices.com

P: 205.854.2611 – E: Burch@FalconCommunityServices.com

A Personal message from Chief Michael Kelly

The town of Seminary, MS has been privileged to work with Falcon Community Services in developing plans for making our town one of the safest places in Mississippi to live, work and play.

The Safe-City concept was conceived over two years ago. It is based on a collaborative effort between local government, the community, and a technology vendor.

As a result, our churches and schools are safer, and our public safety agencies are better coordinated with a common goal of protecting and serving our community through the use of modern wireless technology and creative planning. We are currently in the process of expanding quicker response capability to the merchant community as well as to local area neighborhoods.

Our efforts are based on the concept of people helping people, whenever and wherever needed. Much of the content in this presentation is based on a working relationship with a company that cares about service to the community. That company is Falcon Community Services.

Michael Kelly
Chief of Police

A special Message concerning
Church Security!

We are very fortunate to have a police department that cares about the safety of our church members. Through their efforts we were able to develop a church safety plan that matched both our needs AND our budget!

Using *AlarmAlert(1)* technology, we are able to establish direct contact with our local police department at the touch of a button. Within SECONDS, we can alert on duty police officers as well as key members of our church in time of need.

As a small church with an aging membership, we use our emergency call buttons during the week for use by our school workers and in the administrative offices. During services, we can use these same call buttons to get help if a visitor becomes disruptive or to get fast medical aid if one of our members suffers from a heart attack or stroke. Best of all, our members feel Safe In Seminary(2)!

> Dr. Tim Hubbard, Pastor
> Seminary Baptist Church

(1) http://info4u.us/AlarmAlert.pdf
(2) http://info4u.us/SafeInSeminary.pdf

Our School Safety Plan…….

has been evolving since 2004, and Falcon Community Services has been working with us every step of the way in making our schools safer – first in our busses, then our offices, and in our classrooms!

Falcon was helping us in 2004 and they are still helping us today! *Working together*(3) with people who care is what effective school safety is all about!

These people don't just sell radios. They identify and solve problems! We started by building repeater(4) infrastructure that would cover our county for decades to come. Then we added bus radios(5) that were user friendly and affordable. Next we added office radios in administrative offices, and later in the schools. Then we added portable radios(6) in the schools, followed by providing the capability to allow portable radios in the schools to talk directly(7) to buses. We installed equipment(8) that would tell us when a repeater or generator failed on a remote mountain top. Now we are looking at office cameras(9) and classroom call buttons. Our friends at Falcon believe in Concern, Capability, and Collaboration(10). That's what it's all about!

Harold Pearson
Transportation Supervisor & Safety Coordinator
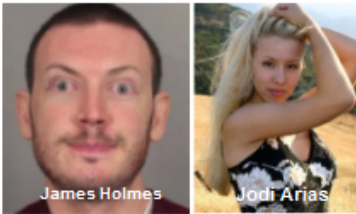Cherokee County Board of Education

(3) http://Info4u.us/HaroldKnows
(4) http://info4u.us/repeaters.pdf
(5) http://info4u.us/Top-Choice-Mobiles.pdf
(6) http://info4u.us/ShellyKnows.pdf
(7) http://info4u.us/BlueBox-SX.pdf
(8) http://falcondirect.com/ACR
(9) http://info4u.us/cscameras
(10) http://info4u.us/BlueBox-MSL.pdf

A FEW FACTS OF INTEREST

- 1 in 5 Americans are suffering from some form of mental illness, substance abuse, or BOTH!

- Over 50 million Americans live below poverty levels!

- A "Hit" of Heroin can be purchased for the price of a couple of packs of cigarettes! A typical addict needs around five hits a day. Most cannot hold a job!

- The average crime of assault, burglary, or robbery is completed in less than 4 minutes. The average law enforcement response time to a 911 reported call is around 10 minutes!

James Holmes

Jodi Arias

Ahmad Johnson

Jason Dalton

MEET YOUR NEIGHBORS!

They live, work and play where YOU live, work, and play!

The problem is that <u>1 IN 5</u> of your neighbors can, and will, steal your stuff, and in many cases, take your life! Angry with an Attitude; these folks can show up anywhere, anytime, where you work, worship, learn, or live!

To make matters worse, *Time is on the side of Crime!* The average crime is completed in 4 minutes or less! The average response is 10 minutes or more! Clearly, something better than 911 and commercial alarm systems is needed!

Two things are required for effective Crime control!

1 RAPID NOTIFICATION!

2 NEARBY RESPONDERS!

When help is needed in a hurry, you've got to have personnel less than a minute away that can be notified in less than a minute. The question is how to do it. The answer is with *CareTeams*!

In times of emergency, there are two kinds of people...

Those needing help

AND

Those providing help SECURITY

Our business is getting them together!

Getting help when needed – Traditional way

Those in need of Help

Assault

Robbery

Burglary

Fire

Medical

Reported by
- Alarm System
- Call to 911

Those who can provide Help

Police

EMS

Fire

In the US, an armed robbery occurs every single minute of the day, 24/7, 365 days!

Over 8000 home invasions occur in the US, every day! Robbery is as likely as fire or monoxide poisoning in the average US home!

On average, on scene assistance in an urban area occurs within 10 minutes after reporting to 911, much longer in rural & high crime areas!

THAT'S NOT GOOD ENOUGH!

THREE WAYS TO REDUCE RESPONSE TIME FROM 10 MINUTES OR MORE TO 2 MINUTES OR LESS!

1 – Provide more rapid detection along with direct notification to law enforcement by eliminating delays associated with alarm centers and 911.

2 – Get involved in an expanded Neighborhood Watch Program, CERT and, if available, a Community Policing program where you live!

3 – Establish a *CareNet* Community Responder Program working with neighbors in your area (both business and residential). We'll show you how!

IT ALL STARTED.......

back in 2005 with the Federal Courthouse shootings in Atlanta, GA. From that event, came the development of high speed wireless notification technology developed by Falcon Wireless in Birmingham, AL. Today, our courthouse safety systems are widely used throughout the USA in places like Butler County, Alabama by people like Circuit Clerk, Mattie Gomillion.

Today, this technology is being used to protect municipal office buildings, churches, schools, and the list goes on! We serve churches as small as the Seminary Baptist Church in Mississippi to the 4000 member Venture Christian Church in Los Gatos, California. Pastor Tim can tell the story, much better than we.

Schools and municipal buildings are among our top priorities in protecting the innocent from "disruptive individuals" such as *armed and angry*, Bobby Beck (at the left) who came to "arrest" the Mayor of Weaver, Alabama for not working full time. It's quite an interesting story. Suffice it to say, that our work continues.......

(11) http://info4u.us/MattieKnows
(12) http://info4u.us/TimKnows
(13) http://info4u.us/DeArmanville-Story.pdf
(14) http://info4u.us/applications/piedmont
(15) http://info4u.us/applications/weaver/

Defining and choosing your *CareNet* Partners!

Traditional Fire, EMS, and Law Enforcement agencies can become *CareNet* collaborators, by working with the community in developing faster response times. We can show you how to set up a program in your area.

High risk business locations with large amounts of cash or drugs on hand can work together with private and local security services to alert each other when there is a problem in the area using *CareNet* devices for rapid notification and response.

Neighborhood association members can notify each other in times of emergency to provide eyes on the scene, accident assistance, and implementation of emergency procedures in the event of criminal activity. Now let's take a look at how *CareNet* can serve YOU!

What do you do

when a *disruptive person* shows up?

Or maybe you have a need for medical assistance, or aid from another person, and you need it QUICK!

With a *CareNet* working agreement and your choice of notifications devices, you just push a button and help is on the way!

Here are your choices in Wireless Emergency Notification Devices!

AutoTalker   *HelpAlert*   *SiteAlert*   *AlarmAlert*

~ We'll tell you more about them on the following pages ~

Introducing the *AutoTalker!*

A personal 2-way Communicator that gets help when needed!

Technically, *AutoTalker* is a high powered 2-way personal VHF or UHF radio, with a special added feature! At the touch of the orange button, a special pre-recorded message is sent to others equipped with *AutoTalker* or conventional professional grade radios. The message tells others who is in trouble and their home or workplace address!

AutoTalker (16) is efficient and affordable with a typical operating range to other radios of one mile – More than enough to cover the typical municipal complex, industrial plant, shopping area, or residential neighborhood. The price is right (**just $175**) and there is no external infrastructure required, and no monthly user charges!

AutoTalker is compatible with most municipal VHF or UHF analog 2-way radio systems. *AutoTalker II* is compatible with all open standard DMR digital radio systems for $100 more. *AutoTalker III*, priced at $175, is compatible with 700 MHz trunked public safety systems when used with our optional BlueBox-MSC(17) controller. Call us at 800.489.2611 for more information or a demonstration.

(16) http://info4u.us/AutoTalker.pdf
(17) http://info4u.us/BlueBox-MSC.pdf

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When Disruptive People appear in a single person church, business, municipal, school, or utility office; *HelpAlert*(18)provides a fast and affordable means of getting help at the push of a button! HelpAlert works with most existing 2-way radio systems, or on private networks such as the one used in Piedmont, Alabama(19). The price? **Just $350!** There is nothing to install. Internal batteries last for up to one year. Put it anywhere! On or under a desk, on the wall – Anywhere! See also our *SiteAlert* system (on next page) which is for use by multiple people in a bank, credit union, grocery store, or other location served by private security officers.

(18) http://info4u.us/HelpAlert-PNA.pdf
(19) http://info4u.us/Piedmont-PR.pdf

AlarmAlert, the Ultimate System!

AlarmAlert is capable of working directly with VHF or UHF radios systems, analog, or optional digital. The operating range is greater than *HelpAlert* or *SiteAlert*, the buttons (both personal and desk) have longer range (up to 500 feet). Most importantly, *AlarmAlert* can send both voice messages to 2-way radios PLUS text or email messages to SmartPhones! *AlarmAlert* is ideally suited for large schools(20), churches(21) involved in the *Safe City*(22) program, and neighborhood associations participating in the *CareNet* (23)program.

The price of the *AlarmAlert*(24) terminal is **$1,400**. The call buttons are $100 each (either personal or desk/wall types). AlarmAlert is used in Courthouses(25), Criminal Justice Centers, Municipal offices, and schools all over Alabama and Mississippi. *AlarmAlert* is also compatible with external sensors to detect doors opening, intrusion, and tampering. Call 205.854.2611 for more information.

As you can see, we give you a LOT of options for speeding up notification time. Now, let's take a look at how we can improve RESPONSE TIME in times of need.

(20) http://info4u.us/DeArmanville-Story.pdf
(21) http://info4u.us/TimKnows
(22) http://info4u.us/Safe-City.pdf
(23) http://info4u.us/CareNet.pdf
(24) http://info4u.us/AlarmAlert.pdf
(25) http://info4u.us/MattieKnows.pdf

2️⃣ NEARBY RESPONDERS!

As you may recall, there are two essential requirements for improved community safety. We've covered the first (Rapid Notification) with several alternative solutions. Now the question is WHO do we notify in times of need? The choices are…….

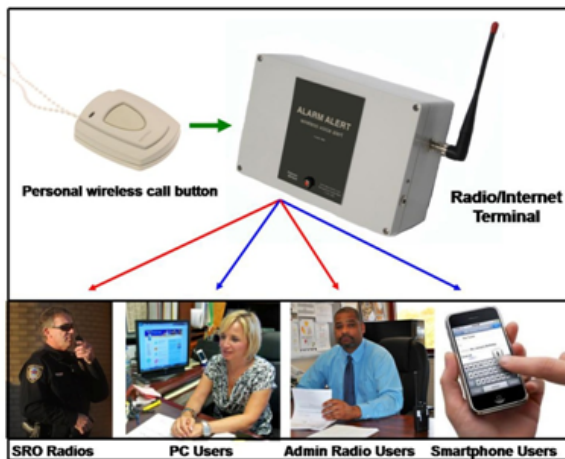
- Law Enforcement
- Private Security

Secondary Responders

Friends and Neighbors

Get Help In A Hurry with ActionAlert!

1 – Push Button
Time – 2 Seconds

2 – Call detected and sent
Time – 4 Seconds

3 – Help on the way!
Total Time – 10 Seconds

DIRECT LAW ENFORCEMENT RESPONSE

- Requires written Memorandum of Understanding

- Recorded voice message to 2-way radios or text/email messages to PC's or SmartPhones only (No "civilians" talking on law enforcement radio frequencies).

- Compatible with analog VHF or UHF radios (Digital and/or trunked 700/800 MHz systems optional.

- Little or no cost to participating law enforcement or private security agency.

Personal wireless call button — Radio/Internet Terminal

SRO Radios — PC Users — Admin Radio Users — Smartphone Users

SECONDARY FIRST RESPONDERS

When direct contact with law enforcement or private security agencies is not available, response groups within a church, school, municipal office or business can be alerted for response. This can include people on site or in close proximity. Minimal training required.

Quick response teams can be used very effectively to quickly defuse difficult situations. These people can quickly be alerted by 2-way radios and/or SmartPhones. This concept is particularly useful for churches and schools who may have access to School Resource Officers (SRO's) or for banks, credit unions, and larger retail stores served by private security services.

Internal personnel, capable of effective response to emergency situations can also be effective in emergency situations. Volunteer fire departments can be very effective in rural areas.

FRIENDS AND NEIGHBORS

can be VERY effective in residential areas, not only for response to assault, burglary, or theft, but also for primary response to emergency medical needs or need for physical assistance (I've fallen and can't get up).

Trained response teams, such as CERT (Community Emergency Response Team). Can be an effective resource. Check with your local police department for additional information on establishing a CERT program in your area.

The same little radio (*AutoTalker*(26), used for initiating a call for aid, can be used to RECEIVE calls for aid. For a one time cost of $175 per household, neighbors have the ability get help quick. An alternative system known as CERT-PLUS involves the use of a smaller, lower cost calling device that works in conjunction with a neighborhood Master Controller that picks up emergency calls and sends the message to every PC and SmartPhone in the neighborhood. This is a great solution for neighborhoods with a significantly older population as it can eliminate frequency calls to 911 for "fall calls".

(26) http://info4u.us/AutoTalker.pdf

"THE FIRST STEP TOWARDS GETTING SOMEWHERE IS TO DECIDE THAT YOU ARE NOT GOING TO STAY WHERE YOU ARE."

UNKNOWN

Thanks.......

For taking the time to review the Safe-City program highlights. Obviously, there is much more that has been left unsaid. The good news is that we will gladly meet with interested business, community, and municipal leaders at a time and date most convenient for you. For additional information, just give us a call or drop us and email!

Note: This presentation is available in printed format with link information at info4u.us/scprogram.pdf.

Falcon Community Services

Simple solutions for serious situations

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