

# TALK TO EVERYONE IN YOUR SECURITY COMMUNITY

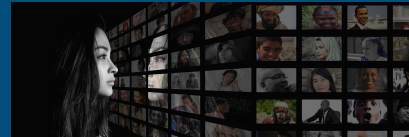
The Morrone 9/11 Center primary mission is to assist in making mass people and critical infrastructure environments safe. We do this through a strategy called Project Griffin and branding of: See Say Act.

We are pleased to offer a solution that combines our best practices and community awareness education, with a special offer for essential communications that provides game changing capabilities for the safety of your authority, stakeholders and community.



## CHANGE THE WAY YOU ENGAGE YOUR COMMUNITY:

- Security & Quality Assurance Best Practices
- Community Awareness Security Campaigns
- Essential Community Communications



### AUTHORITY MANAGEMENT

Automated public safety information in realtime across your jurisdiction providing operational, alerts, to crisis information via digital social media channels.



### COMMUNITY ENGAGEMENT

Agencies can communicate with the public at scale and offer better service and support while saving significant resources and time in the process.



### CONVERSATIONS

Two way conversation can be responded to, managed efficiently, and pushed to others if needed.

## AUTHORITY TESTIMONIAL

*"The application is a game changer for CMPD as it opens up a critical communications channel for us to connect directly to the public. We value the ability to quickly and accurately inform the public about events that may be transpiring."*

### CHIEF JONNY JENNINGS

Charlotte-Mecklenburg Police Department  
City, Transit, and Airport Responsibilities



**ATLAS ONE**  
Atlas One Communication Technology

# An integrated Strategy & communications for a safer community

The Morrone 9/11 Center in cooperation with the INTERPORTPOLICE's Project Griffin's "See Say Act" and Atlas One communications system provide a unified plan and communication platform that supports the principles of preventative, protective and preparedness for keeping people safe. Forming a methodology and approach that encompasses security resilience providing effective real-time engagement with the Community and authority staff.

## COMMAND AND CONTROL

### *Operational and incident management*

Engage your community and authority personnel in real-time. Effectively and efficiently respond to operational issues and readiness in escalating incidents. Place your authority in control of messaging and multi-media communications, allowing relevant and timely engagement to various layers of the authority's personnel. Manage social media as a trusted community resource and reliable in emergencies and avoid rumors. The system is particularly effective in mass environments like shopping malls, stadiums, parks and significant community events. Segregate information based on agency and responsibilities when directing routine to vital information to personnel.

## SAVE VALUABLE TIME

### *Integrated Systems*

The unified communication platform allows for integration with computer aided dispatch (CAD) and 911 systems. It provides interoperability with other agencies and collaboration with stakeholders. In addition, there are opportunities to integrate with various audio and visual communication requirements. Manage engagement notifications on a geo-fenced basis for traffic, accidents, fire, closures, and other incidents, operationally to emergency requirements. In a crisis, time saves lives.

## REDUCE LIABILITY

### *Keep the people in your environment informed*

Send information and multi-media messaging based on multiple and layered geo-fenced area(s), such as a community event, portions of a building, a park, or other parts of the city or region. Messaging to internal channels allows for management of police and security, staff, other requirements, and traditional social media channels.

## SEE SAY ACT

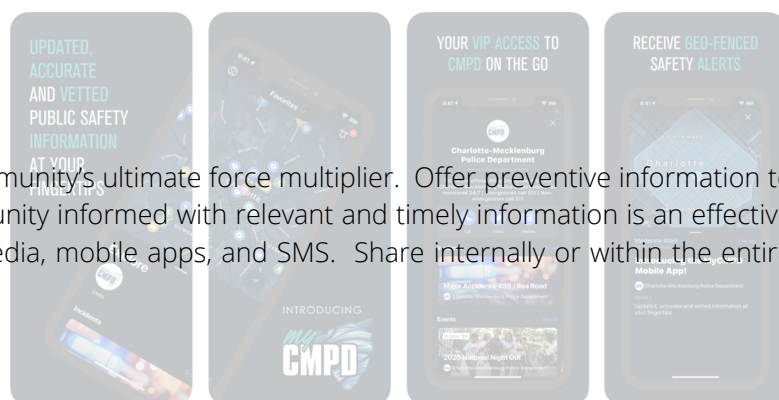
### *Collect crowdsourced reports across your digital channels*

Your citizens, business, visitors, and employees are the community's ultimate force multiplier. Offer preventive information to the mitigation of minor to major crime. Keeping the community informed with relevant and timely information is an effective tool. Collect real-time crowdsourced reports from social media, mobile apps, and SMS. Share internally or within the entire environment and respond in real-time.

## RELAIBLE COMMUNICATION

### *Reduce the possibility of total communication failure*

Documented evidence-based practices have shown the effectiveness of collaboration. Yet often, when multiple departments, agencies or authorities need to work together, especially as an emergency escalates to a crisis, a breakdown of communication often occurs. Incident after incident, there has been significant radio and mobile phone circuit operability vulnerability to failure[1] in mass event emergencies. Yet, communication such as social media has prevailed and has seen the rumor mill on social media overtake an event. The unified communication platform reduces the chances of communication collapse and places the authority in control of trusted messaging communication.



[1] 911 communication is a vital part to the Nation's emergency response and disaster preparedness system with the purpose of improving public safety by encouraging and facilitating the prompt deployment of seamless communication infrastructure for emergency services. [2] See Say Act is a global program of the Morrone 9/11 Center; in concert with the INTERPORTPOLICE Project Griffins International evidence-based community security practices and PSeMS quality assurance program; working around the world to make that make your community a Safer Place. The 9/11 Center is working to launch a 9 month multi-jurisdictional pilot in Snohomish County Washington and currently collaboration with the Snohomish Leadership Council to build the community and authority presentation. [3] Documented after action investigations and reports. Information and examples are provided upon request.