City of Tukwila

Allan Ekberg, Mayor

INFORMATIONAL MEMORANDUM

TO: **Community Service and Safety Committee**

FROM: **Eric Drever, Chief of Police**

BY: **Eric Lund, Deputy Chief of Police**

CC: **Mayor Allan Ekberg**
               City Administrator David Cline

DATE: **April 19th, 2022**

SUBJECT: **Specialized Police Intelligence Development Resource (SPIDR) Tech, Inc. Proposal For The Tukwila Police Department**

ISSUE
The Tukwila Police Department is continually exploring ways to improve communication and transparency between the Department and the Community, and provide excellent customer service. In August 2021, the Department deployed the COPCAB/PD community survey to solicit feedback from the community. We have since contracted with Specialized Police Intelligence Development Resource (SPIDR) Tech to further improve the services provided to the Tukwila residents, business owners, and visitors.

BACKGROUND
SPIDR Tech developed technology to help police improve operational efficiency and community engagement. The SPIDR Tech Platform was designed to incorporate relevant data from the Police Department's records management system (RMS) and/or computer aided dispatch (CAD) system to automatically generate and send customized text and email messages to victims of crime and reporting parties. Subsequently, customers will receive mobile-friendly surveys that can be utilized to measure community trust and satisfaction.

DISCUSSION
SPIDR Tech software overview:
- Cloud-hosted platform that allows agencies to engage with their communities using data driven and focus-driven policing models.
- Using an agency-specific Records Management System (RMS) and Computer Aided Dispatch (CAD) connection, the SPIDR Engage platform automatically compiles and sends communications as emails or as SMS (text) messages to people who interact with the police agency. The platform can ingest data via an API or via a direct connection to DB servers, making the workflows unique.
- Automates the generation, compiling, sending, and logging of crime-specific, customized, one to one messages to victims of crime based on RMS report data. Uses triggers customized based on the agency's specifications.
- Automates the generation, compiling, sending, and logging of incident-specific, customized, one to one messages to reporting parties based on CAD data. Uses triggers customized based on the agency's specifications.
- No local storage infrastructure or software needed.
- Controlled access to all sensitive data. Fully compliant with CJIS policies.
- Configurable integration with Law Enforcement data systems: RMS and CAD.
- Highly configurable with customization on the agency, division, crime type, message templates, message delivery, text and email templates, and message category levels.

15

▪ Utilizes white labeled domains and security so message domains match the agency's domains.
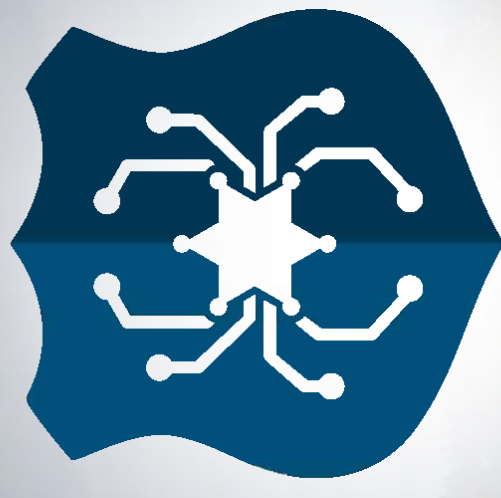
FINANCIAL IMPACT
The yearly cost for the program is $23,100, which includes subscription, maintenance and support. All costs incurred in 2022 will be absorbed within the Police Department's approved budget.

RECOMMENDATION
Information Only.

ATTACHMENTS
PowerPoint Presentation

Automating Customer Communications

SPIDR TECH

Rahul Sidhu
President
rahul.sidhu@spidrtech.com

amazon

Order confirmation

Item has been shipped

Item has been delivered

Feedback survey

Acknowledgment Phase

Update Phase

Feedback Phase

SPIDR
TECH

18

The platform consists of three modules.

The Patrol Module

Serve your 911 and non-emergency callers.

Acknowledgment Phase

Update Phase

The Investigations Module

Serve your crime victims.

Acknowledgment Phase

Update Phase

The Insights Module

Gather and analyze feedback from your callers and crime victims.

Feedback Phase
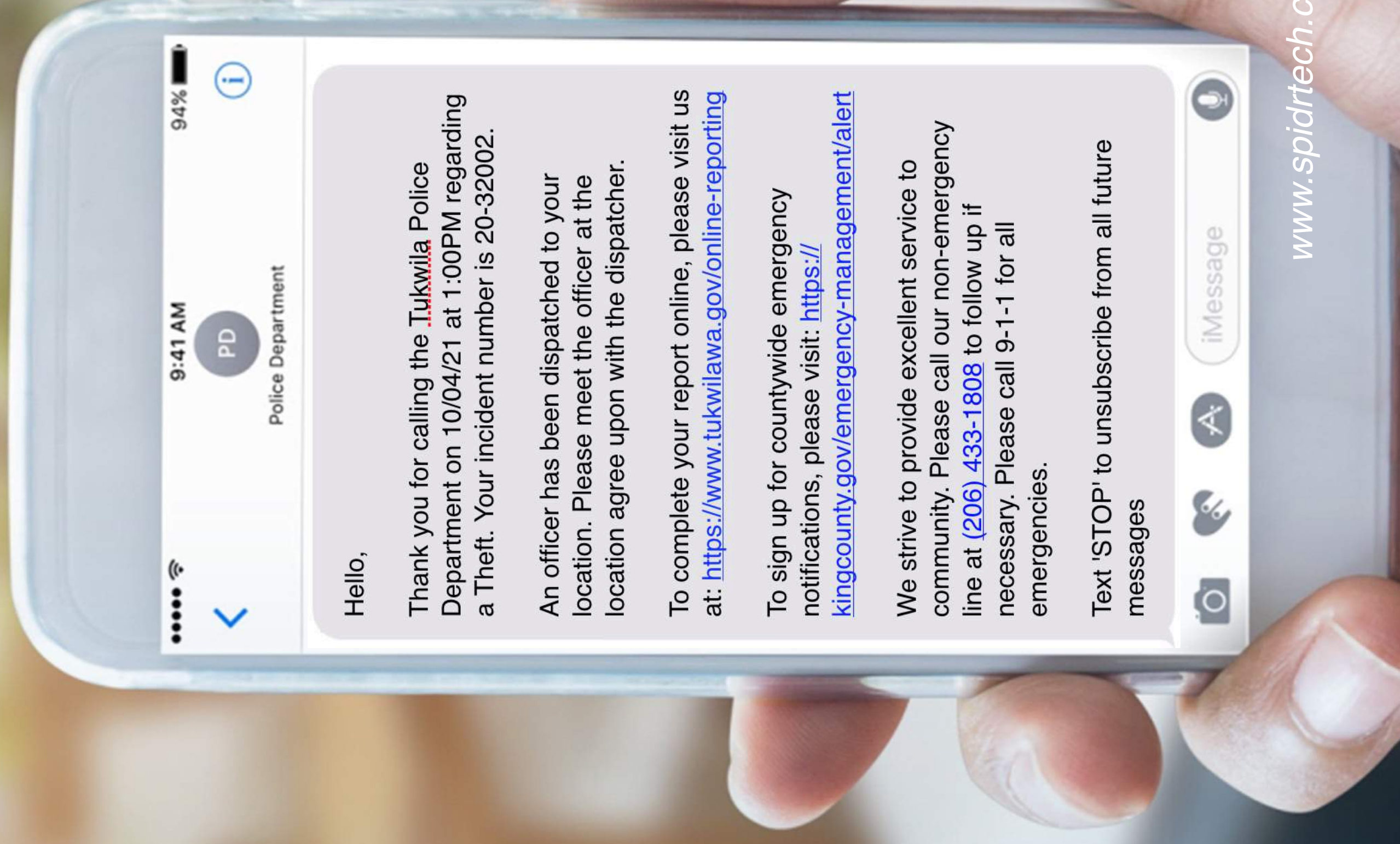
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The Patrol Module

Serve your 911 and non-emergency callers

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Customer Showcase

"SPIDR Tech is a game-changing company that took a fresh look at policing and really moved the needle forward on efficiency and customer service."

- Chief Keith Kauffman, Redondo Beach P.D.

Police Department
9:41 AM
94%

Hello,

Thank you for calling the Tukwila Police Department on 10/04/21 at 1:00PM regarding a Theft. Your incident number is 20-32002.

An officer has been dispatched to your location. Please meet the officer at the location agree upon with the dispatcher.

To complete your report online, please visit us at: https://www.tukwilawa.gov/online-reporting

To sign up for countywide emergency notifications, please visit: https://kingcounty.gov/emergency-management/alert

We strive to provide excellent service to community. Please call our non-emergency line at (206) 433-1808 to follow up if necessary. Please call 9-1-1 for all emergencies.

Text 'STOP' to unsubscribe from all future messages

iMessage

- **Triggered by CAD Data**
- **Sent to Callers Automatically**
- **Customized by Call Type**
- **Increases Transparent Communication**
- **Sets Expectations**
- **Improves Community Participation**
- **Reduces/Eliminates Redundancies**

SPIDR TECH

www.spidrtech.com

This is the Douglas County Sheriff's Office. We apologize for the delay. Our officers are currently handling other calls for service. We will respond to your call as soon as possible. If you need to provide further information or your situation has changed, please call (303) 660-7500. If it's an emergency, please call 911.

CALL HOLDING

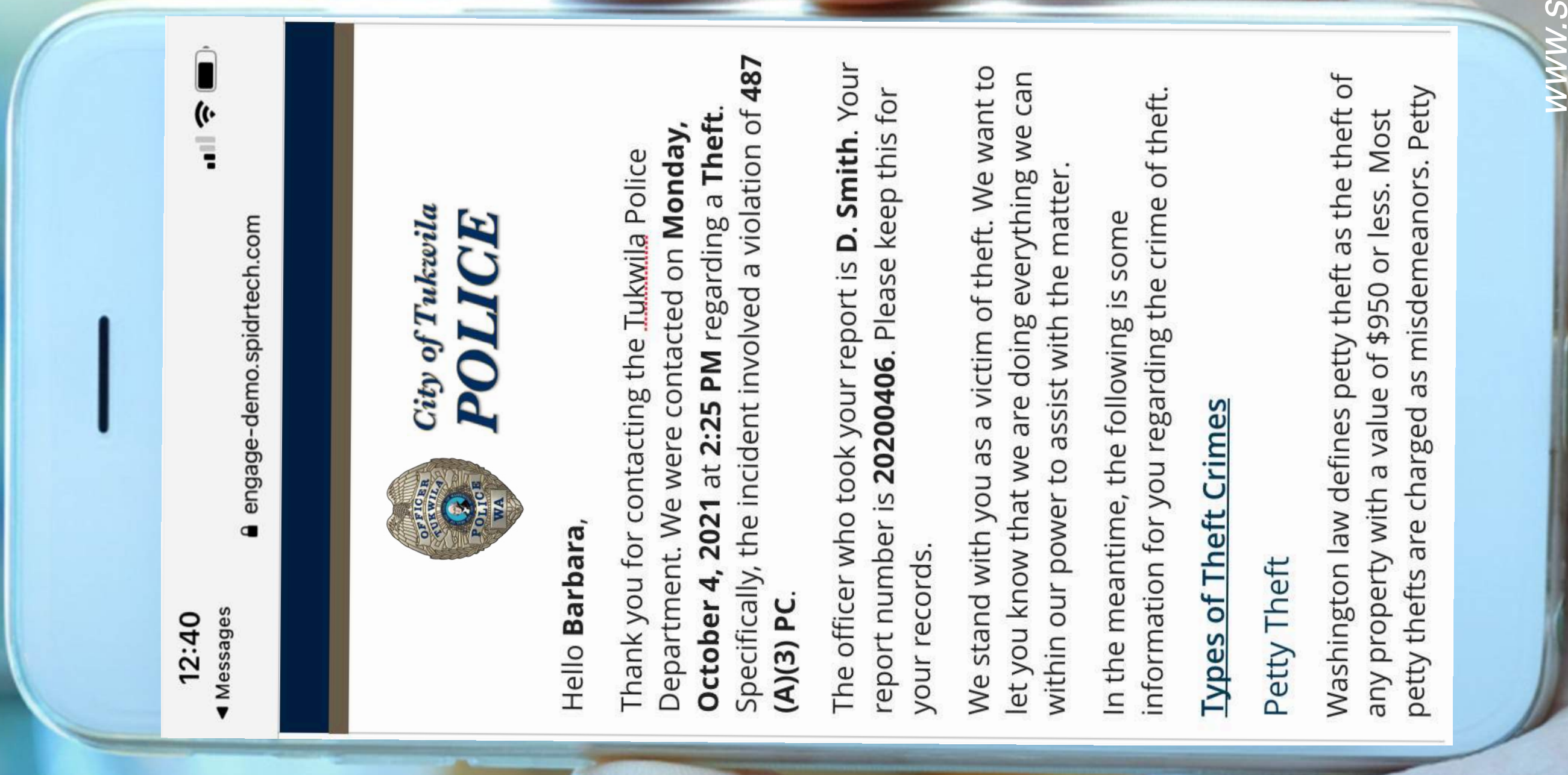**Automatically send an SMS when a call is holding for a period of time in your CAD.**

The Investigations Module

Serve your crime victims

SPIDR
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Customer Showcase

"SPIDR Tech is providing a service to the police department that allows the police department to maintain better communication with its community when it matters most." - Asst. Chief Kazmierczak, Tucson PD

- **Triggered by RMS Data**
- **Sent to Crime Victims Automatically**
- **Customized by Crime Category**
- **Educates+Informs+Empowers Victims**
- **Sets Expectations**
- **Improves Access to Resources**
- **Reduces/Eliminates Redundancies**

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engage-demo.spidrtech.com

City of Tukwila POLICE

Hello **Barbara,**

Thank you for contacting the Tukwila Police Department. We were contacted on **Monday, October 4, 2021** at **2:25 PM** regarding a **Theft.** Specifically, the incident involved a violation of **487 (A)(3) PC.**

The officer who took your report is **D. Smith**. Your report number is **20200406**. Please keep this for your records.

We stand with you as a victim of theft. We want to let you know that we are doing everything we can within our power to assist with the matter.

In the meantime, the following is some information for you regarding the crime of theft.

Types of Theft Crimes

Petty Theft

Washington law defines petty theft as the theft of any property with a value of $950 or less. Most petty thefts are charged as misdemeanors. Petty

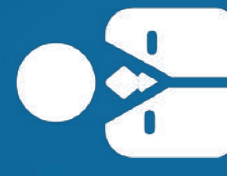www.spidrtech.com

SPIDR TECH

Customer Showcase

"We are sending over 100 times the amount of arrest notifications to crime victims that we did in the past. Without automation, this simply would not be possible."
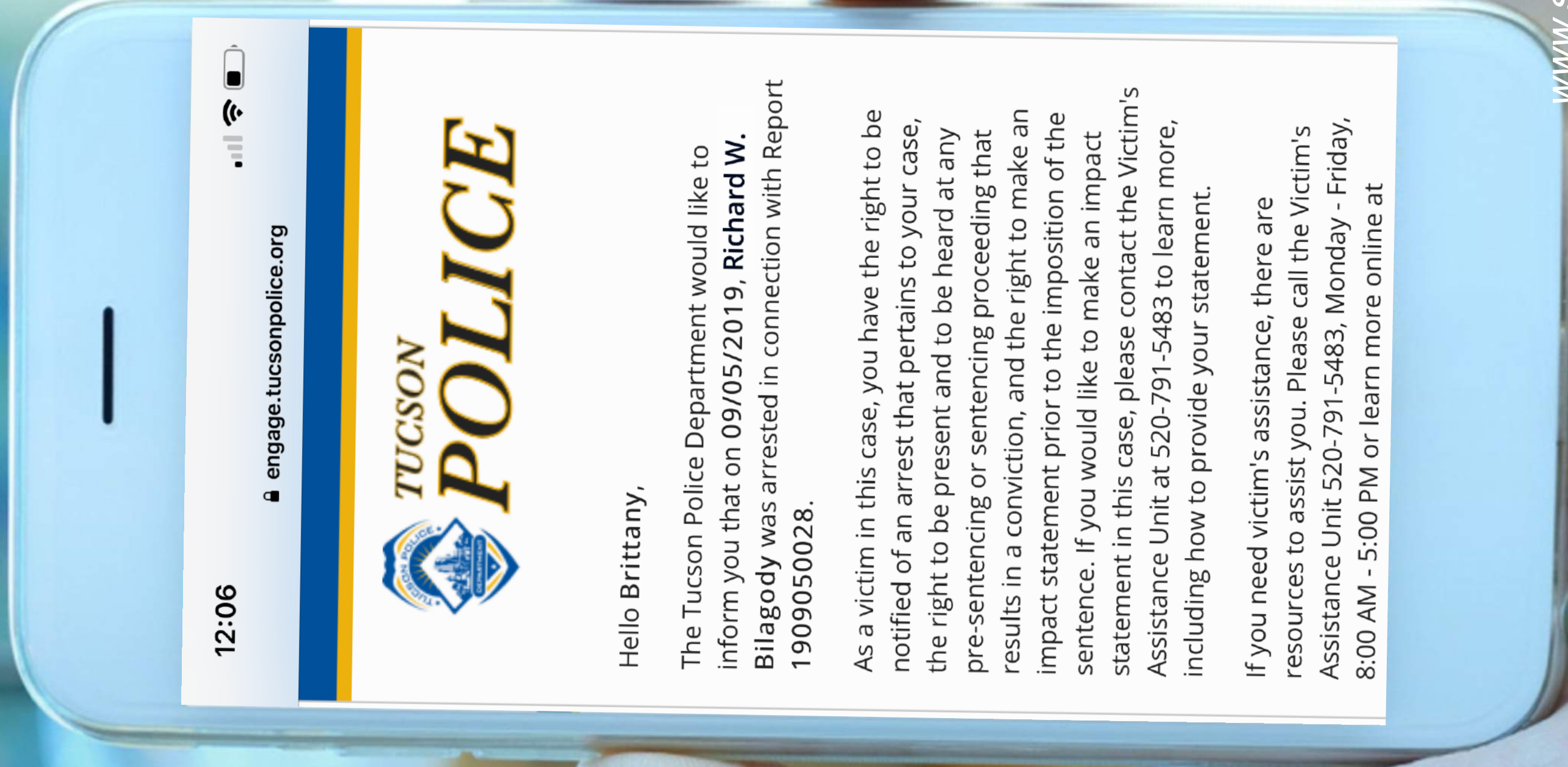
- Asst. Chief Kazmierczak, Tucson PD

An arrest has been made

Send detective information

A case has been closed

Phone screen content:

engage.tucsonpolice.org

12:06

TUCSON POLICE

Hello Brittany,

The Tucson Police Department would like to inform you that on 09/05/2019, **Richard W. Bilagody** was arrested in connection with Report 1909050028.

As a victim in this case, you have the right to be notified of an arrest that pertains to your case, the right to be present and to be heard at any pre-sentencing or sentencing proceeding that results in a conviction, and the right to make an impact statement prior to the imposition of the sentence. If you would like to make an impact statement in this case, please contact the Victim's Assistance Unit at 520-791-5483 to learn more, including how to provide your statement.
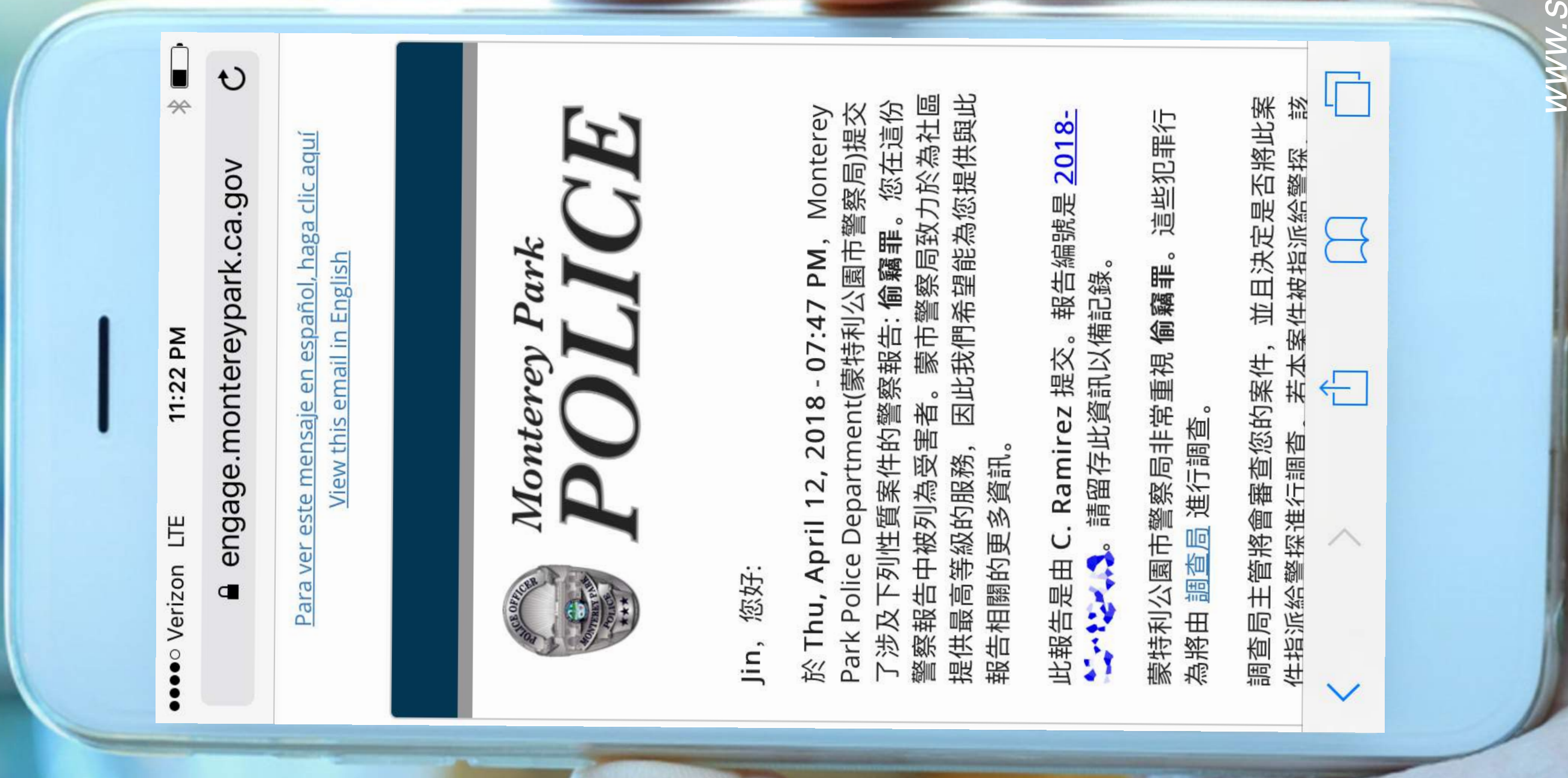
If you need victim's assistance, there are resources to assist you. Please call the Victim's Assistance Unit 520-791-5483, Monday - Friday, 8:00 AM - 5:00 PM or learn more online at

www.spidrtech.com

SPIDR TECH

Customer Showcase

*"We have one of the highest Chinese-speaking populations in the country. With SPIDR Tech, they are engaged in their native language. This is huge for them." - **Chief Jim Smith, Monterey Park P.D.***

- Send all customer-facing messages in multiple languages

- Readers can select the language they want to use

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SPIDR TECH

The Insights Module

Gather and analyze feedback from your callers and crime victims

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Feedback Phase
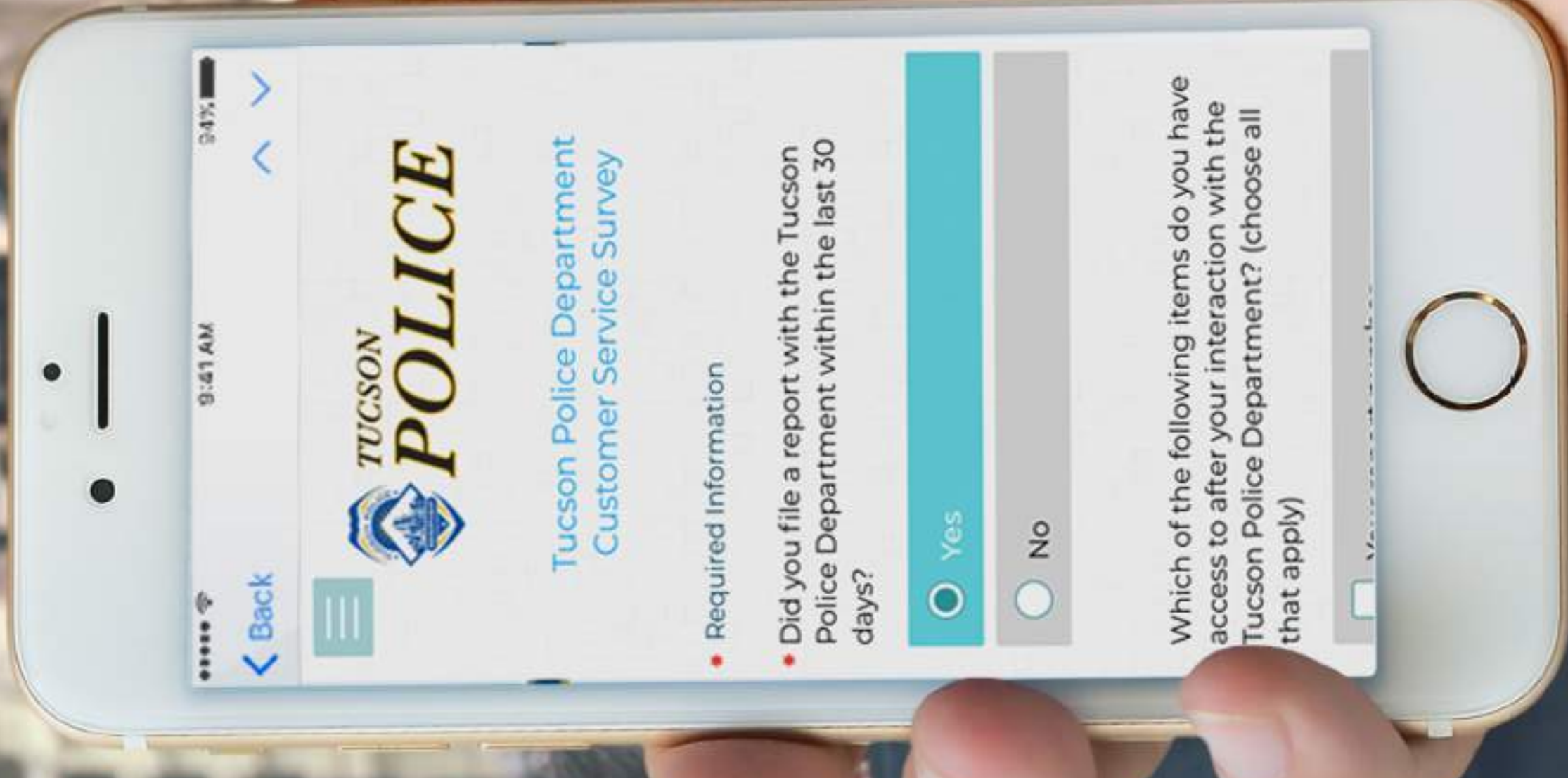
Customer Surveys

- Up to 31% response rate for crime victims
- Up to 19% response rate for 911-callers
- Identify liabilities & areas for improvement
- Commend/reinforce positive interactions
- Improve officer morale
- 18.6% customer satisfaction increase in Chula Vista
- Use data to make more informed decisions

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SPIDR TECH

Tucson Police Department
Customer Service Survey

Required Information

Did you file a report with the Tucson Police Department within the last 30 days?

○ Yes
○ No

Which of the following items do you have access to after your interaction with the Tucson Police Department? (choose all that apply)

SURVEY BENCHMARK DATA

- **94%** Overall Officer Satisfaction Rating

- **94%** Overall Dispatch Interaction Satisfaction Rating

- **86%** Overall Department Satisfaction Rating

- **76%** Overall Customer Service Satisfaction Rating

30

Customer Showcase

"SPIDR Tech not only saved us tens of thousands of dollars, but also thousands of hours of manpower."
- Chief John Peters
Grover Beach P.D.

Analyze, export and report on your data in real-time

www.spidrtech.com

SPIDR TECH

Overview   Super Admin

Hi Jeremy, Here are the latest stats

View   last 7 days ▼   Export Data

MESSAGES DELIVERED

TOTAL MESSAGES
22,291 ↗
▲ 37% Week over week
18,000 Email
4,291 SMS

SURVEY COMPLETION RATE
87% ↗
▲ 12% Week over week

PEOPLE REACHED

500
400
300
200
100
0

03/25   03/26   03/27   03/28   03/29   03/30   03/31

● CAD   ● CAD Delayed Arrival   ● Victim Acknowledgement   ● Survey   ● Survey Invite Reminder

RESPONSES

RESPONSES	TIMESTAMP	REPORT #
THANK YOU FOR ALL YOU DO!!!!!	08/24/19 16:45	443865
The officer was helpful and answered all of my questions.	08/24/19 13:33	443490
I called because the traffic problem and all the noise is out of control late at night. When will it stop?	08/23/19 09:02	443211'4
We have lived here for 30 years and love our PD.	08/23/19 01:54	443247
I appreciate what you do - keep it up!	08/22/19 18:29	443110
There has to be a way to get officers here faster!	08/20/19 14:44	443588

"*Communication is the key!*"

- Burglary Victim, Tucson, AZ.

✉ rahul.sidhu@spidrtech.com

www.spidrtech.com

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