



tip411 Pro

Scope of Services



Citizen Observer, LLC

tip411 is a web based application - there is no software or hardware to install, no database or email lists to manage, and no web development expertise required.

tip411 subscription includes training for users, unlimited tips and administrators, all revisions and upgrades, support and maintenance.

tip411 software and data is housed on secure servers and access is password protected. The servers are certified to the CISP/AIS Level 1 security standard. All servers are CJIS complaint. (Enhanced tip411 Technology and Security Document Available Upon Request)

tip411 allows citizens to send anonymous tips directly to the Greenfield Police Department (GPD) via web, text message and customized iPhone and Android apps. Citizens can also attach images and video to their tips to provide GPD with more specific information.

tip411 Pro subscription Includes:

- **tip411Mobile App:** Agency branded iOS (Apple) and Android mobile application that includes integrated alert push notification, anonymous tip chat, crime mapping integrated to agency RMS, and ability for agency to add customized links to agency social media sites (i.e. Facebook, twitter), agency website, and more.
- Access to the tip411 web-based application for receiving, managing, and responding to inbound anonymous tips submitted via web, text message and customized iPhone and Android app
- Unlimited receipt, response, and storage of tip information
- Dynamically searchable tip database for correlating tip intelligence
- Reservation of keywords for the term of the subscription and any subsequent subscription renewals
- Access to the tip411 web-based application for Community Alerting and Social Media Publishing
- Custom public and private groups for targeting text and email alerts
- Unlimited alerts and unlimited opt in subscribers to community alerts
- RSS feed ready to connect to Facebook, Twitter, Google Maps, Agency website, etc.
- Command staff and administrator training and support
- Unlimited log in credentials for administrators
- Facebook and web page integration of tip411 Submit A Tip and Sign Up For Alert links
- Ongoing access to the tip411 promotional kit, which includes customizable templates, web banner templates and other graphics files to assist with creating awareness.

NEW FEATURES AND FUNCTIONALITY IN THE LAST 12 MONTHS

- **Tip411 Administrator App** provides a direct connection for GPD personnel to respond to, and interact with, inbound tips
- **Location sharing** available on the public mobile app
- **Automated Executive Reports** regarding usage and response sent to the GPD personnel overseeing tip411 automatically via email at user designated intervals
- **Inbound tip notification** for admins via email and text can be restricted to certain timeframes per admin user
- **Redesigned** and enhanced Android and iPhone mobile apps
- **Security** option to enable 2-factor authentication and enhanced password requirements for GPD tip411 admins

ADMINISTRATIVE ACCESS

- Officers can access tip411 from any device that has an internet connection from anywhere via their unique login.
- GPD will have full administrative access to tip411 and can easily control who has permission to access and interact with tip411.

TIP MANAGEMENT

- Anonymous tips may be analyzed, reported on and managed to facilitate follow up investigation and disposition. Every tip notification is sent via email to pre-designated recipients.
- tip411 administrators will be able to interact with, respond to, and manage inbound tips through an easy to use interface. GPD will have continuous access to the tipster conversations as they are archived automatically
- An inbound tip can be managed with a variety of tools. Tips can be sorted by customized category, status, tip date received, last message received date, owner, conversation match, and subject.
- Tips can be assigned to a specific officer or transferred to a different agency that has tip411.
- Tip information that is provided from external sources can be entered into the tip411 system
- Tip categories are customizable to GPD needs

ALERT PUBLISHING

- Alerts can be published to targeted public and private groups via email and text message
- Alerts content can include contact information, location map, images, document links, YouTube video links, case information, suspect or missing person information, related website links
- Admin access can be setup to have alerts go through an approval process before the alert is published
- Alerts can be quickly posted to the agency Facebook and Twitter pages
- Alerts will be pushed to citizens mobile devices who download the mobile app
- Agency can setup alert groups that are available to the public to opt-in to and also setup private alert groups that utilize contact lists the agency maintains for each private group

TRAINING

The company will conduct a training session over a web conference. The training is designed for GPD personnel that will be using tip411. The training will review:

Tip Management

- How to view incoming tips
- How to interact with tipsters
- How to create notes to document any related information regarding the tip
- How to re-assign the tip to another tip administrator
- How to distribute the tip information to another division
- How to search for tips
- How to download a report of your tip data from the tip411 system

Alert Publishing

- How to create alert groups
- How to manage contact lists for private groups
- How to create alert content
- How to add related information to the alert, including images, documents, alert map, YouTube video links, related website links, contact information
- How to manage the alert approval process
- How to post alert information to the agency Facebook and Twitter pages

ACCOUNT SETUP

The company will set up the primary administrator account for the GPD and provide training to show how to manage additional admin users and how to manage specific admin privileges within the tip411 system, which include:

- See all tips – Yes/No
- Edit all tips: Yes/No
- Assignable as tip owner: Yes/No
- Create tip categories: Yes/No
- Receive email notifications for unassigned tips: Yes/No
- Receive tip email message notifications: Yes/No
- Receive tip SMS message notifications: Yes/No
- Create alerts – Yes/No
- Approve alerts: Yes/No
- Receive copy of sent alerts: Yes/No
- Send and approve broadcast alerts: Yes/No
- Receive alert sms notifications: Yes/No
- Add contacts to groups: Yes/No
- Edit alert group page: Yes/No
- Manage contacts: Yes/No
- See Reports: Yes/No
- Manage agency users: Yes/No

The company will provide assistance to help GPD determine the privilege settings for each individual admin user.

AGENCY BRANDED IOS AND ANDROID SMARTPHONE APPS

Tip411 Pro Agency Branded Smartphone App

- Branded to Agency – Agency provides graphical images to specification provided by tip411
- tip411 completes setup of Apple and Android developer accounts and manages process to develop and publish Apps on behalf of Agency
- Native functionality includes alert push notification, anonymous tip chat, link to public crime map, and adding custom links within Agency branded App based on agency preferences
- Apps are free to download once published on Apple Store and Google Play

WEBSITE AND SOCIAL MEDIA

The company will provide assistance to GPD to add information to your website and social media pages, as well as provide guidance on social posts.

MARKETING AND PROMOTION

The company will provide marketing and promotional materials to the GPD to help launch the tip411 system, including:

- tip411 Promotional Kit
- Press releases
- Talking points
- PSA script
- Social media posts
- Marketing collateral

The company will provide guidance to the GPD on how to best utilize materials to prepare for launch and sustain ongoing promotion, including:

- Briefing GPD on the functionality of tip411 to educate them on how to best describe the system and answer questions during press conferences and media interviews
- Reviewing draft press releases and talking points with GPD to help with launch press conference
- Reviewing draft social media posts with GPD social media manager
- Brainstorming promotional and marketing initiatives
- Sharing successful promotional activities from other tip411 customers