

# Ft. Pierce Police Department

## News Release

12/03/08



**R. Sean Baldwin**

*Chief of Police*

920 S. U.S. #1

Ft. Pierce, FL 34950

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### Fort Pierce Police Chief announces new crime fighting tool

FORT PIERCE – Chief R. Sean Baldwin announced the launching of a new on-line crime alerting and mapping service that provides easy to read incident crime maps and automated alerts to the citizens of the City of Fort Pierce.

The service, can be accessed through the department's web site, [www.fppd.org](http://www.fppd.org), and it provides neighborhood crime data in near real-time and is available now.

The CrimeReports.com service is free to the public and allows citizens to receive automatic daily, weekly or monthly email alerts if or when crimes occur near their home, office, local school, etc. Citizens can also view reported crime activity on an easy to use map for any location within the city limits of Fort Pierce. Crime incident data is updated nightly and includes: incident type, date, location, distance from citizen's address, event identification or case number and brief crime incident description, said Crime Analyst April Lee.

"CrimeReports.com will prove particularly valuable to those in the community who want to stay informed about what is going on in their neighborhoods and empower citizens to work with the police department to assist us in achieving our mission of 'protecting the community we serve,'" said Chief R. Sean Baldwin.

"By participating in CrimeReports.com, the Fort Pierce Police Department is demonstrating its commitment to service and safety by making crime information available to the citizens of Fort Pierce," said Greg Whisenant, co-founder and CEO of Public Engines, which makes the CrimeReports.com application. "Chief Baldwin and the Fort Pierce Police Department staff are forward-looking, providing timely, location specific information to the public when they need it."

Crime alerting and mapping is just the first step in empowering citizens with critical neighborhood crime information. Later in 2008 the CrimeReports.com program will introduce additional services to support community policing and neighborhood watch® programs.

CrimeReports.com provides law enforcement agencies with an affordable and easy-to-use Web-based service that lets them share up-to-date neighborhood crime data with the public. Community members can then access this information for free, empowering them to make informed decisions to help improve the safety of their families, friends, property and the community at large. For more information, please visit [www.CrimeReports.com](http://www.CrimeReports.com).

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Examples: "695 Coleman Avenue, San Jose CA", "San Jose, CA", "95110"

Company

## Public Engines Corporate Fact Sheet

Press Room

### ABOUT PUBLIC ENGINES

Partners

Founded in 2006, Public Engines provides Web-based Software as a Service (SaaS) products to help government agencies manage and control the sharing of data directly with local communities. Public Engines' direct to community products enhance the ability of government entities to communicate time-sensitive and sometimes critical information to local communities.

Legal

Through its flagship product, CrimeReports.com, Public Engines provides law enforcement agencies with an affordable, secure, easy-to-use Web-based service for sharing crime data with the public in near real-time. Community members can access this information for free, empowering them to make informed decisions to help heighten awareness and improve the safety of their families, friends, property and the community at large.

The CrimeReports.com service is immediately scalable to support thousands of departments. It is comprised of two basic components: the CrimeReports Publisher which enables law enforcement agencies to "push" data from the agency to CrimeReports.com and the CrimeReports.com Web application which manages the handling and display of data to the public in an easy-to-use map-based interface.

### INFORMATION SHARING

Public Engines utilizes a Web-publishing system to receive and share government agency information with communities. In the CrimeReports.com model, the information comes from incident reports filed by officers and stored on the law enforcement agency's Records Management System (RMS) or Computer Aided Dispatch (CAD) system. The CrimeReports Publisher resides inside the agency's network and ensures that the management and control of all RMS/CAD data remains in the hands of the law enforcement agency at all times. Using the Publisher, the agency configures the data connection and defines the parameters for the information that they want to share. Once the information is in the CrimeReports.com database, it is presented to citizens through an easy-to-use Web site, which utilizes Google Maps to provide a visual representation of where crime is happening. The data not only pinpoints the block level where crimes occur, but also shares the nature of the crimes and can include any additional information the agency wishes to share with the public.

### THE LAW ENFORCEMENT MARKET

Currently, nearly all of the more than 18,000 law enforcement agencies in the United States depend on information technology - and more specifically, software - to perform their essential duties. Beyond the general office software, a typical software configuration includes:

- Computer Aided Dispatch(CAD)/911 systems
- Records Management Systems (RMS)
- Jail Management Systems
- Fire/EMS
- Data sharing/analytics
- Public facing services

In the public safety/law enforcement industry, software is traditionally delivered as a solution requiring both a hardware and software purchase. Often fulfilled by multiple vendors, the process includes a lengthy sales cycle of up to 24 months, covering grant writing, requests for proposals (RFPs) and ultimately, purchase, integration and acceptance. In conjunction with the acquisition of software and hardware, agencies must hire and train personnel to design, install, operate, support and manage the myriad products and services.

Notably, the vast majority of vendors sell their services to the largest agencies who can afford to purchase high-price systems and whose large population base can justify those high-price systems. However, the largest agencies represent only a fraction of the overall law enforcement market. The smaller the agency, the fewer vendors there are that are interested in providing their services with margins declining in proportion to the shrinking size of the agency.

In contrast, Public Engines seeks to change the sales and fulfillment approach by selling directly to law enforcement agencies with a low cost, high value product under a Software-as-a-Service (SaaS) model. The service is priced as a monthly subscription at a rate that can be purchased with discretionary funds instead of through the RFP-driven, "custom solution" process. Unlike the 36-month plus sales cycle from under the RFP-based model, the total sales cycle for the CrimeReports.com application is typically thirty days.

### PRICING & AVAILABILITY

The CrimeReports service is designed to be affordable for all agencies, and is offered at a monthly price point of \$49 for universities, \$99 for smaller agencies (serving fewer than 50,000 citizens) and \$199 for large agencies (50,000 citizens and above). There are no additional fees for setup, hardware, maintenance or support.

### EXECUTIVE TEAM

**Greg Whisenant**  
President & CEO

Greg's main responsibility at Public Engines is over corporate strategy, business development and government affairs. Prior to founding Public Engines, Greg was founder and General Manager of Wasatch Solutions, a networking services and software development firm based in Salt Lake City, Utah. He has also worked with Internet startups and as a lobbyist for Hale and Dorr (now Wilmer Hale) in Washington, D.C. Previously, Greg worked as a legislative aide to U.S. Senator Robert F. Bennett (R-UT), handling law enforcement, technology and telecommunications issues. In 2005 and 2007, Greg was selected as a member of the v|100, vSpring Capital's Top 100 Venture Entrepreneurs in the state of Utah. He earned a Bachelor of Arts in English Literature from Brigham Young University and a Master in Public Policy from the John F. Kennedy School of Government at Harvard University.

**Christian Faulconer**  
*Chief Operating Officer*

While Christian leads the operation of the business, he also has responsibilities over software and product development and leads the software engineering team. Prior to co-founding Public Engines, Christian was founder and President of an analytics portal provider, Sharp Analytics (now a division of iCrossing). Christian has worked at PricewaterhouseCoopers as a management consultant, as well as Fortune 500 companies and Internet startups. Christian was selected as a member of the v|100, vSpring Capital's Top Venture Entrepreneurs in Utah, in 2007. He earned a master's degree in accounting and information systems management from the Marriott School of Management at Brigham Young University as well as a bachelor's degree in accounting from Brigham Young University.

**Ryan Lufkin**  
*Director of Sales*

As the head of sales, Ryan makes sure that the sales team is on par with meeting the goals established by the executive team. Ryan started his career as an account executive with Scopes Garcia Carlisle Advertising in Salt Lake City, Utah, where he worked with clients such as Coca-Cola, Walt Disney Studios and Marriott Hotels. He then worked as the Director of Marketing and Promotions for Simmons Media Group. Following Simmons, Ryan worked with Internet startup Campus Pipeline beginning in 1999, which was subsequently acquired by SCT Corporation and again by SunGard Higher Education. Ryan has a Bachelor of Science in Communications and Public Relations from the University of Utah.


**LOCATION**

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**MEDIA CONTACTS**

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The information on this site is for interest only and is subject to error and change based on data provided by police agencies.

 (801) 828-2700  
[info@crimereports.com](mailto:info@crimereports.com)

**How CrimeReports.com works**

- Why we created this site
- What is a crime report?
- Where does the report data come from?
- How often is the data updated?
- About the privacy of crime victims

**For law enforcement agencies**

- View an online demo
- Schedule a webinar
- Request more information
- Frequently asked questions
- Participating Agencies

**About our company**

- Contact
- Management
- News Coverage
- Press Releases

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Law Enforcement Agencies

Search input field with magnifying glass icon and "Search Help" link

Examples: "695 Coleman Avenue, San Jose CA", "San Jose, CA", "95110"

- Company
- Press Room
- Partners
- Legal











### Participating Departments

To sign up to receive automated email alerts from any of these departments, please click here. You may also view crime maps for any of the participating departments by clicking on the department name.

If you are from a law enforcement agency and you would like to use the CrimeReports service, please click here.

Florida

### Florida

-  Atlantic Beach (Atlantic Beach Police Department)
-  Aventura (Aventura Police Department)
-  Bunnell (Bunnell Police Department)
-  Bunnell (Flagler County Sheriff's Office)
-  Fernandina Beach (Fernandina Beach Police Department)
-  Flagler Beach (Flagler Beach Police Department)
-  Fort Pierce (Fort Pierce Police Department)
-  High Springs (High Springs Police Department)
-  Pembroke Pines (Pembroke Pines Police Department)
-  Bronson (Levy County Sheriff's Office)

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