



CRIME STOPPERS

of Flint & Genesee County | 1-800-422-JAIL

Crime Stoppers collaborates with Flint Police Department for Hamilton Community Health Network's North Flint Illuminating Community Change Safety Project

April 16, 2020, Flint, MI—Crime Stoppers of Flint & Genesee County was awarded a grant from Hamilton Community Health Network (HCHN) for a Geo-Fencing Community Policing Project for the North Flint Illuminating Community Change (IC2) Safety Project. This initiative is in collaboration with the City of Flint Police Department.

Crime Stoppers will provide residents an avenue for community policing by utilizing the innovative technology of geo-fencing and program awareness via a billboard at W. Pierson Road and Clio Road in the efforts to prevent and solve crime in the targeted area for the HCHN IC2 Safety Project. Geo-fencing is described here: [OUTFRONT Media's Mobile Network](#) is used by placing an ad on a mobile device within a specific geo-targeted area. The ad appears when an individual is on one of the 100,000 apps used daily. The geo-fenced area will target a two-mile radius of the billboard.

The Mobile Network will inform the community on how the Crime Stoppers program works and of unsolved crimes in the targeted area. In addition to geo-fencing, a billboard highlighting "WORKING TOGETHER FOR A SAFER FLINT/YOUR VOICE MATTERS" will be posted at W. Pierson Road and Clio Road.

The project is scheduled to run through October 31, 2020. OUTFRONT Media reports there will be over 107,000 impressions, or eyes-on, the billboard per week and 937,000 impressions via geo-fencing during the entire project time period.

With this project, the community will have direct input in crime prevention while remaining anonymous. It will help build trust between the residents and law enforcement when they see that the police are following up on information given to them through Crime Stoppers.

"During this difficult time with COVID-19, we want the community to know we are still working diligently to process tips 24/7 and the community is able to help keep their neighborhoods safe and reduce crime by reporting anonymously," said Julie Lopez, Director of Crime Stoppers of Flint and Genesee County. "We are working closely with Flint Police Department to follow up on information submitted by tipsters."

City of Flint Police Chief, Phil Hart states, "The relationship between Crime Stoppers and the Flint Police Department is a key ingredient in officers receiving the information necessary to further the investigation or even solve a case without fear of exposure by those supplying the tips. We are looking forward to the addition of the geo-fencing piece, as we are hoping for an increase in the number of tips and the time in which they are submitted. The close working relationship between Crime Stoppers and the Flint Police Department will only be enhanced with this new aspect of anonymous tip submission."

Here is how geo-fencing works:

If a person is on their mobile device in the targeted area and on an app or website connected to OUTFRONT Media, they will see a banner ad within the app at the bottom of their device. The ad reads, "100% ANONYMOUS and North Flint IC2 Safety Project".

Once the banner ad is clicked, it takes the user to a landing page <https://rebrand.ly/76ppjiw> with options to click either submit a tip electronically, call the hotline, or connect to HCHN's website or the Crime Stoppers website. A 30-second video will automatically play various Public Service Announcements, including one with Crime Stoppers Director, Julie Lopez, explaining the anonymity of the program.

“Rest assured, all of these methods to submit tips never track IP addresses or phone numbers,” Lopez said. “Crime Stoppers is completely anonymous!”

Mr. Clarence R. Pierce, Hamilton CEO explained, “Hamilton is proud to provide this safety grant to Crime Stoppers because we know that a large part of a person’s health is dependent on the safety within the community they live. By providing a safe fulfilling environment, our patients and community members can live a healthier lifestyle. From being able to exercise and play safely outside, to less stress and worry, a safe community is proven to improve a person’s health. That is why Hamilton Community Health Network is dedicated to not only providing healthcare within our facilities, but in our neighborhoods also.”

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The mission of Crime Stoppers is to partner with law enforcement, the media, and the community to help solve and prevent crime. It is an avenue for citizens to get information to law enforcement anonymously. Crime Stoppers of Flint & Genesee County is a 501c3, non-profit organization.