



LONG BEACH POLICE DEPARTMENT

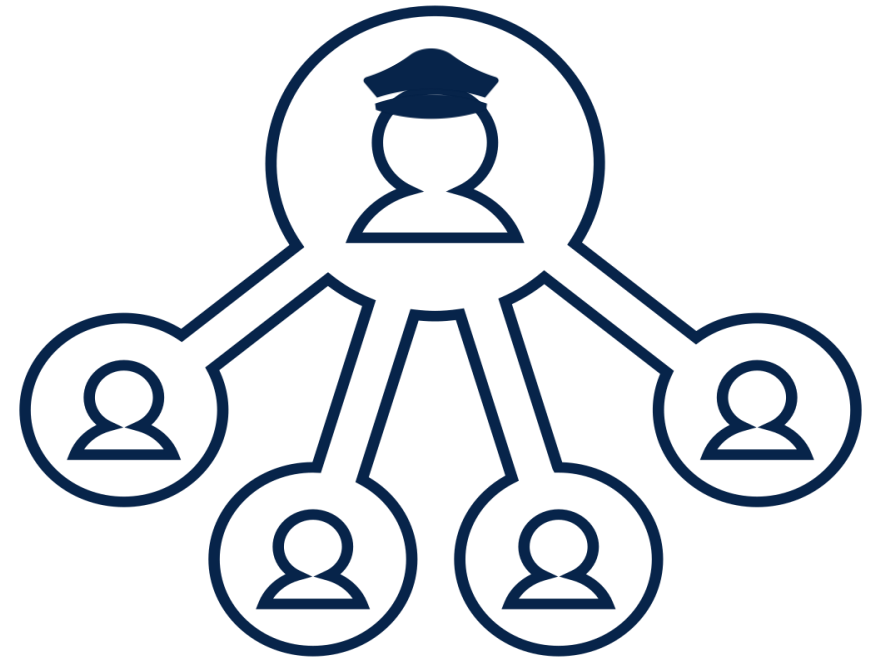
Public Safety Communications

City Council Meeting
March 21, 2023

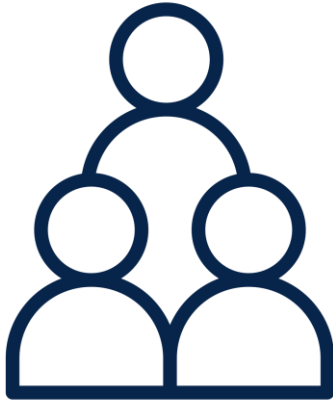


Public Safety Communications: Overview

- Community Liaison Officer
- Alert Long Beach
- Emergency Alerts
- Social Media
- News Releases
- LBPD Blotter



Community Liaison Officer (CLO)



Engages and shares information with the impacted community after a critical incident such as an officer involved shooting or SWAT Call-Out.

- Once command has been established at a scene, the incident commander will designate an officer to serve as a CLO.
- The CLO will walk the perimeter of the incident and will interact with the community to inform them of what occurred and determine if there are additional witnesses to the incident within the crowd of onlookers.
- The goal is to strengthen the relationship with the public, and to assist the department in developing a more thorough investigation.

Alert Long Beach



This is a message from Alert Long Beach - Traffic is impaired in the area on Wardlow between Pacific and Magnolia due to a police investigation. Please avoid the area.

This is a message from Alert Long Beach. Wardlow between Pacific and Magnolia is now open.

- The primary use of the system is to disseminate messages pertaining to the health, safety or welfare of the community that is being affected by a perceived, emerging, or imminent emergency event.
- Alert LB messages are used to communicate road closures and other emergency-related information to the community. These messages are sent via text and/or email, depending on the recipient's preference.
- Recipients opt in to receive alerts for specific locations, such as their home or place of work. Alert LB messages are geotargeted to where recipients opt in, not to where they currently are located.

<https://www.longbeach.gov/disasterpreparedness/alert-long-beach/>

Emergency Alerts



Wireless Emergency Alerts

AMBER Alert — Silver Alert — Blue Alert
Endangered Missing Advisory (EMA)
Feather Alert — Yellow Alert

Wireless Emergency Alerts (WEA)
WEA's are emergency messages sent by government authorities through your mobile carrier. Alerts are designed to inform you of imminent threats to safety or missing persons alerts in your area.

What do I do?
Click the hyperlink [chp.click/alert](#) to access @CHPAAlerts to view a flyer, photographs, and updated information you may need. If you have any information that could lead to the location of an involved individual(s), immediately call 9-1-1.

Who else received it?
Emergency messages are only sent to mobile devices in proximity to the area of the incident or investigation. If you travel into an area while an alert is active, your WEA-capable device will receive the message when you enter the area.

Does this actually work?
Absolutely. Numerous cases have been safely resolved because a member of the community recognized an involved individual or vehicle based on the information they received on their phone. Lives have been saved.

For more information, please visit the CHP Twitter page @CHPAAlerts by clicking [chp.click/alert](#)



Why did I just receive an alert on my phone?

AMBER Alerts are issued in the most serious child abduction cases.

Silver Alerts are issued when a person over 65 is missing and believed to be in imminent danger.

Blue Alerts are issued to help locate a suspect who has killed or severely injured a peace officer.

EMA's are issued when a person is missing and at risk.

Feather Alerts are issued when an indigenous woman or indigenous person is missing and in danger.

Yellow Alerts are issued when a hit-and-run crash has occurred causing a death.



- Confirmation that an abduction has occurred or a child was taken
- Victim is under 17 years of age, or an individual with a proven mental or physical disability
- Imminent danger of serious bodily injury or death
- If disseminated to the general public, could assist in the safe recovery of the victim, or identification of an at-risk missing person.



- 65+ years or older, developmentally disabled or cognitively impaired
- In danger because of age, health, mental or physical disability, environment or weather conditions
- Person has gone missing under unexplained or suspicious circumstances

Preliminary Information Releases to the Media



[.click on image to enlarge.](#)


On March 17, 2023, the Long Beach Police Department (LBPD) will conduct a driving under the influence (DUI) checkpoint from 6:00 p.m. to 2:00 a.m. in the South Division.

DUI checkpoint locations are determined based on data showing incidents of impaired driving-related crashes. The primary purpose of DUI checkpoints is to promote public safety by taking suspected impaired drivers off the road.

"Impaired drivers put others on the road at significant risk," said Lieutenant Jose Flores. "Any prevention measures that reduce the number of impaired drivers on our roads significantly improves traffic safety."

- Public Information Officers (PIOs) and Watch Commanders provide preliminary information to the media for breaking news incidents.
- Between 8 a.m. and 6 p.m. daily, media contact the Communications Division for routine and breaking news inquiries. These are handled by full-time PIOs.
- From 6 p.m. to 8 a.m., media can request information on breaking news incidents by calling 562.570.5273 (LBPD) and requesting a call back from the Watch Commander.

Social Media Communications

 Long Beach PD (CA) @LBPD

INITIAL NOTICE

#LBAAlert - Due to a suspicious device investigation, 2nd Street from Naples Plaza to PCH is currently closed. Please avoid the area.

For more info longbeach.gov/police/news/lb...

4:30 PM · Nov 5, 2022

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ROAD CLOSURE

UPDATE


2nd Street has re-opened.

UPDATE #1

UPDATE 4:20 P.M. - Officers investigating a suspicious device. On Nov. 5, 2022 at approximately 3:24 p.m., officers were dispatched to the 6400 block of Marina Drive regarding a suspicious device. Officers are on scene investigating and the LASD Bomb Squad is en route. Due to the investigation, 2nd Street from Naples Plaza to PCH is currently closed. Please avoid the area. The investigation is ongoing.

UPDATE #2

UPDATE 6:00 P.M. LASD Bomb Squad has rendered the device safe. All roads have re-opened. The investigation is ongoing.

 Long Beach PD (CA) @LBPD · Nov 5, 2022

Replying to @LBPD

Update - LASD Bomb Squad rendered the device safe. Roads have re-opened. The investigation is ongoing.

- PIOs utilize LBPD's social media accounts to share updates about road closures, active investigations, and other public safety information.



- Facebook @LongBeachPD.CA
- Instagram @LongBeachPD.CA
- Twitter @LBPD

LBPD Blotter

- At about 10 a.m. each day, the department's public information office updates the blotter on LBPD's website with any significant activity over the last 24 hours, including shootings, stabbings, traffic fatalities, murders, and any other notable incidents such as enforcement efforts and arrests.



LBPD BLOTTER - MARCH 20, 2023

Release Date: 2023-03-20

Welcome to the LBPD Blotter!

As part of our ongoing commitment to external communications and providing valuable information to our community, the Department posts preliminary information about incidents that occurred the previous evening, including shootings and stabbings, as well as any other LBPD updates to the Department's [homepage](#) and on the "[News](#)" tab of the Department's website. This page will be updated as new incidents occur.

Here's a recap of incidents occurring last night:

- No shootings or stabbings were reported.

Nextdoor and Neighbors by Ring

- LBPD has established official accounts with Nextdoor and Neighbors by Ring as additional platforms to communicate with the Long Beach community.
- Both sites will be used by the department to share important public safety information with the community. The department will be able to tailor posts to impacted geographic areas.



Thank You