

STOP CRIME BEFORE IT HAPPENS

FlashCAM-880SX

*Solar Charged Battery
Completely Self-Contained & Portable*

Motion Activated

*High Resolution Images with
Wireless Image Download*

Ruggedized Steel Case

Customizable Voice Message

*Captures License Plates at 250ft.
in Total Darkness*

Q-STAR
TECHNOLOGY

PROACTIVE
CRIME

Cheri Fyfe
Southeast Regional Manager

Q-STAR
TECHNOLOGY

Portable Crime Deterrent Camera Systems

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STOP NUISANCE CRIMES WITH FLASHCAM

No matter how quickly graffiti is painted over or trash is removed, the problem keeps coming back. These damages are being addressed by repair and clean-up, but how are the perpetrators being stopped? Who are causing the damage being stopped?

These crimes, or "nuisance crimes," such as **ILLEGAL DUMPING**, **GRAFFITI**, **MECHANICAL VANDALISM** deplete valuable time, money and resources. Rapid response is critical. The longer it is left unaddressed, the bigger the problem becomes. So why not stop the crime from happening, by stopping the criminals BEFORE they have the chance to commit the crime?

The unique **DETERRENT** features of the **FlashCAM-880SX**, such as the bright flash and voice message, **STOP** most criminals in their tracks. In the rare instances the crime does occur, the high resolution images captured by the **FlashCAM-880SX** provide the necessary evidence for prosecution. License plates are captured up to 250 feet, even in total darkness. The redesigned FlashCAM-880SX now has increased power and simplified keyfob operation, enhancing the overall performance of the system.

The **FlashCAM-880SX** is a "force-multiplier," a crime prevention tool that helps save time and resources by deterring the crime from happening.

7-17-2014

AD HOC BLIGHT Committee

**Sustainable Public Awareness
Campaign Process**

PAUL MARTINEZ

**Intra Governmental Services
904-255-8829**

DRAFT REWARD

**\$1000.00 Reward for Reporting
Illegal Dumping That Leads To A Conviction**



**CALL 904-630-CITY or Visit
www.630CITY.coj.net for more info.**

JACKSONVILLE IS OUR CITY...

DON'T TRASH IT!

Jacksonville
Where Florida Begins

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Jacksonville
Where Florida Begins

DRAFT

Sustainable Public Awareness Campaign

Task:

Sub-committee was asked to consider ways to increase public awareness on blight related issues while considering the assets available to the city, partnering agencies and stakeholders.

Step One: Messaging

What do we want to say?

Step Two: Target Audience

Who do we want to say it to?

Step Three: Tactical

When do we want to say it? Frequency? Co-branding opportunities?

Step Four: Creative

Funny? Serious? Stick? Carrot? Educational? Testimonials?
Spokespersons? Characters?

Step Five: Distribution Method

Traditional -TV, Radio, Outdoor, Social Media, Direct Mail, E-mail blast,
Shared Mail, Billing Statements.

Potential partnerships depending on target audience.
Children's Commission, Library, School Board, Non-Profits, JEA, JTA,
JIA, JaxPort, JSO, JFRD, and existing like-minded organizations.

Step Six: How do we measure success? ROI?

What do we want to happen? Budget? PSAs.

Possible Answers

STEP ONE:

Clarification of message
Tires/Snipe Signs
Illegal Dumping
Trash, Litter, Graffiti
Hazardous Waste Sites
Garbage Pick Up- Recycling
Over grown grass
Fines

STEP TWO:

Duval County Residents
Specific Part of Town?
City Wide?

STEP THREE:

Year Round / One month a year?
Major 3 day Holidays
Click It or Ticket

STEP FOUR:

STICK- Caught Illegal Dumping
Fine? Felony?
Characters- Smokey the Bear?
McGriff the Crime Dog?

STEP FIVE:

Children's Commission

	Students
After School Program	10,000
Camps	6,000
Lunch Program	12,000
The Book Club	10,000
	<hr/>
	38,000 (Approx.)

School Board

Field Trip to Zoo?

Blight Field Trip

630- City Events

Events – Take Recycle Bins

Jazz Festival

Black Expo

World of Nations

Jaguar Games

STEP SIX:

of calls to 630-CITY

of jobs in CARE

of Tires & Snipe Signs

Base Line Survey?

Kids can speak up. Let's hear your voices!
Save the Earth by making good choices!
You can decide if you want to go green.
Come follow me and see what I mean.
This is our planet we all have to share
It's really your choice. Be brave! Be aware!



Road List

E Denise Lee

Edgewood Avenue West
Moncrief Road from MLK to Cleveland Road
Myrtle Avenue from Kings Road to Moncrief and Myrtle
Rowe Avenue
Payne Street
8th Street (I-95 to Myrtle)
Palmdale
45th Street
33rd Street (from Moncrief Road to Avenue B)

Reggie Brown

Moncrief Road
Cleveland Road
Miss Muffett
Katanga
Ricker Road
Shenandoah Avenue
US-1 and New Kings
C Street
D Street
Avenue B
45th Street

Jim Love

Argyle Forest Blvd.
US-17 Roosevelt Blvd.
Collins Road

Clay Yarborough

Mill Creek Road
Edenfield Road
University Club Boulevard
University Club Boulevard North
Jintom Road
Peeler Road

Ray Holt

Taylor Field Road/Alvin Road South
The City Park/Fly Field to Lannie Road

11. DuPont Ave.
12. Toledo Road
13. City maintains portions of Atlantic Blvd- Hart Expressway to Hendricks Ave. (STATE RD)

Richard Clark
Kernan Road
Hodges
San Pablo

CM Dr. Johnny Gaffney (7-14-2014)
Dunn Ave.
Harts Rd.
Union St. (going from downtown into historic Eastside)
A. Philip Randolph Blvd.
University Blvd.
Arlington Expressway
Everbank Field Dr. (areas surrounding Everbank Field)

CM Matt Schellenberg (7-14-2014)

Old St. Augustine Road
Loretto Road
Mandarin Road
Flynn Road
Hood Road South
Greenland Road
Beauclerc Road
Scott Mill Road
Hartley Road
Losco Road
Hood Road

John Crescimbeni

Eat 7th Street
East 8th Street
Assisi Lane
Beachwood Blvd.
Emerson Street
Evergreen
Florida Avenue
Fort George Road