

Public Alerts

311.1 PURPOSE AND SCOPE

The purpose of this policy is to provide guidelines for alerting the public to important information and soliciting public aid when appropriate.

311.2 POLICY

Public alerts may be employed using the Emergency Alert System (EAS), local radio, television and press organizations and other groups to notify the public of incidents, or enlist the aid of the public, when the exchange of information may enhance the safety of the community. Various types of alerts may be available based upon each situation and the alert system's individual criteria.

311.3 RESPONSIBILITIES

311.3.1 MEMBER RESPONSIBILITIES

Members of the Marysville Police Department should notify their supervisors, Shift Sergeant or Investigation Unit supervisor as soon as practicable upon learning of a situation where public notification, a warning, or enlisting the help of the media and public could assist in locating a missing person, apprehending a dangerous person, or gathering information.

311.3.2 SUPERVISOR RESPONSIBILITIES

A supervisor apprised of the need for a public alert is responsible to make the appropriate notifications based upon the circumstances of each situation. The supervisor shall promptly notify the Chief of Police, the appropriate Division Commander and the Public Information Officer when any public alert is generated.

The supervisor in charge of the investigation to which the alert relates is responsible for the following:

- (a) Determining the appropriate alert or information release
- (b) Facilitate initiation of the alert
- (c) Updating alerts
- (d) Canceling alerts
- (e) Ensuring all appropriate reports are completed
- (f) Preparing an after-action evaluation of the investigation to be forwarded to the Division Commander

311.3.3 PUBLIC ALERT RESPONSIBILITIES

The Investigation Sergeant is responsible for:

- (a) Remaining familiar with the protocols for activating, maintaining and canceling applicable public alerts such as AMBER, SILVER, Endangered Missing and Missing Indigenous Alerts (MIPA).

Marysville Police Department

Marysville PD Policy Manual

Public Alerts

- (b) Being the point of contact with the Washington State Patrol Missing Unidentified Persons Unit (MUPU) Alert Coordinator.
- (c) Ensuring the Department has Detectives/members who have completed the appropriate training.

The Public Information Officers for the Department and City should be utilized to assist in distributing public alerts or disseminating related information if the investigation doesn't rise to the level of a public alert.

311.4 WASHINGTON STATEWIDE AMBER ALERT™ PLAN

The AMBER Alert™ Plan is a voluntary partnership between law enforcement, state government agencies, broadcasters and other participants to rapidly disseminate information to enhance the public's ability to assist in recovering abducted children (RCW 13.60.010).

The Marysville Police Department participates in this partnership and may initiate an AMBER Alert to disseminate information to the public when the criteria for an AMBER Alert are met.

311.4.1 ALERT CRITERIA

The following criteria must exist prior to requesting an AMBER Alert:

- (a) The child is under 18 years of age and is known to have been abducted. The child is not a runaway or an abandoned child.
- (b) The abducted child is believed to be in imminent danger of death or serious bodily injury.
- (c) There must be enough descriptive information to believe that an AMBER Alert activation will assist in the recovery of the child, including:
 - 1. Where the abduction took place.
 - 2. A physical description of the child: height, weight, age, hair color and length, eye color, clothing worn when the child was last seen, and any distinguishing physical characteristics.
 - 3. A physical description of the abductor: height, weight, age, hair color and length, eye color, clothing worn when the suspect last seen, and any distinguishing physical characteristics.
 - 4. Place last seen.
 - 5. Description of the vehicle: color, make, model, license number, approximate year.
- (d) The incident must be reported to and investigated by a law enforcement agency and the child and suspect information entered into NCIC.

311.4.2 PROCEDURE

Should the Shift Sergeant or supervisor determine that the incident meets the criteria of the Washington Statewide AMBER Alert Plan, the Shift Sergeant or supervisor should contact the Investigations Sergeant. The Investigations Sergeant should:

Marysville Police Department

Marysville PD Policy Manual

Public Alerts

- (a) Ensure that department protocol is followed regarding approval of the alert.
- (b) Complete the WSP MUPU Alert Data Entry Form and email to the email address imbedded in the form. Follow up the email request with a phone call to MUPU at the number also on the form. The form should be sent along with good quality photos of the child and the suspect.
- (c)
- (d) Ensure prompt entry of information into the Washington Crime Information Center (WACIC) and the National Crime Information Center (NCIC) databases.
- (e) Promptly notify the Chief of Police and the appropriate Division Commander of any AMBER Alert activation.
- (f) Ensure the preparation of an initial press release that includes all the information required by the Washington Statewide AMBER Alert Plan, and any other available information that might aid in locating the child, such as:
 - 1. A photograph.
 - 2. Detail regarding location of incident, direction of travel, and potential destinations, if known.
 - 3. Name and telephone number of the Public Information Officer (PIO) or other authorized point of contact to handle media and law enforcement liaison.
 - 4. A telephone number and point of contact for the public to call with leads or information.
- (g) Notify the MUPU when the child has been located via the phone number and/or the email address.

311.5 ENDANGERED MISSING PERSON ADVISORY

The Endangered Missing Person Advisory is a voluntary partnership between law enforcement, other government agencies, and local broadcasters to rapidly disseminate information to law enforcement agencies, the media, and the public about a missing and endangered person in circumstances that do not qualify for an AMBER Alert (RCW 13.60.050).

The Marysville Police Department participates in this partnership and may initiate the required notifications whenever a person is reported missing from this jurisdiction and meets the criteria of an Endangered Missing Person.

An endangered missing person advisory may be termed a (RCW 13.60.010):

- (a) "SILVER Alert" when initiated to assist in the recovery of a missing endangered person age 60 or older.
- (b) "Missing Indigenous Person Alert" (MIPA) to assist in the recovery of a missing Indigenous person.

311.5.1 ADVISORY CRITERIA

All of the following criteria must exist prior to initiating an Endangered Missing Person Advisory:

Marysville Police Department

Marysville PD Policy Manual

Public Alerts

- (a) The person is missing under unexplained, involuntary or suspicious circumstances.
- (b) The person has a developmental disability, is a vulnerable adult or is believed to be in danger because of age, health, mental or physical disability, in combination with environmental or weather conditions, or is believed to be unable to return to safety without assistance. This also includes a person diagnosed as having Alzheimer's disease or other age-related dementia (RCW 13.60.010).
- (c) There is enough information that could assist the public in the safe recovery of the missing person (e.g., photo or description, clothing worn when last seen, vehicle, location last seen).
- (d) The incident has been reported to and investigated by a law enforcement agency and the missing person is entered into the National Crime Information Center (NCIC).

311.5.2 PROCEDURE

Should the Shift Sergeant or supervisor determine that the incident meets the criteria of an Endangered Missing Person Advisory, the Shift Sergeant or supervisor will contact the Investigation Sergeant. The Investigations Sergeant should:

- (a) Ensure that department protocol is followed regarding approval of the alert.
- (b) Ensure all appropriate documentation is completed.
- (c) Complete the WSP MUPU Alert Data Entry Form and email to the email address imbedded in the form. Follow up the email request with a phone call to MUPU at the number also on the form. The form should be sent along with good quality digital photos of the child and suspect.
- (d) Direct Administrative Services Division personnel to enter the information into the WACIC and NCIC databases using the proper message key: Missing (MNP), Endangered (EME), or Involuntary (EMI).
- (e) Notify SNO911 of the advisory and ensure that it is prepared to handle a high volume of telephone calls.
- (f) Ensure that the handling officer attempts to obtain a photograph of the missing person and/or suspect as soon as possible.
- (g) Direct the Administrative Services Division to enter the photograph into WACIC and NCIC, then send an email to the WSP Missing Unidentified Persons Unit (MUPU).
- (h) Appoint a PIO to handle the media.
 - 1. The PIO should notify the media through appropriate channels regarding the Endangered Person Advisory. Upon request, the WSP MUPU can provide electronic posters with details of the missing person.
 - 2. If the Endangered Missing Person is 21 years of age or younger, NCMEC should be notified as soon as practicable.
- (i) The WSP MUPU will be notified as soon as the missing person has been located via the email address on the data entry form and/or the phone number on the form. The Administrative Services Division personnel should promptly cancel the advisory after an Endangered Missing Person is located by sending an administrative message

Marysville Police Department

Marysville PD Policy Manual

Public Alerts

through A Central Computerized Enforcement Service System (ACCESS), noting that the person has been found.

311.6 BLUE ALERTS

The BLUE Alert system is a voluntary cooperation between law enforcement, state government agencies and local broadcasters to enhance the public's ability to assist in locating and apprehending persons suspected of killing or seriously injuring a law enforcement officer (RCW 10.108.030).

The Marysville Police Department participates in this partnership and may initiate a BLUE Alert to disseminate information to the public when the criteria for a BLUE Alert are met.

311.6.1 CRITERIA

All of the following criteria are required to exist prior to initiating a BLUE Alert (RCW 10.108.030):

- (a) The suspect has not been apprehended.
- (b) The suspect poses a serious threat to the public.
- (c) Sufficient information is available to disseminate to the public to assist in locating and apprehending the suspect.
- (d) The release of the information will not compromise the investigation.
- (e) The release of the information will not improperly notify an officer's next of kin.

311.6.2 PROCEDURE

Should the Shift Sergeant or supervisor determine that the incident meets the criteria of a BLUE Alert, the Shift Sergeant or supervisor should:

- (a) Consult with the supervisor handling the investigation.
- (b) Direct Administrative Services Division personnel to prepare a BLUE Alert administrative message through ACCESS. The words, "BLUE Alert Advisory" should be included in the title of the message.
- (c) Contact WSP Communications to verify that the advisory was received and, if available, provide the suspect's vehicle information and request the Washington Department of Transportation (WSDOT) to activate variable message signs.
- (d) Ensure that descriptive information about the suspect, the suspect's whereabouts and the suspect's method of escape is disseminated.
- (e) Appoint a PIO to issue press releases and handle media inquiries.
 - 1. The PIO should be updated continually and be in constant contact with all media outlets to obtain maximum media exposure, provide updates and cancel the BLUE Alert when appropriate.
- (f) Notify SNO911 of the BLUE Alert and ensure that it is prepared to handle a high volume of telephone calls.
- (g) Ensure that a press release is issued canceling the BLUE Alert.

Public Alerts

311.7 OTHER RESOURCE CONSIDERATIONS

The Shift Sergeant or supervisor should consider the following resources, as appropriate:

- (a) Local allied law enforcement agency resources
- (b) FBI local office
- (c) The National Center for Missing and Exploited Children (NCMEC)
 - 1. Monitor the Cyber Tipline® link and post missing children alerts
- (d) The National Oceanic Atmospheric Administration (NOAA)
 - 1. Will relay AMBER Alerts over Weather Radio

311.8 HIT-AND-RUN ALERTS

The Hit-and-Run Alert system is a program of cooperation among state, local, and tribal law enforcement agencies and WSDOT to enhance the ability to identify and recover a fleeing vehicle involved in a serious injury or fatality hit-and-run collision.

311.8.1 CRITERIA

All of the following criteria must exist prior to initiating a Hit-and-Run Alert:

- (a) A hit-and-run collision resulting in serious injury or death occurred (RCW 46.52.020).
- (b) Enough descriptive information is available to assist in locating the suspect vehicle, such as a full or partial license plate, a description of the vehicle and any possible damage to it, location, or direction of travel when last seen.
- (c) The incident has been reported and is being investigated by a law enforcement agency.

311.8.2 PROCEDURE

Should the Shift Sergeant or supervisor determine that the incident meets the criteria of a Hit-and-Run Alert, the Shift Sergeant or supervisor should:

- (a) Ensure that department protocol is followed regarding approval of the alert.
- (b) Ensure the appropriate form is completed.
- (c) Email the form to the WSP Hit-and-Run Alert Activation Team and immediately call the Team to discuss the activation.
- (d) Notify SNO911 of the advisory and ensure that it is prepared to handle a high volume of telephone calls.
- (e) Appoint a PIO to handle media inquiries.

The Administrative Services Division personnel should promptly cancel the alert when no longer needed by sending an email to the WSP Hit-and-Run Alert Activation Team.