



# CITY OF CLEARWATER

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## CLEARWATER POLICE LAUNCH NEW CRIME ANALYST UNIT AND ANONYMOUS TIP TEXTING SERVICE

**Clearwater, Fla.** - The Clearwater Police Department is unveiling its new **Crime Analysis Unit (CAU)**, which will enhance the department's ability to use and analyze information from a variety of sources, with an aim toward crime prevention and improving the quality of life for citizens. The CAU is an integral component of the Clearwater Police Department's predictive policing strategy and serves as the central point for managing and analyzing information.

"We are constantly looking for ways to be more proactive rather than reactive. This approach will be instrumental in helping reduce and prevent crimes in our community," said Clearwater Police Chief Anthony Holloway. The Clearwater Police Department's predictive policing approach incorporates a variety of policing strategies including neighborhood policing, problem solving, intelligence-led policing and hot spot policing.

Coupled with the debut of the new CAU, the department is launching a new program which allows citizens to send non-emergency information about crime, through text messaging, directly to the Clearwater Police Department. The tip411 program differs from other "tip" submission programs in two significant ways. It allows the tipster to remain completely anonymous, but also allows for an interactive "chat" with the tipster through text messages. This process allows the police to obtain follow-up information about crimes that may not have been contained in the original text message.

Anyone with a cell phone can now send an anonymous tip directly to the Clearwater Police Department by texting CWPD and the tip information to 847411 (tip411).

Anonymous web tips can also be submitted right from the Police Departments website at [www.clearwaterpolice.org](http://www.clearwaterpolice.org). It is 100% anonymous. However, texting to tip411 is not an alternative to calling 911. In an emergency, always call 911.

