



APD INTRODUCES NEW COMMUNICATION PLATFORM TO ENHANCE SERVICE AND KEEP RESIDENTS BETTER INFORMED

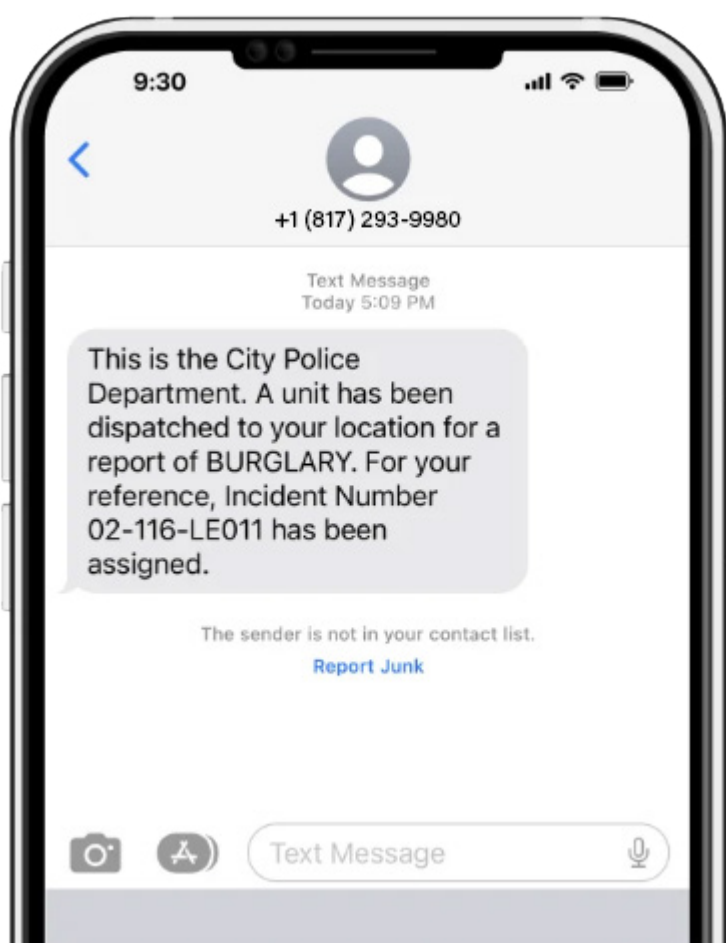
The Arlington Police Department is expanding the way it communicates with the community through the implementation of a new customer communication platform designed to provide residents with timely updates, important information, and opportunities to share feedback through many police interactions.

The department is committed to using technology to more efficiently enhance its ability to serve the Arlington community. As technology continues to evolve, the department remains focused on identifying innovative solutions that improve customer service, increase transparency, and strengthen relationships with the people it serves.

This new platform will enhance communication before, during, and after many police interactions.

For certain calls for service, residents may receive pre-arrival text messaging while they wait for officers to arrive.

The platform also improves communication after a police report has been taken. When appropriate, residents may receive updates identifying the investigative unit assigned to their case, the detective responsible for the investigation, and notification when the case reaches its final disposition. While not every investigation is eligible for automated updates due to the nature of the case or legal considerations, the department is committed to providing meaningful communication whenever possible.



“One of the questions we hear most often is, ‘What happens next?’” said Arlington Chief of Police Al Jones. “Whether someone has just called 911 or reported a crime, we want to provide better communication throughout that process. This technology allows us to keep people informed, improve transparency, and ultimately deliver a better customer service experience.”

As part of this initiative, some residents will also receive a brief text message survey following select interactions with the department. The voluntary survey is designed to gather feedback about the service provided by the Arlington Police Department.

Community feedback will help the department recognize employees who provide exceptional service, identify opportunities for improvement, and continue delivering the high level of service residents expect.

Participation in the survey is completely voluntary. Residents who receive a survey may choose whether to respond, and they may opt out of future survey messages at any time.

The survey and automated text messages should not be used to report crimes, request police assistance, or report emergencies. Anyone experiencing an emergency should continue to call 9-1-1. Non-emergency incidents should be reported through the department’s existing reporting methods. The Arlington Police Department believes communication is an essential part of public service. By leveraging technology to provide timely information and actively seeking feedback from the community, the department continues its commitment to transparency, accountability, and continuous improvement.

For a brief video introduction to APD’s use of this new communication platform, please visit the Arlington Police Department’s official YouTube channel. The videos can be accessed using the following weblinks:

English – <https://youtu.be/uLxsMQiuoWU>

Spanish – <https://youtu.be/di6mBi2ZruY>

Vietnamese - <https://youtu.be/SGppgHVfZJw>

EVENTS CALENDAR	September 9 Dog Walker Watch Appreciation 4 pm - 8 pm Pet Supplies Plus 3801 S Cooper St	September 18 1st Responders Community Event Beat 540 5 pm - 6 pm Cheeky Monkeys 1102 W Arbrook Blvd
	September 12 Mount Olive 5K 8 am - 2:30 pm Mount Olive Baptist Church 301 W Sanford St	September 21 Pinwheels for Peace 8:45 am - 10 am Ashworth Elementary School 6700 Silo Rd
	September 14 Senior Safety Presentation 1 pm - 2 pm Arlington Womens Club 1515 West Abrams Street	September 24 Church Safety Team Summit - Faith & Blue Kickoff Event 5:30 pm - 9:30 pm Cornerstone Baptist Church 5415 Matlock Rd
	September 17 Cooking with Cops - North District 5 pm - 8 pm J.W. Dunlop Sports Center 1500 NW Green Oaks	