



## Elected Officials



# Protect Your Citizens from Gun Violence

### The Impact of Gun Violence in Your Community

Gun violence negatively impacts many communities. In some areas it is pervasive and others less common, but the cost to our society goes far beyond the homicides and wounded victims and their families.

Gunfire-related crimes have a major economic impact. According to a 2016 study by the Urban Institute, one less gun homicide in Minneapolis was associated with the creation of 80 jobs and an additional \$9.4 million in sales across all business establishments the next year. In Washington, DC, 10 fewer gunfire incidents were significantly related to the creation of 20 jobs in new establishments, one new business opening, one fewer establishment going out of business, and \$1.3 million more in sales at new establishments.

When gunfire happens in a community, property values decline and business owners move out, creating a vicious cycle of low economic growth, fewer employment opportunities, and more gun violence. Investing in a gun violence reduction program saves lives, improves quality of life, and yields a positive economic return on investment.\*

\*Source: The Effect of Gun Violence on Local Economies, Urban Institute, November 2016.

### Gain Support from Community Residents by Improving Public Safety

Elected officials are expected to take a leadership role on safety-related issues that impact their community. Those that have taken a leadership role in developing strategies to reduce gun violence as part of a public safety program have received overwhelming positive social, political, media and economic support from the communities they serve.



**“ShotSpotter saves lives and helps solve crimes.”**  
**Mayor Toni Harp,**  
**New Haven, CT**

## Reducing Gun Violence in Your Community

On average, 80% of gunfire incidents go unreported so police cannot respond. When residents do call 9-1-1 there is precious time lost as an operator collects information. When they do get the information it is often incomplete and inaccurate.

ShotSpotter changes all that by identifying more than 90%+ of gunfire incidents and relaying location information and tactical intelligence to police departments within seconds. The result is faster response times for officers, better collection of evidence and faster care to victims.

Over time, when ShotSpotter is used as part of a comprehensive gunfire reduction program, gun violence begins to decrease and when the police begin showing up to gunfire incidents on a regular basis, community and police department engagement begins to improve.

## Decline in Gunshot Incidents After Using ShotSpotter

### East Palo Alto, CA — 44% Decline

2015	563
2016	406
2017	312

### Hempstead, NY — 19% Decline

2015	330
2016	300
2017	267

## More Than 90 Cities Trust ShotSpotter to:

- Alert on 90%+ of all gunshots without relying on 9-1-1 calls
- Get precise location of gunfire to expedite response time
- Enhance tactical awareness and improve officer safety
- Improve evidence collection
- Build community trust and engagement

This is an incredible benefit to both historically underserved communities that have been most impacted by gun violence as well as suburban areas that have small pockets of gun violence. ShotSpotter is a community engagement tool and those who use it experience stronger community confidence in law enforcement. When used as part of a comprehensive strategy including elected officials and other leaders, the social fabric in these underserved communities improves.

### Isn't ShotSpotter just for dense urban cities with lots of gun violence?

No. While ShotSpotter supports several of the largest cities in the US, more than a quarter of the customer base are cities with a population of less than 50,000 residents.

### Is ShotSpotter expensive and how hard is it to deploy?

In 2011, ShotSpotter introduced a simple, affordable subscription service that is managed for the customer, easily deployed and does not require extensive upfront costs. Agencies simply receive alerts with precise coordinates of the gunfire. No analysis or IT integration is required.

## Getting Started with ShotSpotter

We are happy to meet with you to discuss how ShotSpotter could work in your community, and share with you the successes of other cities like yours. Please get in touch with us at [info@ShotSpotter.com](mailto:info@ShotSpotter.com)

For more information visit [ShotSpotter.com](http://ShotSpotter.com), contact us at [info@ShotSpotter.com](mailto:info@ShotSpotter.com) or call: 1 (888) 274-6877, 1 (510) 794-3144. ©2018 ShotSpotter, Inc. All rights reserved. ShotSpotter® Flex™, ShotSpotter® SiteSecure™, ShotSpotter®, ShotSpotter® Gunshot Location System™, ShotSpotter SecureCampus® and the ShotSpotter logo are registered trademarks of ShotSpotter®, Inc., SST and ShotSpotter technology are protected by one or more issued U.S. and foreign patents, with other domestic and foreign patents pending, as detailed at [www.ShotSpotter.com/patents](http://www.ShotSpotter.com/patents).