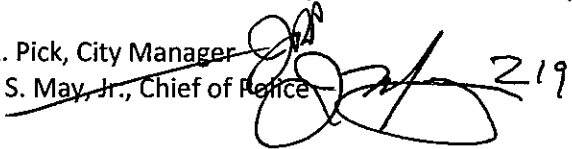


**NORTHGLENN POLICE DEPARTMENT**

**MEMORANDUM**

**TO:** Honorable Mayor Joyce Downing, and Members of City Council

**FROM:** John R. Pick, City Manager  
James S. May, Jr., Chief of Police 

**DATE:** August 11, 2014

**SUBJECT:** The Lassy Project

At the request of Chief May, the following information is provided regarding a new technology program being initiated to quickly locate missing and abducted children - The Lassy Project.

In 2011, there were 258,000 child abductions in the United States. After the abduction and murder of Jessica Ridgeway in October 2012 in Westminster, Colorado, three friends developed the Lassy Project to focus solely on the prevention of child abductions in Colorado and throughout the U.S.

The Lassy Project is a free smart phone app which allows parents to create different routes their children commonly take, such as when they walk to school. If the child strays from the designated path, an alert is immediately sent to the parent's phone via text message. The parent can choose to call the child and investigate why there was a deviation from the normal route.

If the child is safe, the parent can dismiss the alert. If there is a problem and the child goes missing, the parent can push a single button to activate The Lassy Village, which is a widespread "search and rescue" team.

The Lassy Village is a group of local community members and other parents who will receive an alert to begin search efforts within seconds near the child's last known location. In Jessica Ridgeway's case, she was missing for several hours before her mother knew she did not make it to school. The Lassy Project has been launched in an effort to prevent this type of situation from happening again.

The Lassy Project is funded by partners throughout the community and is offered to everyone at no cost on a free phone app. The process to initiate the system is user friendly and the more people who sign up for the Lassy Project, the larger the Lassy Village becomes.

/bac