



## **RapidSOS joins White House Data-Driven Justice Initiative to Help Communities Better Use Data to Serve Constituents**

*RapidSOS data platform will provide DDJ member states, cities, and counties with new tools to identify and support communities in need*

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RapidSOS announced today that it is joining the White House and 67 states, counties, and municipalities in the [Data-Driven Justice \(DDJ\) Initiative](#). As a member of the Technology and Research Consortium, RapidSOS will leverage its advanced technology platform to support the DDJ's efforts to better link people in need with support services.

RapidSOS' Haven application, which [launched on June 27<sup>th</sup>](#), allows users to transmit a range of advanced data to 9-1-1 dispatchers in an emergency including:

- GPS location
- Type of emergency
- Contact information
- Relevant medical & demographic information
- One-way texting (user to 9-1-1)

Every day in the United States, over 400,000<sup>1</sup> Americans call 9-1-1 for help. Most of these calls have little or no data, relying on a caller's ability to verbally articulate their address and what is occurring. Haven's advanced data flow offers the opportunity to provide transformative information to public safety officials.

"Often times, it can be challenging to receive adequate information in the midst of an emergency," said Christina Giacobbe, Director of Emergency Communications and 9-1-1 in the City of Cambridge. "However, with the RapidSOS Haven application, we now have an opportunity to obtain more detailed data that will help maximize the effectiveness of our response."

Beyond Haven, RapidSOS will be working with the White House DDJ Initiative to help partner states and municipalities understand how they can best allocate resources to enhance emergency response and better serve citizens in need.

"We are excited to work with the White House to apply RapidSOS technology to enhance community services and improve access to emergency services," said RapidSOS CEO Michael Martin.

"President Obama's Administration has been focused on using technology to address major challenges," said Blair Levin, former FCC Chief of Staff and Executive Director of the 2010 National Broadband Plan, and an advisor to RapidSOS. "The Data-Driven Justice Initiative is a great example of public-private partnership between the federal government, cities and technology providers like RapidSOS to make critical public services work as effectively as the most advanced private sector enterprises"

### **About RapidSOS**

RapidSOS was formed in 2012 by a team of M.I.T., Harvard, and Stanford grad students who had personal experiences with the challenges of the existing emergency communication infrastructure. Working closely with the 9-1-1 community, tech and telecom companies, and leading investors,

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<sup>1</sup> CTIA - The Wireless Association. *Annual Wireless Industry Survey, 2015*. <http://www.ctia.org/your-wireless-life/how-wireless-works/annual-wireless-industry-survey>

RapidSOS is developing technology to predict and preempt emergencies before they occur, dynamically warn people in harm's way, and ensure that first responders are one touch away globally. Learn more at [www.RapidSOS.com](http://www.RapidSOS.com)

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