

Why BluePoint

- After the Tree of Life shooting, after action reviews noted the need for improved notification and communication in an Active Threat situation. We needed an emergency alert system that could do three things:
 - Immediately notify the police of an Active Threat and the need of a tactical response
 - Immediately notify everyone in the building where the Active Threat is occurring
 - Immediately notify other area Jewish organization of the Active Threat and provide real time updates as to the status of the threat
 - After reviewing many systems, the Jewish Federation of Greater Pittsburgh determined that the BluePoint Alert System was the best system to meet these needs
- BluePoint was funded by an anonymous donor to the Jewish Federation to meet the needs described above

WHAT IS BLUEPOINT?

- BluePoint Alert System is a Rapid Emergency Response System (RERS) to be used in Active Threat situations. When activated, BluePoint Alert immediately alerts police who instantly receive critical information which increases their effectiveness and decreases their response time. **Reduced response time saves lives.**
- Simultaneously, BluePoint Alert is notifying school leadership, students, teachers, and staff of the threat campus and Federation-wide.
- Provides initial location of threat information to first responders and school administration.
- Two-way communication capability, it includes a control center, a web-based communication portal that acts as the “hub” between facility stakeholders, law enforcement and building occupants. After the pull stations and strobe alerts have been activated, the control center notifies stakeholders via automated text, email and voice notifications of the situation and instructs them regarding what emergency protocol procedures to take.
- Command Group can securely access the communications portal via any internet-enabled device, establishing a secure, two-way communication that coordinates first responders, communicates with occupants, and manages the overall situation quickly and efficiently.

For more information on our Security Program, please contact:

Shawn Brokos, Director of Community Security • sbrokos@jfedpgh.org • 412-992-5229

Erin Fagan, Community Security Associate • efagan@jfedpgh.org • 412-992-5252

Or visit: jewishpgh.org/explore/community-security

- The system instantly initiates emergency protocols and links the Command Group with live security camera videos, visual point identification (VPI) diagrams of the facility and emergency preparedness documents to ensure all vital information is available quickly and easily.
- Designed with law enforcement's input to create a dedicated system that will help speed both response times and the initiation of precautionary measures within facilities. The system can provide detailed information on where



SIMPLE, INTUITIVE ACTIVATION



BUILDING-WIDE NOTIFICATION



SWIFT, INFORMED DECISIONS

- the incident is located, and when the notification was received, so law enforcement knows exactly where to go when arriving on the scene.
- Making it known that the school has a police emergency notification system, serves as a deterrent from a threat being initiated within the building.
- BluePoint is to be incorporated into Community Active Threat Training (CATT) to include Run-Hide-Fight and/or or ALICE (Alert, Lockdown, Inform, Counter & Evacuate).
- Because the pull stations' function has a built-in location capability that is communicated via the wireless network, law enforcement is able to determine which pull station has been activated, giving them a clearer indication of the location of the shooter or where the threat originated.
- BluePoint initiates the IMS protocols, enabling two-way communications with the appropriate stakeholders, such as teachers, identified office administrators, and any other trained staff members on the campus. With this activated, law enforcement and first responders can be in constant communication with trained leaders inside the facility, keeping tabs on student headcounts, the status of the building's protocol, the location of the threat, and any other information pertinent to the situation.