



# About Midtown Blue

One of the most complete urban public safety programs of its kind in the Southeast.

## Here to Serve our Community

We provide supplemental public safety services in close coordination with the Atlanta Police Department (APD) and other public safety partners for 24-7 coverage in the Midtown Improvement District. While the program is 100% funded by commercial property owners, we proudly serve everyone who spends time here.

## Focused on the Public Right of Way

Our role focuses on public property, and we work with private property managers to ensure maximum coordination of public safety resources and strategies.

Our strategies include patrolling, monitoring, education, collaboration and enforcement to protect and serve all who work in, live in and visit Midtown.

## Positive Impact

The Midtown district has registered consistent decreases in crime, making it one of the safest communities in metro Atlanta.

## What We Do

- **Provide immediate response** to emergencies, supplementing APD on-duty officers
- **Interact** with thousands of residents and workers
- **Conduct patrols** by car, bike, Trikke, ATV and on foot in the public right of way
- **Run a 24-hour joint operations center** with APD Zone 5, for seamless coordination
- **Offer security assessments and public safety classes** to Midtown businesses and residents
- **Meet regularly** with APD, commercial and residential property security managers, MARTA, Emory and Georgia Tech police
- **Work with** people experiencing homelessness and connect them to social services as appropriate

40+

Combined personnel working directly on public safety in Midtown, from officers and shift supervisors to dispatchers and support staff

150

High-definition video cameras operated and monitored by Midtown Blue

94%

Percentage of the crime in the Midtown Improvement District in 2020 that was non-violent property crime

# 750+ hours of combined patrols each week in the Midtown District

## Off-Duty APD:

sworn officer with full arrest authority, patrolling within the Midtown district 24-7 for Midtown Blue



## Public Safety Officer:

specially-trained security professional, patrolling on foot, Trikke, bicycle and in Midtown Blue marked vehicles

## Your Role in a Safer Midtown

Public safety is a shared responsibility. Help the Midtown Blue team do the best job they can by doing the best job you can. The most important things to consider:



### Go with your instincts.

If you observe a situation or a person's behavior that looks out of place, report it. No matter how inconsequential it might seem.



### Crime in progress? Potential for violence?

Call 911 first. Then call Midtown Blue at 404-817-0500 and we will assist APD with response.



### Quality of life issue, non-violent crime or question?

Call Midtown Blue first at 404-817-0500. Then consider calling 311 for the Policing Alternatives & Diversion Initiative or 911 for APD response.



Midtown Alliance programs keep the district clean, safe, accessible and interesting.

- Public Improvements
- Public Safety
- Transportation
- Sustainability
- Public Art
- District Planning
- Marketing and Communications
- Membership