



BAKERSFIELD

THE SOUND OF *Something Better*

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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CITY OF BAKERSFIELD ENTERS PARTNERSHIP WITH NATION-WIDE CIVIC ENGAGEMENT PLATFORM, ATLAS ONE

The City of Bakersfield is constantly looking for new and innovative ways to communicate with the public as effectively as possible.

That is why the City has joined Atlas One, a location-based civic engagement network that sends alerts about nearby City events, incidents and announcements to users' smartphones. The free mobile app also provides unprecedented access to online City services and information.

Bakersfield excited to become the first City in California to officially launch and begin using the Atlas One app!

Residents can download the Atlas One app on their [iOS](#) or [Android](#) devices starting today.

The app allows the City to send geo-fenced push notifications when a community event or incident is nearby.

"We are extremely excited to have joined the Atlas One," said Joe Conroy, Public Information Officer for the City of Bakersfield. "We now have the ability to send personalized geo-fenced notifications to an area as small as a building, allowing us to get the right information to the right people in real-time. This technology will keep our residents informed and save lives."

"We are beyond excited to have the City of Bakersfield join the Atlas One network, and more importantly, improve transparency, communication, and information access with Bakersfield residents," said Kushyar Kasraie, CEO of Atlas One. "This brings us one step closer to our goal of creating a nation-wide civic engagement network that will keep you safe and informed, regardless of where you are."

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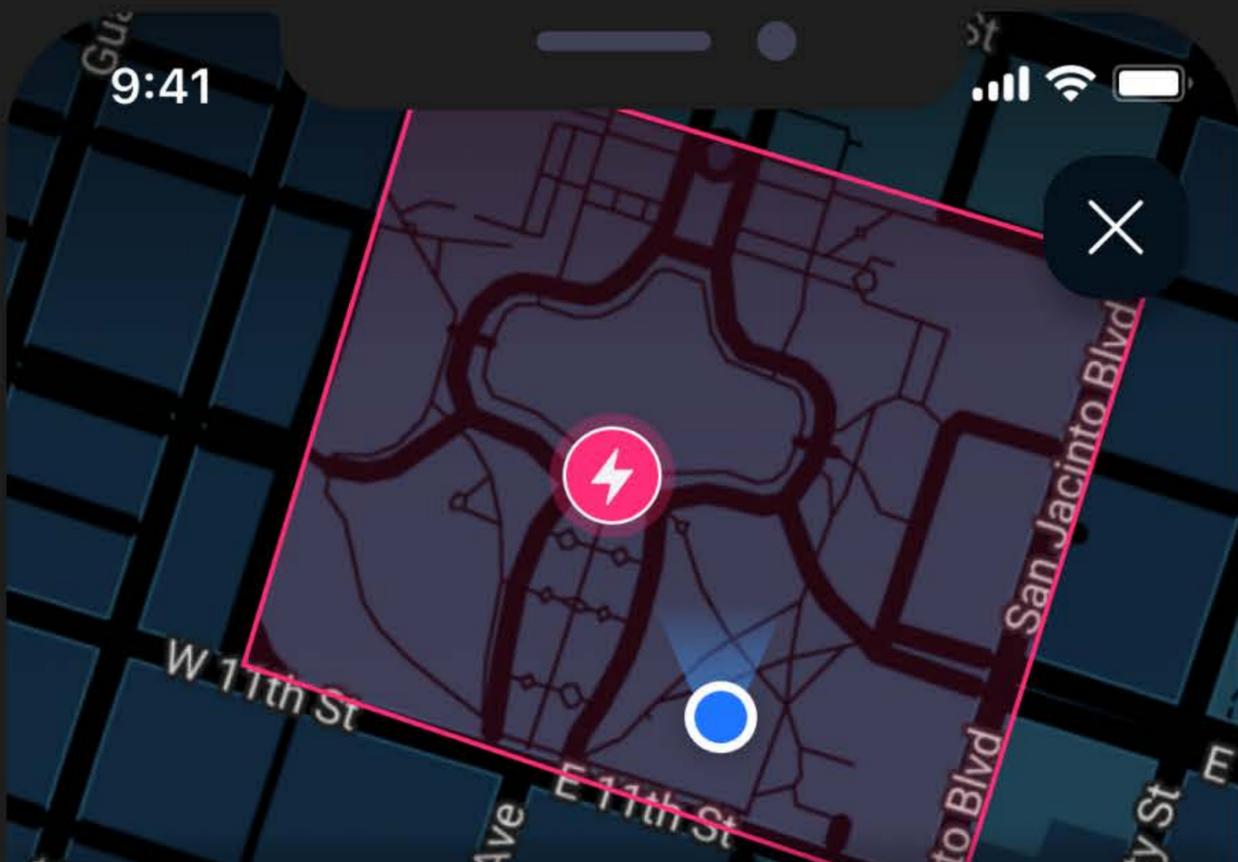
Atlas One was built to offer residents unprecedented access to real-time information, while still respecting user privacy. “Users can be comfortable sharing their location with Atlas One knowing their data is safe with us” said Jamieson Johnson, Vice President of Atlas One. “Location access simply allows us to notify you if an emergency, event, or incident is occurring nearby. We never track historical location or share your personal data with any third parties, including the City of Bakersfield.” Users can still be notified if alerts occur nearby favorite places, even if they choose not share their location.

How it works:

- Download the free [iOS](#) or [Android](#) Atlas One app
- Tap “Get Started” to create your Atlas One profile
- Share your location or add favorite places that you want to track
- If an alert occurs nearby your current location – or a place you track – the app will send a push notification to your device
- The City of Bakersfield will also have the ability to publish incidents, events places, and guides, as well as include interactive information such as directories, maps, news updates, links and FAQ pages.

###

Receive Personalized Safety Alerts



Extreme Alert

7 mins ago

2 miles away

Evacuate capitol building immediatly. Reports of an active shooter.

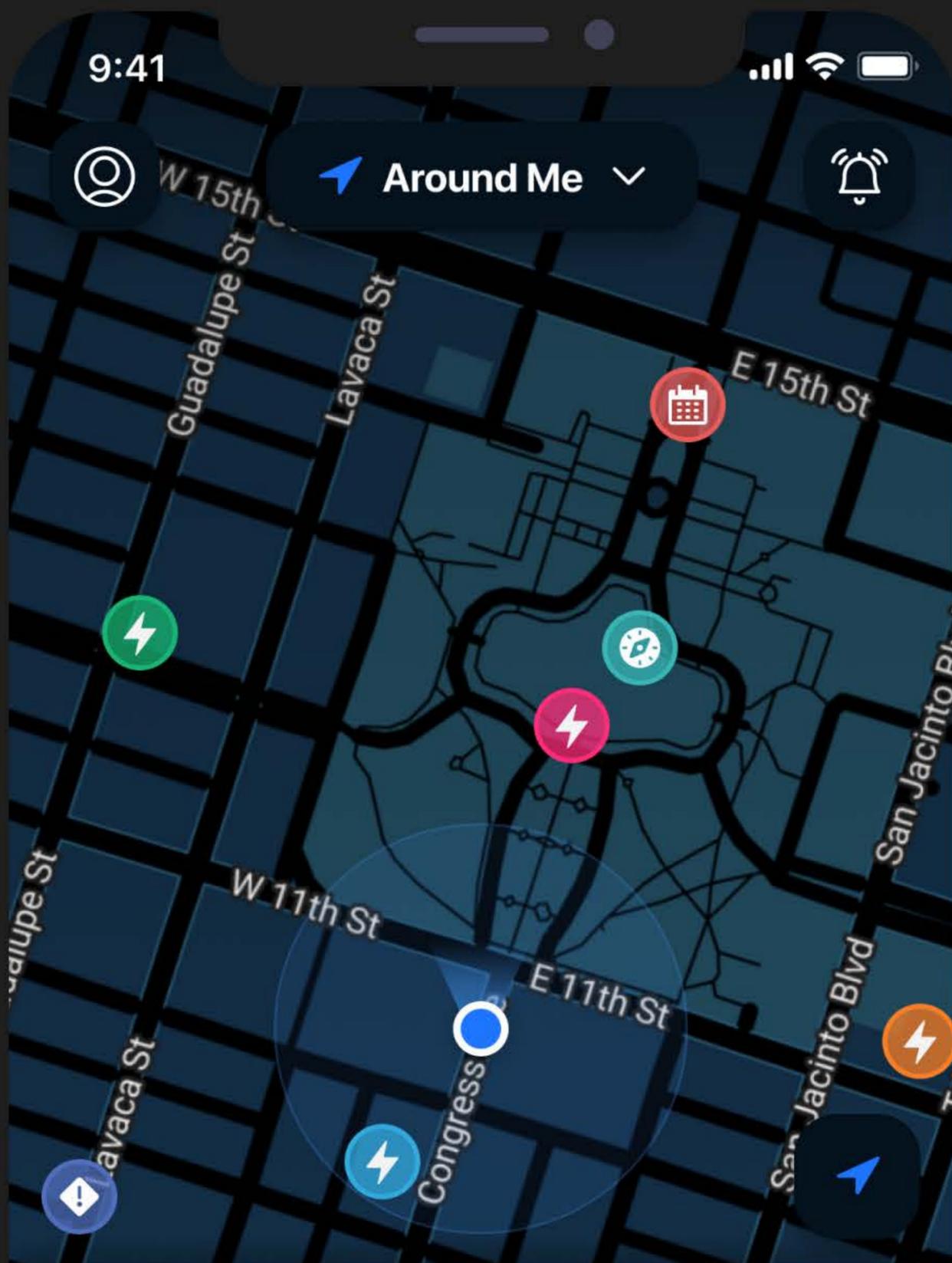
 City Police Department



DETAILS

There have been reports of an active shooter at the Capitol. Run. Hide. Fight. This is not a drill.

Explore nearby events, incidents, places, and alerts



Explore



City of Springfield



City Police Department



City Fire Department



City Health Department



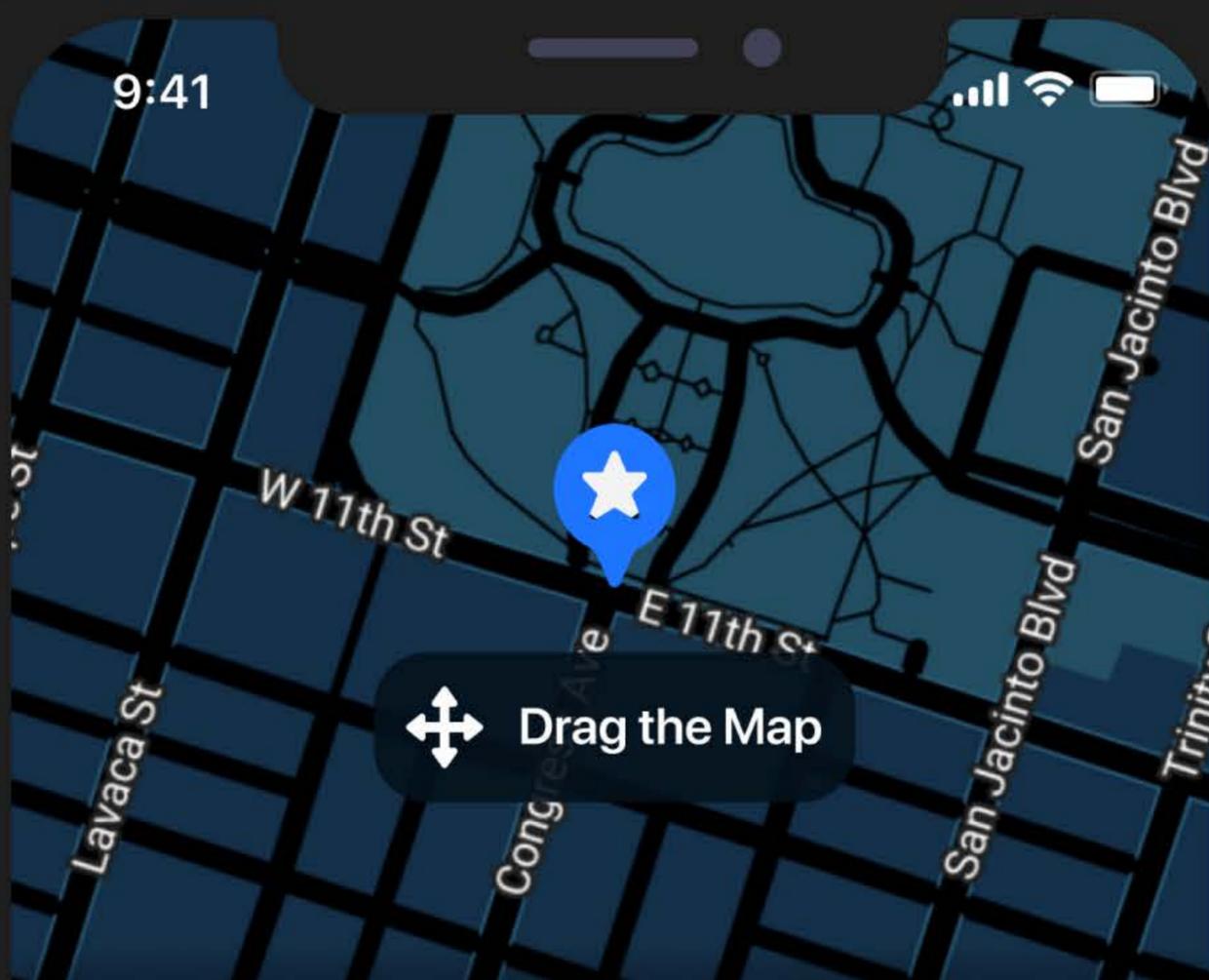
Sheriff's Office

Incidents

[See All](#)

INCIDENT

Get Alerts About Your Favorite Places



New Favorite Place

My Office Building

1000 Congress Ave.

Alert Types

[See All](#)

-  Minor Alerts
-  Moderate Alerts
-  Severe Alerts
-  Extreme Alerts

Save Favorite Place

Stay Informed of Issues Around You

9:41



Explore



Agencies

[See All](#)



City of Springfield



City Police Department



City Fire Department



City Health Department



Sheriff's Office

Incidents

[See All](#)

INCIDENT

Police Activity on E. 6th

City Police Department

Detailed description: This is a horizontal card for an incident. The background is a blue-tinted illustration of a police car with two officers standing behind a red and white striped 'POLICE LINE DO NOT CROSS' tape. The word 'INCIDENT' is in the top left corner. The main title is 'Police Activity on E. 6th' in white bold text. Below the title is a small blue icon of a police badge followed by the text 'City Police Department'.

Events

[See All](#)

Tomorrow 8 AM

Enjoy!

Coffee with a Cop

City Police Department

Detailed description: This is a horizontal card for an event. The background is a blue and yellow illustration of a smiling police officer in uniform holding a steaming cup of coffee. The word 'Enjoy!' is written in a cursive font above the officer. In the top left corner, a white box contains the text 'Tomorrow 8 AM'. The main title is 'Coffee with a Cop' in large white bold letters. Below the title is a small blue icon of a police badge followed by the text 'City Police Department'.

Guides

[See All](#)



Interact with Local Government

9:41



City Police Department

Active since January 2020



Call Us



Email Us



Twitter



Full Site

Active Alerts

[See All](#)



Moderate Alert

1 hour ago

6 miles away

Expect delays due to traffic accident on Livingston St.

Incidents





Extreme Alert

now

~103 feet away

Warning: Nearby health/safety issue. Tap here to learn more.

