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Topic: **The South Miami Police Department Launches New Community Engagement Tool, Axon's My90, to Further Improve Community Trust and Transparency**

South Miami, FL — The South Miami Police Department announces the launch of Axon's My90, an innovative tool designed to strengthen the department's relationships with the community and improve department operations.

Through My90, the department will collect confidential, anonymous feedback after officer interactions, allowing South Miami residents to share their experiences and perspectives directly with our agency.

"My90 enables us to connect and engage in a meaningful way with our community," said Chief Reo Hatfield III. "By listening and utilizing feedback, we're working to better engage with our community, improve outcomes for calls for service and drive positive changes in how we protect and connect with our community."

Following an interaction with a member of the department, My90 will send residents an online survey via text message.

Residents can then give anonymous feedback on interactions, how we can better serve the community and any top safety concerns they might have, with no personal data or information about incidents collected.

By implementing Axon's My90, the South Miami Police Department is committed to fostering greater transparency, accountability, and trust in the community. The data collected will help identify areas of improvement, recognize positive interactions, and inform the department's approach to community engagement and officer training.

The department encourages residents to participate in My90 surveys, as their feedback is vital to making South Miami a safer, more connected place for everyone.

My90 will be live starting Monday, March 31st, 2025, with survey results reviewed regularly to adapt and improve policing strategies in line with community needs and expectations.