

Hello, my name is Jasmine Hoffman. For nearly 10 years, Senator Anthony Williams, Ayeshia Poole, Representative Morgan Cephas, and I have worked together to bring greater public awareness to Jay Alerts and advocate for legislation to make them a reality.

Philadelphia and the Commonwealth of Pennsylvania should move forward with a pilot plan for “Jay Alerts” to strengthen public safety and close critical gaps in communication. These alerts are especially important for protecting pedestrians and bicyclists, who are among the most vulnerable on the road. In hit-and-run cases, immediate public awareness can help identify fleeing drivers, locate vehicles, and bring faster accountability, while also signaling to the community that these incidents are taken seriously.

Jay Alerts would not only support law enforcement but also empower the public to stay informed and engaged in keeping their neighborhoods safe. Quick, targeted alerts can prevent further harm, encourage witnesses to come forward, and build a stronger connection between communities and public safety agencies.

A pilot program would give Philadelphia and Pennsylvania the opportunity to gather real-world data on how often alerts are used, how people respond, and what resources are needed to operate and maintain the system effectively. It would also allow leaders to test, refine, and improve the system before expanding it statewide.

Starting with a pilot plan is the most practical way to understand costs, ensure proper upkeep, and build a trusted alert system that better protects pedestrians, bicyclists, and the broader community.

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