

# I'm first to see.



## EMERGENCY SUPPORT SYSTEM



For FirstToSee system information call Eric Holdeman at 253-376-6683. To download the FirstToSee app visit the Apple App Store or Google Play.

[FirstToSee.org](http://FirstToSee.org)

This app does not replace 911. If you're facing a life-threatening situation, call 911 for immediate assistance. FirstToSee reports are used for disaster evaluation and coordination only.

# FirstToSee is a regional system that gives you a clearer operational picture by utilizing public reports and social media.

The FirstToSee app gives people a way to report what they see



The FirstToSee system mines for targeted relevant data from social media



Incoming data is managed by back-end Cloud System



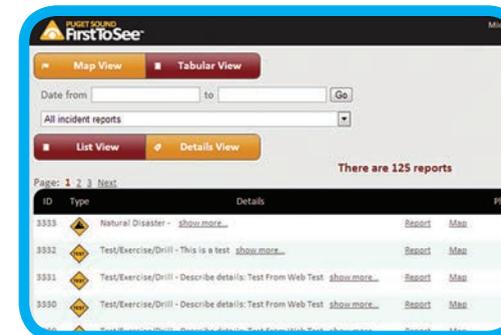
FirstToSee gives you the advantage of adding thousands more eyes on the street. People who are on the scene with a tool to report suspicious activity and disaster impacts. Reporting directly to you or talking about it on social media.

Great, but how do you organize all that data so it's manageable and valuable? The FirstToSee system does most of the work. It uses advanced technology that compiles incoming data into filterable, editable categories you create to

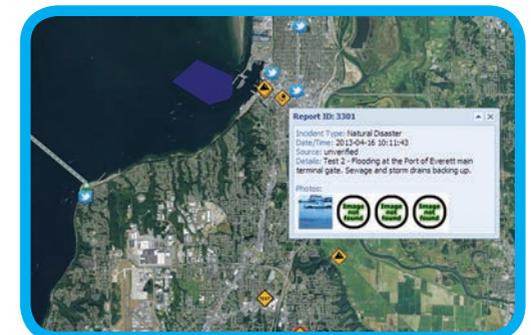
support your agency's focus. You can easily switch between tabular and map views. Tabular view lists abbreviated data in expandable columns and gives the status and priority of each listing. Map view provides a real-time overview of locations and incident types. Simply click on the icons to get critical information or edit on-the-fly, which instantly updates the tabular list.

FirstToSee makes it easy to utilize the full potential of social media and people who care.

The system automatically categorizes filterable public reports and mined data



The system also populates a situation map featuring expandable incident icons



# Understanding emergency management and social media was essential for making FirstToSee a system that works for everyone.

**“Recent disasters are showing us social media can’t be ignored. This system puts us out in front of the social media revolution by understanding how it works and how to use it in an emergency response environment.”**

*Eric Holdeman, Director  
Center for Regional Disaster Resilience*

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The FirstToSee system was funded with federal grant money and developed by Pierce County working closely with PNWER, regional ports and emergency response agencies. Everyone at the table pressed hard to ensure FirstToSee did two things: Took full advantage of public reports and social media. And that the system could be integrated efficiently and effectively into existing emergency operation systems to expand their common operational picture and better inform each agency’s response decisions.

**Now you have the ability to make the public and social media users part of your emergency response team.**

People are, and always have been, the first to see. In many cases they’re also first to respond. It’s only natural for people to want to help in an emergency any way they can. Many times they save lives. Now they can be more connected to you in an organized and manageable way.

**FirstToSee is a regional solution that’s open source, easy to learn and non-resource intensive.**

This system was developed and tested to handle large-scale disasters that impact multiple counties. It can also serve as an interagency platform. Users can be trained in less than a day. And because the back end system lives on the Cloud, all it takes to get started is a simple online registration process.



**FirstToSee allows you to create the categories incoming information will be placed into.**

Emergency agencies will be looking for the specific types of information they respond to. To increase efficiency, the system gives you the ability to create your own categories or “buckets.” These can be as broad as earthquakes or as targeted as collapsed bridges. The system then automatically drops any keyword or hashtag data that’s relevant into the appropriate bucket.

**Public responders will use the free FirstToSee app to upload photos, text descriptions and give their location.**

A free download and they’re ready to start reporting. They can remain anonymous or register if they choose. If it’s a life-threatening emergency, they are able to click through to 911. If not, they can easily take photos, text details and pinpoint the location of what they’re seeing.

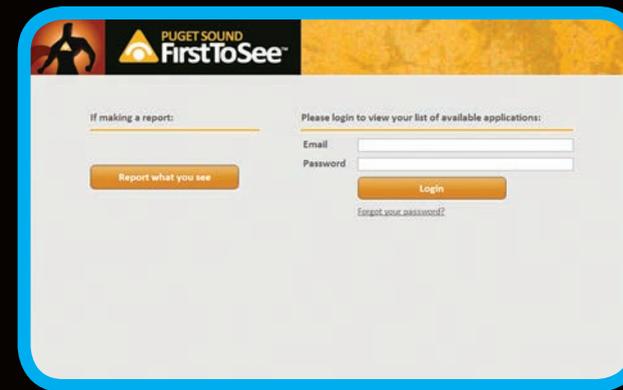
**Simultaneously, the system searches Social Media, RSS feeds, and News Media for relevant information.**

Trapped, burning, hurt, flooding, bridge closed are an example of the common words or hashtags that will be targeted by the system. Related messages will then be dropped into filterable buckets for quick evaluation.

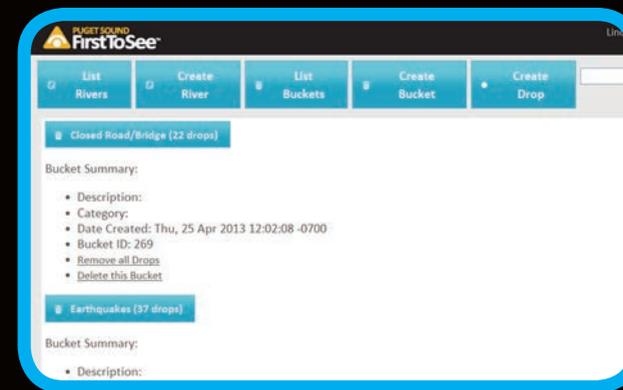
**Users can be vetted and designated as Trusted Users, which are highlighted in tabular and map views.**

Trusted Users can be employees, community partners or people known to be reliable sources. This gives you a valuable way to corroborate incoming data.

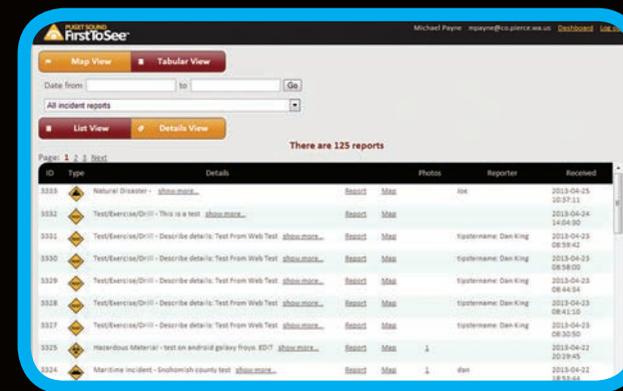
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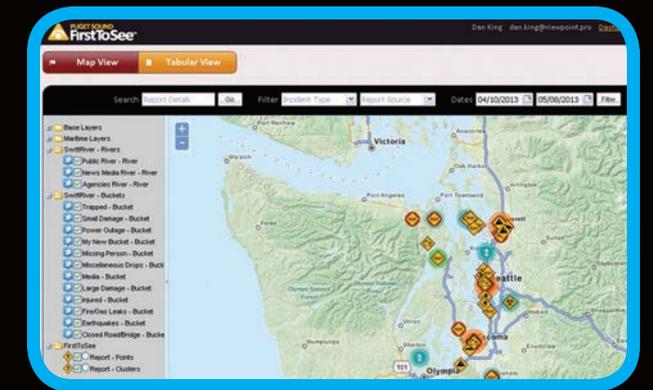
**1. Only registered users are able to log on to the system, which then allows you to manage and view information.**



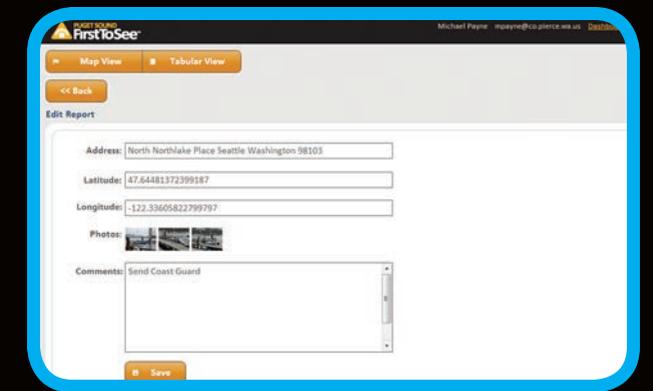
**2. The system fills buckets from rivers. Rivers are designated sources of information like Public Responders, Social Media and the News Media. Relevant data is then placed into category folders you create called buckets.**



**3. You can then select Tabular view, which lists abbreviated details that can be filtered by date, incident type, etc., for fast review. A simple click gets you more details.**



**4. Map view gives you a complete operational picture. Incident icons pinpoint what’s happening at each location. Click on the icons to see photos and details on individual or multiple incidents.**



**5. Reports can be edited as they’re reviewed. This allows you to add comments and enter the status and priority, which then appears in the tabular view.**



**PUGET SOUND  
FirstToSee™**

**6. With the free app it’s easy for users to send incident reports from smartphones, tablets or laptops.**