

## Alameda County MAP1193

**Overview:** To implement California Senate Bill 1193, educate businesses, and mobilize communities, the Alameda County District Attorney's Office (DA) and Alameda County Information Technology Department (ITD) created the web-based application MAP1193.

**Challenge:** It is estimated that every year approximately 100,000 - 300,000 American youth are at risk for being sold for sex in the United States. The San Francisco Bay Area is the third most popular destination for human trafficking in the US. The average age to enter the illicit sex industry is 12-14 years old nationally, but 11-13 years old in Oakland (the largest city in Alameda County).

Enacted in 2014, California Senate Bill 1193 requires certain businesses- such as mass transit stops and bars- to display a "Stop Human Trafficking" poster in full view of the public and its employees. The poster provides critical resources for victims of trafficking and publicly educates business customers on how to help stop human trafficking. Businesses that do not comply with the law are subject to a \$500 fine for their first offense, and \$1,000 each day for their second offense. Though the law mandates certain businesses post signage, there is no clear protocol on how to ensure compliance. To implement the fine, the law states that the business must be given ample information about the legislation, warned once of their incompliance, and then be checked upon 30 days after. There are over 3,000 businesses identified in Alameda County under SB1193, and a system to monitor their compliance is vital.

**Innovative Solution:** After intensive design work and a year of development, the DA's Office and ITD collaboratively launched a web application to aid in the implementation of the California law Senate Bill 1193: MAP1193, an app optimized for all mobile devices that empowers citizens to become anti-human trafficking advocates in their community. Through the site, administrators can create geographical "walklists" of targeted businesses for volunteers. Volunteers then use the site to mark if a business is in compliance (has displayed the poster) or not. Additionally, volunteers can register for volunteer opportunities in Community Days of Action, learn about Senate Bill 1193, find information about human trafficking in their community, and download the 1193 poster themselves.

Community members can also use the "Report" button to mark unlisted businesses and check businesses that are not included in geographical walklists. Site administrators can then add those businesses to the geographical walklist database and follow up with businesses marked out of compliance. MAP1193 allows the public to collaborate with government agencies to ensure that businesses are doing what they are required to do and enables community members to be involved in combatting human trafficking in a meaningful way.

**Originality:** Currently, there is no statewide implementation protocol to ensure compliance with SB1193. The DA's Office created a SB1193 poster that has been downloaded by counties throughout California. This poster was adopted by the California Department of Justice (DOJ) as the state's exemplar notice, and is accessible on the DOJ website. The original design and logo, created by this office, has become the model statewide. Just as other counties have adopted the poster the DA designed, the office is prepared to share MAP1193. By providing a quick tutorial on how to use and manage the app, the DA and ITD MAP1193 team can provide other counties administrative access to monitor their own jurisdictions and businesses that fall under MAP1193.

**Cost Effectiveness:** This web application requires \$9,000 for annual maintenance. To expand statewide, the app would cost an additional \$32,000.

**Results:** In its launch event, MAP1193 enabled volunteers to update the compliance status of 69 businesses in just two hours. User feedback expressed that the app was easy and fun to use. Additionally, over 500 businesses currently exist in the MAP1193 database and 300 are marked as inspected by a community member. In the two months following the 2016 launch of MAP1193, the office saw an increase of 2,000 visits to its website. Requests from other jurisdictions to use this app beyond Alameda County are growing. MAP1193 is a strong and effective tool in the fight to end human trafficking.

**Project or Program Contact:** Alameda County District Attorney Nancy E. O'Malley