

May 20, 2016

The Honorable Bill de Blasio  
Mayor  
City Hall  
New York, NY 10007

Dear Mayor de Blasio:

I hope this letter finds you well.

It is not often that we in this business have an opportunity to work on a project that, if implemented, we know without a shadow of a doubt will save lives of our constituents.

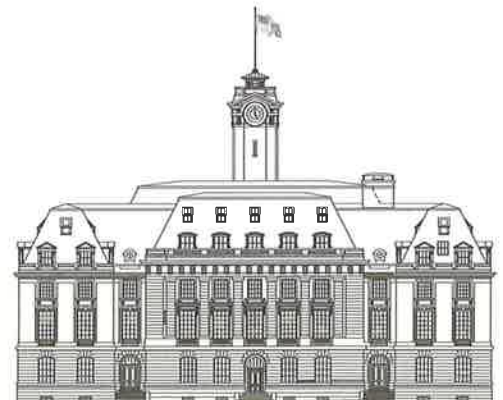
I am writing to tell you about one such opportunity, and to ask for your Administration's support for a pilot program in Staten Island. In short, I want to help enable and empower potential "Citizen Superheroes."

Earlier today I had a meeting with a representative of PulsePoint. The PulsePoint Respond app "crowd sources" Good Samaritans. Briefly, potential volunteers download the app. By doing so, they agree to be notified if they are within a certain distance to a 911 call for a person in cardiac arrest. When such a call comes in, the app sends a notification directly to the phones of potential volunteers. This volunteer may then get to the scene to begin CPR, often in a quicker time than first responders can get to the scene, although they are not obligated to respond. As you know, in such emergencies it is essential to begin CPR as quickly as possible. By utilizing crowd sourcing, PulsePoint ensures that there are a number of potential responders a close distance to where an emergency may be occurring.

While I know Uber is not popular in some segments of the city, think of this app as the "Uber for CPR." It utilizes technology to connect people who need CPR and AED intervention with those who are willing, ready, able, and close enough to help.

The app connects directly to a municipality's 911 system so that specified emergencies are "pushed" out to those who have downloaded and registered with the app. As an added benefit, PulsePoint also catalogs the location of AED's in a community to enable citizen responders to know where there is an AED during an emergency.

Rockland County, NY is in the process of implementing PulsePoint, as have numerous other municipalities.

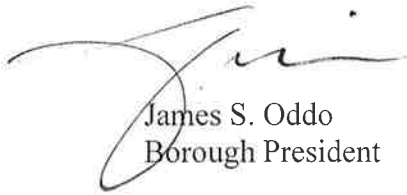


I ask for your support of this initiative as a pilot program for Staten Island. In order to make it a reality, a technical meeting between the city's tech folks and the app's developers is required. If you support this concept, I ask for your help in arranging this technical meeting to get this project started.

If this is implemented, it will save lives. I am willing to do whatever is required to bring it to Staten Island. In the coming days, I will reach out to your team to discuss this in greater detail. Let's work on it together!

Thank you for your time, courtesy, and consideration.

Very truly yours,

A handwritten signature in black ink, appearing to read 'James S. Oddo', written in a cursive style.

James S. Oddo  
Borough President

cc: Deputy Mayor Tony Shorris  
Deputy Mayor Herminia Palacio  
FDNY Commissioner Daniel Nigro  
DoITT Commissioner Anne Roest  
Chief Technology Officer Minerva Tantoco