



# City of Margate Police Department

ACCREDITED LAW ENFORCEMENT AGENCY



## MEMORANDUM

TO: Alain Banatte, Lieutenant, Investigative Services Division

FROM: Chad Ryen, Sergeant, Special Operations Unit *CR*

DATE: June 7, 2022

**SUBJECT: Flock Safety's Automatic License Plate Recognition and Vehicle Fingerprint**

Currently, the Margate Police Department utilizes the Vigilant Solutions Mobile License Plate reader as an investigative tool to support several facets of the department. Although this system is a tremendous asset, it is expensive to maintain as well add additional cameras that would cover a wider spectrum throughout the city.

Presently, we have two operational cameras and would like to add several additional camera's to cover all major ingresses and egresses into the city. To complete this task, a rough estimate utilizing our current provider (Vigilant) would cost hundreds of thousands of dollars. Due to the aforementioned, contact was made with Lyndi Gurevitch, who is the Safety Consultant for Flock Safety's Automatic License Plate Recognition and Vehicle Fingerprint. Lyndi provided the below information.

Flock Safety provides 700+ law enforcement agencies in over 1200 cities a scalable solution for public safety that reduces crime by up to 60%. Flock Safety's automatic license plate recognition (ALPR) and Vehicle Fingerprint™ technology cameras are infrastructure-free with solar power and LTE connectivity, so they can be installed quickly where they make the most impact on crime.

ALPR are \$2,500 per camera, per year, includes hardware, software, solar power, data, cloud storage, ongoing maintenance, and access to 1B+ plate reads/month.

The Flock Safety ALPR camera and devices are the only Law Enforcement Grade ALPR System to offer the following combination of proprietary features:

1. Patented Vehicle Fingerprint Technology: Patented proprietary machine vision to analyze vehicle license plate, state recognition, vehicle color, vehicle type, and vehicle make and objects (roof rack, bumper stickers, etc.) based on image analytics (not car registration data). Machine vision to capture and identify characteristics of vehicles with a paper license plate and vehicles with the absence of a license plate ability to 'Save Search' based on description of vehicles using our patented Vehicle Fingerprint Technology without the

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TOT MAJOR KAPLAN  
Chief J. GARCIA *CR* 6/17/22 move towards purchase

need for a license plate, and set up alerts based on vehicle description. Only LPR provider with "Visual Search" which can transform digital images from any source into an investigative lead by finding matching vehicles based on the vehicle attributes in the uploaded photo

2. **Integrated Cloud-Software & Hardware Platform:** Ability to capture two (2+) lanes of traffic simultaneously with a single camera from a vertical mass. Best in class ability to capture and process up to 30,000 vehicles per day with a single camera powered exclusively by solar power. Wireless deployment of solar powered license plate reading cameras with integrated cellular communication weighing less than 5lbs and able to be powered solely by a solar panel of 60W or less. Web based footage retrieval tool with filtering capabilities such as vehicle color, vehicle type, vehicle manufacturer, partial or full license plate, state of license plate, and object detection. Utilizes motion capture to start and stop recording without the need for a reflective plate. Motion detection allows for unique cases such as bicycle capture, ATV, motorcycle, etc. On device machine processing to limit LTE bandwidth consumption.

After receiving the above listed information, I made contact with Coral Springs Burglary Enforcement and Reduction (BEAR) Sergeant Sean Murray, who currently utilizes Flock daily. Sergeant Murray stated that the system is easy to use and extremely reliable. He also stated that the cost per camera compared to Vigilant, afforded their department to add several additional camera's throughout their city.

Due to the information obtained, I requested Lyndi to provide a quote for their software, fourteen cameras, two additional mobile cameras (Flex), installation of the cameras, training and recurring costs. It should be noted that the fourteen cameras would cover all entrances into the city. Please see below on where the cameras would be installed.

- 31<sup>st</sup> Street and SR7 (2 cameras)
- 900 S SR7 (2 cameras)
- Banks Rd and W Atlantic Blvd (2 cameras)
- 800 block of Royal Palm Blvd (1 camera)
- Copans Rd and Banks Rd (1 camera)
- Coconut Creek Blvd and N SR7 (1 camera)
- 800 block of W Atlantic Blvd (2 cameras)
- Rock Island Rd and Sample Rd (1 camera)
- Holiday Springs Blvd and W Sample Rd (1 camera)
- Sample Rd and Banks Rd (1 camera)

See all attached documents and below for the breakdown per unit.

- \*Flock Falcon Camera - \$2,500.00 per camera X 14 cameras total \$35,000.00
- \*Falcon, Standard Implementation - \$350.00 per camera X 14 cameras total \$4,900.00
- \*Flock Safety Advanced Search - \$2500.00 QTY (1 time fee) \$2500.00
- \*Flock Flex Camera - \$3000.00 Qty 2 total \$6000.00
- \* First year total \$48,400.00
- \*Recurring cost per year \$43,500.00

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## **Sole Source Letter for Flock Safety™ ALPR Cameras and Solution**

Flock Safety is the sole manufacturer and developer of the Flock Safety ALPR Camera. Flock Safety is also the sole provider of the comprehensive monitoring, processing, and machine vision services which integrate with the Flock Safety ALPR Camera.

**The Flock Safety ALPR camera and devices are the only Law Enforcement Grade ALPR System to offer the following combination of proprietary features:**

1. Vehicle Fingerprint Technology™:
  - Patented proprietary machine vision to analyze vehicle license plate, state recognition, and vehicle attributes such as color, type, make and objects (roof rack, bumper stickers, etc.) based on image analytics (not car registration data)
  - Machine vision to capture and identify characteristics of vehicles with a paper license plate and vehicles with the absence of a license plate
  - Ability to 'Save Search' based on description of vehicles using our patented Vehicle Fingerprint Technology without the need for a license plate, and set up alerts based on vehicle description
  - Only LPR provider with "Visual Search" which can transform digital images from any source into an investigative lead by finding matching vehicles based on the vehicle attributes in the uploaded photo
  - Falcon Flex™: an infrastructure-free, location-flexible license plate reader camera that is easy to self install. Falcon Flex ties seamlessly into the Flock ecosystem with a small and lightweight camera with the ability to read up to 30,000 license plates and vehicle attributes on a single battery charge
2. Integrated Cloud-Software & Hardware Platform:
  - Ability to capture two (2+) lanes of traffic simultaneously with a single camera from a vertical mass
  - Best in class ability to capture and process up to 30,000 vehicles per day with a single camera powered exclusively by solar power
  - Wireless deployment of solar powered license plate reading cameras with integrated cellular communication weighing less than 5lbs and able to be powered solely by a solar panel of 60W or less
  - Web based footage retrieval tool with filtering capabilities such as vehicle color, vehicle type, vehicle manufacturer, partial or full license plate, state of license plate, and object detection
  - Utilizes motion capture to start and stop recording without the need for a reflective plate



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- Motion detection allows for unique cases such as bicycle capture, ATV, motorcycle, etc.
  - On device machine processing to limit LTE bandwidth consumption
  - Cloud storage of footage
  - Covert industrial design for minimizing visual pollution
3. Transparency & Ethical Product Design:
- One-of-a-kind "Transparency Portal" public-facing dashboard that details the policies in place by the purchaser, as well as automatically updated metrics from the Flock system
  - Built-in integration with NCMEC to receive AMBER Alerts to find missing children
  - Privacy controls to enable certain vehicles to "opt-out" of being captured
4. Integrated Audio & Gunshot Detection:
- Natively integrated audio detection capabilities utilizing machine learning to recognize audio signatures typical of crimes in progress (e.g., gunshots)
5. Live Video Integration:
- Ability to apply computer vision to third-party cameras using Wing™ LPR, transforming them to evidence capture devices using the same Vehicle Fingerprint technology offered on the Flock Safety Falcon™ ALPR cameras
  - Wing™ Livestream integrates live stream traffic cameras, publicly or privately owned livestream security cameras into one cloud-based situational awareness dashboard to increase response time in mission-critical incidents
  - Manage various government intelligence including ALPR, livestream cameras, CAD, automatic vehicle location (AVL) on Flock Safety's Wing™ Suite
  - Access Wing™ Replay to unlock enhanced situational awareness with 7-day footage retention, Hot List Live Video Instant Replay, and downloadable MP4
6. Partnerships:
- Flock Safety is the only LPR provider to officially partner with AXON to be natively and directly integrated into Evidence.com
  - Flock Safety is the only LPR provider to be fully integrated into a dynamic network of Axon's Fleet 3 mobile ALPR cameras for patrol cars and Flock Safety's Falcon cameras
  - Access to additional cameras purchased by our HOA and private business partners, means an ever-increasing amount of cameras and data at no additional cost
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## 7. Warranty & Service:

- Lifetime maintenance and support included in subscription price
- Flock Safety is the only fully integrated ALPR one-stop solution from production of the camera to delivery and installation
- Performance monitoring software to predict potential failures, obstructions, tilts, and other critical or minor issues

Thank you,



Garrett Langley CEO, Flock Safety



# FLOCK GROUP INC

Unique Entity ID <b>QDLLBKCG851</b>	CAGE / NCAGE <b>8CT51</b>	Purpose of Registration <b>All Awards</b>
Registration Status <b>Active Registration</b>	Expiration Date <b>Mar 28, 2023</b>	
Physical Address <b>1170 Howell Mill RD NW STE 210 Atlanta, Georgia 30318-8637 United States</b>	Mailing Address <b>1170 Howell Mill RD NW Suite 210 Atlanta, Georgia 30318 United States</b>	

## Business Information

Doing Business as <b>Flock Safety</b>	Division Name <b>Flock Group Inc.</b>	Division Number <b>(blank)</b>
Congressional District <b>Georgia 05</b>	State / Country of Incorporation <b>Delaware / United States</b>	URL <b>https://www.flocksafety.com/</b>

## Registration Dates

Activation Date <b>Mar 30, 2022</b>	Submission Date <b>Mar 28, 2022</b>	Initial Registration Date <b>Jul 15, 2019</b>
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## Entity Dates

Entity Start Date <b>Oct 16, 2017</b>	Fiscal Year End Close Date <b>Dec 31</b>
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## Immediate Owner

CAGE <b>(blank)</b>	Legal Business Name <b>(blank)</b>
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## Highest Level Owner

CAGE <b>(blank)</b>	Legal Business Name <b>(blank)</b>
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## Executive Compensation

Registrants in the System for Award Management (SAM) respond to the Executive Compensation questions in accordance with Section 6202 of P.L. 110-252, amending the Federal Funding Accountability and Transparency Act (P.L. 109-282). This information is not displayed in SAM. It is sent to USAspending.gov for display in association with an eligible award. Maintaining an active registration in SAM demonstrates the registrant responded to the questions.

## Proceedings Questions

Registrants in the System for Award Management (SAM) respond to proceedings questions in accordance with FAR 52.209-7, FAR 52.209-9, or 2.C.F.R. 200 Appendix XII. Their responses are not displayed in SAM. They are sent to FAPIIS.gov for display as applicable. Maintaining an active registration in SAM demonstrates the registrant responded to the proceedings questions.

## Exclusion Summary

Active Exclusions Records?

**No**

## SAM Search Authorization

I authorize my entity's non-sensitive information to be displayed in SAM public search results:

**Yes**

## Entity Types

Business Types		
Entity Structure <b>Corporate Entity (Not Tax Exempt)</b>	Entity Type <b>Business or Organization</b>	Organization Factors <b>(blank)</b>
Profit Structure <b>For Profit Organization</b>		

**Socio-Economic Types****Self Certified Small Disadvantaged Business**

Check the registrant's Reps & Certs, if present, under FAR 52.212-3 or FAR 52.219-1 to determine if the entity is an SBA-certified HUBZone small business concern. Additional small business information may be found in the SBA's Dynamic Small Business Search if the entity completed the SBA supplemental pages during registration.

**Financial Information**

Accepts Credit Card Payments

**Yes**

Debt Subject To Offset

**No**

EFT Indicator

**0000**

CAGE Code

**8CT51****Points of Contact****Electronic Business****Meg Heusel****1170 Howell Mill RD NW****Suite 210****Atlanta, Georgia 30318****United States****Government Business****Bailey Quintrell****1170 Howell Mill RD NW, Suite 210****Atlanta, Georgia 30318****United States****Service Classifications****NAICS Codes**

Primary

**Yes**

NAICS Codes

**334310****334111****334220****511210**

NAICS Title

**Audio And Video Equipment Manufacturing****Electronic Computer Manufacturing****Radio And Television Broadcasting And Wireless Communications Equipment Manufacturing****Software Publishers****Product and Service Codes**

PSC

**4240****5810****5836****6350****6710****6720****6750****6760**

PSC Name

**Safety And Rescue Equipment****Communications Security Equipment And Components****Video Recording And Reproducing Equipment****Miscellaneous Alarm, Signal, And Security Detection Systems****Cameras, Motion Picture****Cameras, Still Picture****Photographic Supplies****Photographic Equipment And Accessories****Disaster Response**

This entity does not appear in the disaster response registry.