

CLERK DEPARTMENT

AGR 12.129

AGREEMENT FOR CONSULTANT SERVICES

IIIH

ORD

TOWN OF LOS

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THIS AGREEMENT is made and entered into on June 11, 2012 by and between GATOS, a California municipal corporation, ("Town") and PredPol, Inc. ("Consultant"), whose address is 331 Soquel Drive, Suite 11, Santa Cruz, CA 95062. This Agreement is made with reference to the following facts.

I. RECITALS

- 1.1 The Town desire to engage Consultant to provide annual licensing and access to the PredPol crime prediction SaaS, which delivers crime predictions in a web interface from data in the Los Gatos/Monte Sereno and the City of Campbell police department's records management and computer aided dispatch (RMS/CAD) systems.
1.2 The Consultant represents and affirms that it is willing to perform the desired work pursuant to this Agreement.
1.3 Consultant warrants it possesses the distinct professional skills, qualifications, experience, and resources necessary to timely perform the services described in this Agreement. Consultant acknowledges Town has relied upon these warranties to retain Consultant.

II. AGREEMENTS

- 2.1 Scope of Services. Consultant shall provide crime prediction and analytic services to both the Los Gatos and Campbell Police Departments through access to a web interface. Access to the interface is obtained through the purchase of PredPol licenses at the annual cost of \$5,000 per agency, per year, for three years.

The PredPol prediction software tool is continually updated by an automatic data feed from each agency's RMS/CAD system via a designated VPN that will be provided to PredPol by each agency's IT manager. The software tool allows users to view crime predictions, sort by crime type and generate reports as needed. The tool is also described in Exhibit A.

This software is being provided to both the Los Gatos and Campbell Police Departments as a joint venture meaning that both departments will agree to provide timely data and share information regardless of jurisdictional boundaries.

The Los Gatos and Campbell Police Departments further agree to provide user feedback on a regular basis to PredPol for the purpose of software evaluation and recommendations for future enhancements, as set forth in Exhibit B.

- 2.2 Term and Time of Performance. This contract will remain in effect from June 11, 2012 to June 11, 2015. Consultant shall perform the services described in this agreement as noted above.

- 2.3 Compliance with Laws. The Consultant shall comply with all applicable laws, codes, ordinances, and regulations of governing federal, state and local laws. Consultant represents and warrants to Town that it has all licenses, permits, qualifications and approvals of whatsoever nature which are legally required for Consultant to practice its profession. Consultant shall maintain a Town of Los Gatos business license pursuant to Chapter 14 of the Code of the Town of Los Gatos.
- 2.4 Sole Responsibility. Consultant shall be responsible for employing or engaging all persons necessary to perform the services under this Agreement.
- 2.5 Information/Report Handling. All documents furnished to Consultant by the Town and all reports and supportive data prepared by the Consultant under this Agreement are the Town's property and shall be delivered to the Town upon the completion of Consultant's services or at the Town's written request. All reports, information, data, and exhibits prepared or assembled by Consultant in connection with the performance of its services pursuant to this Agreement are confidential until released by the Town to the public, and the Consultant shall not make any of these documents or information available to any individual or organization not employed by the Consultant or the Town without the written consent of the Town before such release. The Town acknowledges that the reports to be prepared by the Consultant pursuant to this Agreement are for the purpose of evaluating a defined project, and Town's use of the information contained in the reports prepared by the Consultant in connection with other projects shall be solely at Town's risk, unless Consultant expressly consents to such use in writing. Town further agrees that it will not appropriate any methodology or technique of Consultant which is and has been confirmed in writing by Consultant to be a trade secret of Consultant.
- 2.6 Compensation. Compensation for Consultant's professional services **shall not exceed \$5,000 per year for three (3) years**, inclusive of all costs. Payment shall be made annually upon receipt of invoice from PredPol.
- 2.7 Billing. Billing shall be annually by invoice within thirty (30) days of the rendering of the service and shall be accompanied by a detailed explanation of the work performed by whom at what rate and on what date. Also, plans, specifications, documents or other pertinent materials shall be submitted for Town review, even if only in partial or draft form.

Payment shall be net thirty (30) days. All invoices and statements to the Town shall be addressed as follows:

Invoices:  
Town of Los Gatos  
Attn: Accounts Payable  
P.O. Box 655  
Los Gatos, CA 95031-0655

- 2.8 Availability of Records. Consultant shall maintain the records supporting this billing for not less than three years following completion of the work under this Agreement.

Consultant shall make these records available to authorized personnel of the Town at the Consultant's offices during business hours upon written request of the Town.

- 2.9 Assignability and Subcontracting. The services to be performed under this Agreement are unique and personal to the Consultant. No portion of these services shall be assigned or subcontracted without the written consent of the Town.
- 2.10 Independent Contractor. It is understood that the Consultant, in the performance of the work and services agreed to be performed, shall act as and be an independent contractor and not an agent or employee of the Town. As an independent contractor he/she shall not obtain any rights to retirement benefits or other benefits which accrue to Town employee(s). With prior written consent, the Consultant may perform some obligations under this Agreement by subcontracting, but may not delegate ultimate responsibility for performance or assign or transfer interests under this Agreement. Consultant agrees to testify in any litigation brought regarding the subject of the work to be performed under this Agreement. Consultant shall be compensated for its costs and expenses in preparing for, traveling to, and testifying in such matters at its then current hourly rates of compensation, unless such litigation is brought by Consultant or is based on allegations of Consultant's negligent performance or wrongdoing.
- 2.11 Conflict of Interest. Consultant understands that its professional responsibilities are solely to the Town. The Consultant has and shall not obtain any holding or interest within the Town of Los Gatos. Consultant has no business holdings or agreements with any individual member of the Staff or management of the Town or its representatives nor shall it enter into any such holdings or agreements. In addition, Consultant warrants that it does not presently and shall not acquire any direct or indirect interest adverse to those of the Town in the subject of this Agreement, and it shall immediately disassociate itself from such an interest, should it discover it has done so and shall, at the Town's sole discretion, divest itself of such interest. Consultant shall not knowingly and shall take reasonable steps to ensure that it does not employ a person having such an interest in this performance of this Agreement. If after employment of a person, Consultant discovers it has employed a person with a direct or indirect interest that would conflict with its performance of this Agreement, Consultant shall promptly notify Town of this employment relationship, and shall, at the Town's sole discretion, sever any such employment relationship.
- 2.12 Equal Employment Opportunity. Consultant warrants that it is an equal opportunity employer and shall comply with applicable regulations governing equal employment opportunity. Neither Consultant nor its subcontractors do and neither shall discriminate against persons employed or seeking employment with them on the basis of age, sex, color, race, marital status, sexual orientation, ancestry, physical or mental disability, national origin, religion, or medical condition, unless based upon a bona fide occupational qualification pursuant to the California Fair Employment & Housing Act.

### III. INSURANCE AND INDEMNIFICATION

3.1 Minimum Scope of Insurance:

- i. Consultant agrees to have and maintain, for the duration of the contract, General Liability insurance policies insuring him/her and his/her firm to an amount not less than: one million dollars (\$1,000,000) combined single limit per occurrence for bodily injury, personal injury and property damage.
- ii. Consultant shall provide to the Town all certificates of insurance, with original endorsements effecting coverage. Consultant agrees that all certificates and endorsements are to be received and approved by the Town before work commences.
- iii. Consultant agrees to have and maintain, for the duration of the contract, professional liability insurance in amounts not less than \$1,000,000 which is sufficient to insure Consultant for professional errors or omissions in the performance of the particular scope of work under this agreement.

General Liability:

- i. The Town, its officers, officials, employees and volunteers are to be covered as insured as respects: liability arising out of activities performed by or on behalf of the Consultant; products and completed operations of Consultant, premises owned or used by the Consultant. This requirement does not apply to the professional liability insurance required for professional errors and omissions.
- ii. The Consultant's insurance coverage shall be primary insurance as respects the Town, its officers, officials, employees and volunteers. Any insurance or self-insurances maintained by the Town, its officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
- iii. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the Town, its officers, officials, employees or volunteers.
- iv. The Consultant's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.

3.2 All Coverages. Each insurance policy required in this item shall be endorsed to state that coverage shall not be suspended, voided, cancelled, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the Town. Current certification of such insurance shall be kept on file at all times during the term of this agreement with the Town Clerk.

- 3.3 Workers' Compensation. In addition to these policies, Consultant shall have and maintain Workers' Compensation insurance as required by California law and shall provide evidence of such policy to the Town before beginning services under this Agreement. Further, Consultant shall ensure that all subcontractors employed by Consultant provide the required Workers' Compensation insurance for their respective employees.
- 3.4 Indemnification. The Consultant shall save, keep, hold harmless and indemnify and defend the Town its officers, agent, employees and volunteers from all damages, liabilities, penalties, costs, or expenses in law or equity that may at any time arise or be set up because of damages to property or personal injury received by reason of, or in the course of performing work which may be occasioned by a willful or negligent act or omissions of the Consultant, or any of the Consultant's officers, employees, or agents or any subconsultant.

#### IV. GENERAL TERMS

- 4.1 Waiver. No failure on the part of either party to exercise any right or remedy hereunder shall operate as a waiver of any other right or remedy that party may have hereunder, nor does waiver of a breach or default under this Agreement constitute a continuing waiver of a subsequent breach of the same or any other provision of this Agreement.
- 4.2 Governing Law. This Agreement, regardless of where executed, shall be governed by and construed to the laws of the State of California. Venue for any action regarding this Agreement shall be in the Superior Court of the County of Santa Clara.
- 4.3 Termination of Agreement. The Town and the Consultant shall have the right to terminate this agreement with cause by giving not less than fifteen days (15) written notice of termination. In the event of termination, the Consultant shall deliver to the Town all plans, files, documents, reports, performed to date by the Consultant. In the event of such termination, Town shall pay Consultant an amount that bears the same ratio to the maximum contract price as the work delivered to the Town bears to completed services contemplated under this Agreement, unless such termination is made for cause, in which event, compensation, if any, shall be adjusted in light of the particular facts and circumstances involved in such termination.
- 4.4 Amendment. No modification, waiver, mutual termination, or amendment of this Agreement is effective unless made in writing and signed by the Town and the Consultant.
- 4.5 Disputes. In any dispute over any aspect of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees, including costs of appeal.

4.6 Notices. Any notice required to be given shall be deemed to be duly and properly given if mailed postage prepaid, and addressed to:

Town of Los Gatos  
Attn: Town Clerk  
110 E. Main Street  
Los Gatos, CA 95030

PredPol, Inc.  
Attn: Caleb Baskin  
331 Soquel Avenue, Suite 100  
Santa Cruz, CA 95062

or personally delivered to Consultant to such address or such other address as Consultant designates in writing to Town.

4.7 Order of Precedence. In the event of any conflict, contradiction, or ambiguity between the terms and conditions of this Agreement in respect of the Products or Services and any attachments to this Agreement, then the terms and conditions of this Agreement shall prevail over attachments or other writings.

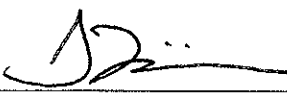
4.8 Entire Agreement. This Agreement, including all Exhibits, constitutes the complete and exclusive statement of the Agreement between the Town and Consultant. No terms, conditions, understandings or agreements purporting to modify or vary this Agreement, unless hereafter made in writing and signed by the party to be bound, shall be binding on either party.

IN WITNESS WHEREOF, the Town and Consultant have executed this Agreement.

Town of Los Gatos by:

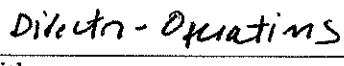
  
\_\_\_\_\_  
Greg Larson, Town Manager

Consultant, by:

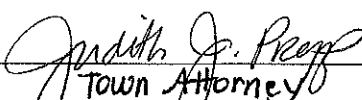
  
\_\_\_\_\_  
Caleb Baskin  
Joyce Shimizu  
for Caleb Baskin

Recommended by:

  
\_\_\_\_\_  
Scott R. Seaman, Chief of Police

  
\_\_\_\_\_  
Title

Approved as to Form:

  
\_\_\_\_\_  
Town Attorney

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05/2011

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EXHIBIT A

As described more fully in the 2012 PredPol Product Data Sheet, v1.1, attached hereto, the City shall be licensed and authorized to use the PredPol tool as provided as a SaaS. The license shall cover the Software including, without limitation, software interfaces and software modifications. The scope of the license is non-transferable and non-exclusive and is authorized by PredPol for use by the City. The City shall have the right to use the Software for so long as PredPol provides services to the City and shall apply for the duration of this Agreement and any extensions provided for herein or agreed to in writing by the Parties.

The Software includes the connection between the PredPol servers and the City's RMS/CAD system, the web interface with prediction boxes and the report generator.

City hereby provides PredPol with an irrevocable, non-exclusive license to use its data for purposes of research, development and testing of PredPol's software. City also provides authority to PredPol to utilize its data for delivering services to City and other domestic, U.S.-based law enforcement agencies. Such services may include regional reporting, cross-jurisdiction predictions, among other services. City does not authorize PredPol to make City's data publicly available or available to any third party not constituting a domestic public agency.

EXHIBIT B

In consideration of the discounted pricing provided by PredPol, City agrees to reasonably support PredPol's beta test by doing the following, during the term of this Agreement:

- Designate a primary point of contact for PredPol to interface with generally;
- Generally support the beta testing of the PredPol tool and new features/tools;
- Provide access to all City databases and shared databases to which the City has access, pursuant to all applicable laws and access agreements;
- Provide information about current, past and prospective law enforcement and public safety tools the City is, has or is considering using;
- Contribute to requested case studies, to be developed by PredPol, for use in its marketing;
- Provide testimonials, as requested by PredPol, for use in its marketing;
- Provide referrals and facilitate introductions to other agencies;
- Respond to inquiries from other agencies regarding the tool;
- Host visitors from other agencies regarding the tool, including potential ride alongs and demonstrations;
- Test new features as developed by PredPol;
- Provide user feedback, as requested by PredPol;
- Provide feedback regarding PredPol product and company positioning, messaging, naming, website and product usability, customer observation (ride along), pricing, etc.;
- Engage in joint/integrated marketing, including but not limited to press conferences and media relations, training materials, web marketing, collateral, "Predicted by PredPol," tradeshows, conferences, speaking engagements and research;
- Execute, as requested by PredPol, confidentiality agreement(s) related to the testing of new PredPol features/tools/software;

In the event any of the forgoing would involve costs to the City outside of their normal costs for employees performing their normal job duties, PredPol agrees to reimburse City for such costs. For example, if a Chief is requested to attend and speak at a conference of Police Chiefs to which they are not already traveling, PredPol agrees to reimburse City for travel expenses, if requested.

All products, content, research, intellectual property and deliverables developed based on the forgoing items shall be the exclusive property of PredPol.



<sup>1st</sup> AMENDMENT TO AGREEMENT

This AMENDMENT TO AGREEMENT is dated for identification ~~on the 22nd day of April,~~ 2015 and amends that certain agreement for PredPol crime prediction SaaS dated June 11, 2012, made by and between the Town of Los Gatos, ("Town,") and the PredPol, Inc. ("Consultant.")


RECITALS

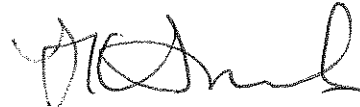
- A. Town and Consultant entered into a Consultant Services Agreement on June 11, 2012, ("Agreement"), a copy of which is attached hereto and incorporated by reference as Attachment 1 to this Amendment.
- B. Town desires to formally establish and confirm the framework for a shared funding strategy to provide school resource officer services.

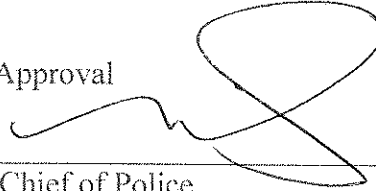
AMENDMENT

- 1. 2.2 Term and Time of Performance. This contract will remain in effect from ~~July~~ <sup>June</sup> 2015 to June 30, 2018. Consultant shall perform the services described in this agreement as noted above.
- 2. 2.6 Compensation. Compensation for Consultant's professional services **shall not exceed \$18,000 over three (3) years with payments due annually in the amount of \$5,000 on 07/01/2015, \$6,000 on 07/01/2016, and \$7,000 on 07/01/2017**, inclusive of all costs. Payment shall be made annually upon receipt of invoice from PredPol. (Attachment 2)
- 2. All other terms and conditions of the Agreement remain in full force and effect.


IN WITNESS WHEREOF, the Town and Consultant have executed this Amendment.

Town of Los Gatos  
By:   
Les White, Interim Town Manager

Approved as to Consent:  
By:   
LARRY SAMUEL  
Name

Department Approval  
  
Matt Frisby, Chief of Police

PredPol  
CEO  
Title

Approved as to Form:  
  
Robert Schultz, Town Attorney



# AGREEMENT / AMENDMENT ROUTING COVER SHEET

Initiating Department: Police Department Contact Name/Phone: Brenda Geary x6843

Agreement Title: Amendment to PredPol Agreement

Term of Agreement: From ~~07/01/2015~~ 6/11/15 To 06/30/2018

Date Approved By Council: \_\_\_\_\_ Item or Resolution #: \_\_\_\_\_

Vendor Name: PredPol Vendor #: 3288

Vendor Email: mary@predpol.com Vendor Phone: 831-331-4550 x122

Vendor Contact: Mary Woodard

Business License #: N/A Expiration Date: \_\_\_\_\_

Insurance (IHH) #: N/A Expiration Date: \_\_\_\_\_

Insurance waiver requested (a completed Release of Liability is attached)

### Please Select One:

This is a standard agreement form that has not been altered.

Alterations have been made to the following paragraph(s)/section(s): Amendment to Agreement 12.129  
Section 2.2 Terms and Time of Performance

*\*SEE NARRATIVE*  
Amount of Agreement: \$18,000 (\$5,000 on 07/01/15, \$6,000 or 3 yrs) Program and Account #: 4303-62356

Routing	Action(s)	Date Completed	Signature
1. Clerk Administrator	1. Assign Agreement # <u>AGR 15.072</u> 2. Check Insurance	<u>5/18/15</u>	<u>?</u>
2. Finance	1. Confirm Funds Budgeted ✓ 2. Verify Purchasing Policy Compliance 3. Check Payment Terms ✓	<u>5/19/15</u>	<u>JCAR</u> MY
3. Town Attorney	1. Approve Insurance Waiver 2. Sign Agreement	<u>5/21/15</u>	<u>Dus</u>
4. Town Manager <u>5/22</u>	1. Sign Agreement	<u>5/26</u>	<u>[Signature]</u>
5. Clerk Administrator	1. Scan and file agreement 2. Notify Department (Department sends agreement to vendor)	<u>5/26/15</u>	<u>[Signature]</u>

## Agreement Narrative:

If your agreement has gone before the Town Council for approval, please reference that fact and include a very brief description of the purpose of the agreement. If your agreement has not gone to the Town Council for approval, included a discussion of the purpose of the agreement, how the Town's purchasing procedures were followed, and any special instructions.

Please insert  
your narrative  
here:

In 2012 the Town of Los Gatos entered into an agreement with PredPol, Inc. for predictive policing software license. The Police Department has utilized the software to determine predictions on crime trends within the Town based on previous crime data from the CAD/RMS database. The software is a tool that enables law enforcement to enhance and better direct their patrol resources to areas within their jurisdiction.

PredPol, Inc. has updated their software and these technological advancements will enable the software to continue to link with the CAD/RMS system and will have the ability to connect to GPS in the patrol vehicles. Therefore, the Police Department wishes to amend the current agreement for an extension of 3 years.

2012 -- 2015 = 18,000 -  
(Amend) 2015 -- 2018 = 18,000  
36,000 Total

### Attachments:

- Agreement Signed by Vendor. Identify number of duplicate originals: 1
- Exhibits to Agreement (Please list) Exhibit A Original Agreement 12.129, Exhibit B PredPol Proposal
- Copy of insurance certificates or Release of Liability
- Originals of Bonds issued for contract
- First page of Town Council Report



## Proposal for the Deployment of Predictive Policing Software For Los Gatos Police Department

March 24, 2015

PredPol is pleased to offer this proposal to support the Los Gatos Police Department (Los Gatos) continued work to predict and prevent crime. We are excited to partner with Los Gatos to reduce crime in the City and effectively work as a force multiplier for the Department.

### BACKGROUND

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#### **A Track Record, Multiple Field Tests, Easy Deployment, Intuitive**

\* An **established track record** of successful deployments in cities large and small, in the U.S. as well as the U.K. and South America.

\* **Predictions for many types of crime**, including property crime, gang activity, drug incidents, traffic accidents, and gun violence.

\* **Automated mapmaking** so that officers and analysts spend less time generating maps and more time using their intelligence and experience to fight and solve crime.

\* **Predictions for each shift**, automatically recalibrating predictions when a department updates its RMS, and **direct delivery to patrol officers** via paper or email and to any internet-enabled device.

\* **A simple, intuitive, easy to use tool** resulting in an implementation time of days (not months), less training time, lower error rate, better adoption rate by patrol officers, and a better return on the investment.

\* **Public crime mapping system** available at no extra cost that displays crime data in a simple map and includes multiple crime types, crime alerts, and is usable from mobile devices as well.

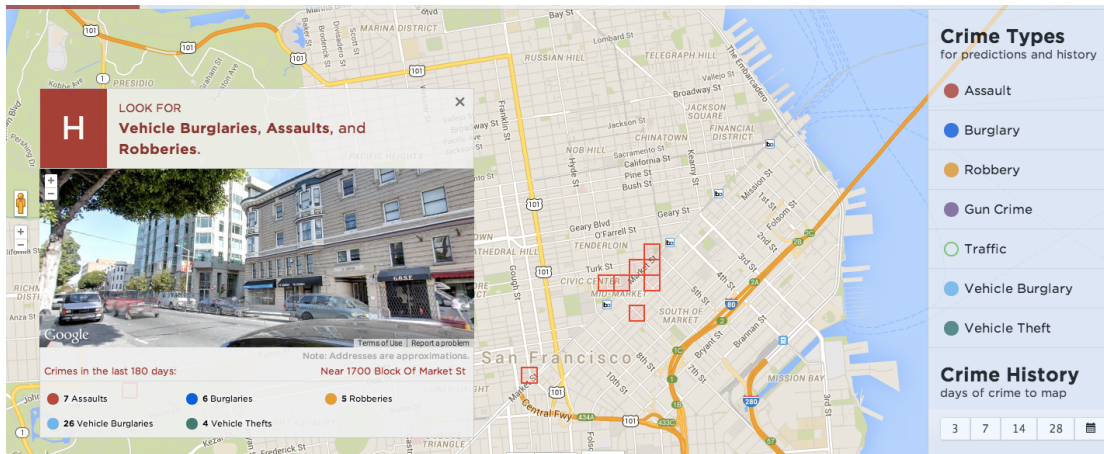
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**The Company:** Created by police for police, PredPol's patent-pending technology generates predictions about which areas and windows of time are at highest risk for future crimes. This includes property crimes, traffic accidents, drug incidents, gang activity, and violent crimes. Predictions are for small areas -- 500 feet by 500 feet -- and automatically generated for each day and each shift. The predictions are delivered directly to officers on paper at shift meetings, by email, or to any internet-connected mobile device like a smartphone or data terminal in a vehicle. When



they're not responding to calls for service or performing other duties, patrol officers spend a few minutes in these boxes to create a deterrent effect.

**Track Record & Field Tests:** Most importantly, PredPol's cloud based, software-as-a-service (SaaS) has a proven track record of suppression and reduction of crime in cities like Los Angeles, USA (3.8m population) Kent, England (1.8m population) and Atlanta, GA (450,000 population) that have deployed the tool. In contrast to hotspot analysis that simply maps past crime data, PredPol's first-of-its-kind technology applies advanced mathematics and computer learning that predicts twice as many crimes as those made by current best practices like heatmapping.

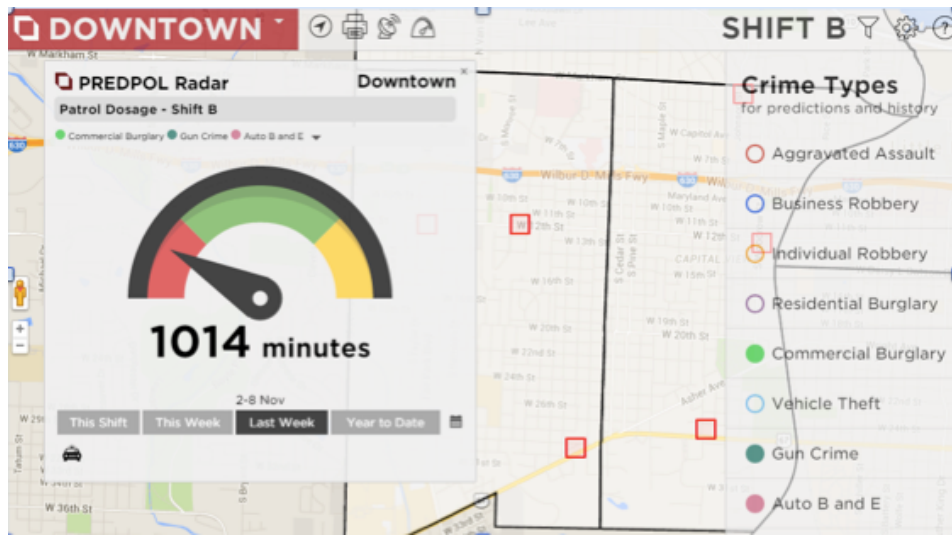


**A screenshot of PredPol's predictive boxes that patrol officers receive on paper or any mobile device. Predictions are specific to their shift and sortable by crime type.**

**The Service:** PredPol's product is its patent-pending crime prediction software that includes our cloud and secure data pipe applications. PredPol integrates seamlessly with your agency's RMS crime data systems and updates automatically as an agency updates its records. It is accessible by printing results on paper, by email, and through any internet-connected device, whether desktop, laptop, tablet, smartphone, or in-car mobile data terminal.



**Integrated Dosage Calculations:** PredPol provides AVL-based, real-time dosage reporting for patrol using our predictive services. This is not only the first, but also the best in class pairing of field-tested crime prediction and usage metrics. Reports are accessible within the web-based interface by command staff and patrol supervisors (filtered by user permissions) and provides instant feedback on which zones are being under-patrolled, patrolled sufficiently, or over-patrolled to prevent crime.



**A Force Multiplier for Los Gatos PD:** PredPol allows more efficient and effective use of limited force resources, resulting in an increase in available officer patrol time. Departments using PredPol are consistently seeing double-digit crime reductions. Even a 10% reduction in crime can result in roughly a 30% increase in discretionary patrol time for your officers. This increase in patrol time can create a “virtuous circle” of crime prevention to further drive down crime in Los Gatos. (This estimate is based on the COPS/DoJ 2012 Wilson & Weiss paper, “A Performance-Based Approach to Police Staffing and Allocation”, which assumes that roughly 75% of officer time is spent on responding to calls for service and related administrative and investigative activities, leaving just 25% of shift time available for proactive patrolling.)

PredPol is truly a force multiplier in the realest of terms: increasing officer discretionary time puts feet back on the streets and provides the opportunity to build community partnerships and proactively solve problems. This improved efficiency helps address the challenges of policing a rapidly growing city and the ever-increasing demand on limited PD resources. In addition to the community impact of creating more available officer time, there are significant estimated financial savings to Los Gatos by having to hire fewer officers.

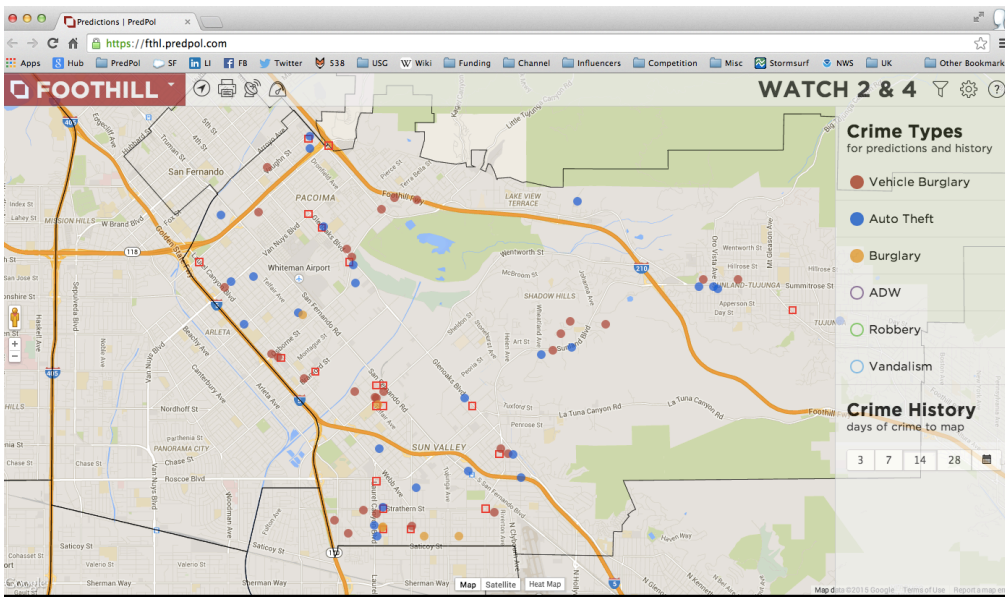




## SCOPE OF WORK

PredPol will provide services, resources, and tools to support a successful implementation the PredPol services for the Los Gatos Police Department. The scope of work will include the following:

- Setup of and integration of the PredPol data pipe into Los Gatos’s existing RMS. Timeline for setup is dependent upon grant of access to the department’s database and IT personnel for PredPol’s technician for installation of the data pipe, but the setup usually requires no more than a few hours of staff time. The data required from the RMS consists of just three data elements:
  - Type of crime or crime code
  - Location of crime (lat-long or street address)
  - Date and time of crime.



- Processing of Los Gatos historical crime data to create a predictive database of crime locations and behaviors specific to Los Gatos.
- On a daily ongoing basis, create 500’ x 500’ predictive locations for each patrol shift and all crime types targeted by Los Gatos.
- Access to 3, 7, 14, 28 day and custom historical crime mapping for the crime types that Los Gatos wishes the tool to predict.
- Provide Command Staff, Analysts and Supervisors with training and best practices guidance.





- Provide tools that track the effectiveness of predictive boxes and Los Gatos patrols on crime levels.
- Full access to the tool, including unlimited users, prediction views, refreshes, and report generation.
- Provide phone, online, and email support for technical and operational use.

**Pricing:** Based on PredPol’s current standard pricing, the cost per year for Modesto is \$15,000 per year. However, in light of Los Gatos ongoing partnership, PredPol is prepared to offer the following discounted pricing as outlined below.

**Option One**

Los Gatos would execute a “software as a service” (SaaS) agreement for three-year period with payments due annually in the amount of \$5,000 on 7/1/2015, \$6,000 on 7/1/2016 and \$7,000 on 7/1/2017.

**Option Two**

Los Gatos would execute a “software as a service” (SaaS) agreement for three-year period and would purchase a three-year license up front in the amount of \$15,000 due 7/1/2015.

	2015	2016	2017	Total	Savings
Standard Pricing	15,000	15,000	15,000	45,000	NA
3 year annual (option one)	\$5,000	\$6,000	\$7,000	\$18,000	\$27,000
3 year up front (option two)	\$5,000	\$5,000	\$5,000	\$15,000	\$30,000

We look forward to working with you to deploy PredPol with the same level of success we have found with our other cities around the world, and will gladly provide account references from any of our client cities.

This price quote is valid until May 1, 2015.

For further information please contact:  
 Mary Woodard/Client Account Manager  
[Mary@predpol.com](mailto:Mary@predpol.com)  
 805.550.0456





Los Gatos

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# POLICE DEPARTMENT

Monte Sereno

June 5, 2017

PredPol, Inc.  
PO Box 2870  
Santa Cruz, CA 95063-2870

**Subject: Contract agreement Town of Los Gatos and Predpol Inc. - Contract 15.072**

To Whom It May Concern:

Please use this letter as our notice the Town of Los Gatos has elected to terminate the above written contract effective June 30, 2017; in accordance with the terms and provisions of the contract. We have been pleased with our prior relationship with PredPol Inc. and with the service delivery.

Please feel free to contact Heather St. John at [hstjohn@losgatosca.gov](mailto:hstjohn@losgatosca.gov) or (408) 354 – 6843 with any questions regarding this contract termination letter.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael D'Antonio".

Michael D'Antonio  
Interim Chief of Police

PredPol, Inc.  
 2801 Mission St  
 Mailbox #2803  
 Santa Cruz, CA 95060  
 (831)331-4550  
 accounting@predpol.com



# Invoice

Date	Invoice No.
05/26/2014	1085
Terms	Due Date
EOM	06/30/2014

Bill To
Town of Los Gatos Attn: Steve Walpole 110 East Main St. Los Gatos, CA 95030

Amount Due	Enclosed
\$5,000.00	

Please detach top portion and return with your payment.

Date	Item	Description	Quantity	Rate	Amount
07/01/2014	Annual Subscription Fee:Early Adopter I	Predpol Crime Prediction Subscription Service:07/01/14-06/30/15	1	5,000.00	5,000.00
<b>Total</b>					<b>\$5,000.00</b>



THE PREDICTIVE POLICING COMPANY.™

# Don't Just Map Crime. Predict It.™

## The Problem:

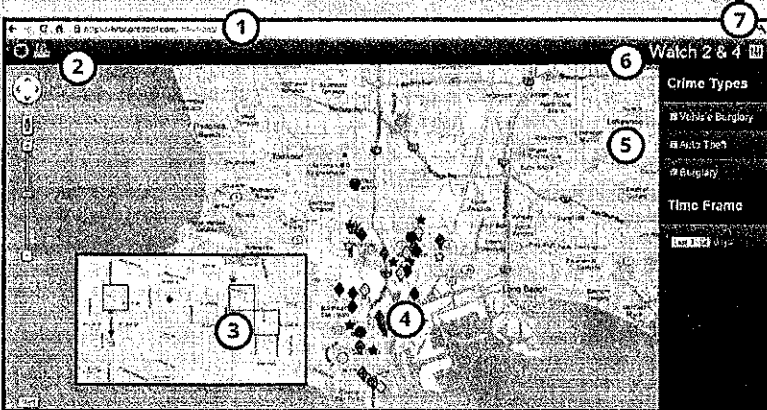
Police departments nationwide are being challenged to reduce their budgets while still responding to public demand for crime reduction.

## The Solution:

PredPol™ is a field-tested, easy to use crime prediction tool that puts officers on the scene before crimes occur.

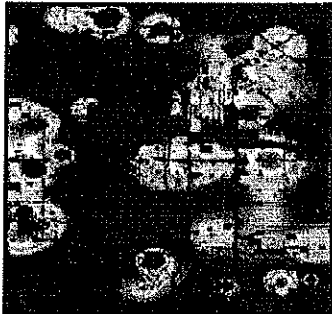
*"I'm not going to get more money. I'm not going to get more cops. I have to be better at using what I have, and that's what predictive policing is about."*

-Los Angeles Police Chief Charlie Beck

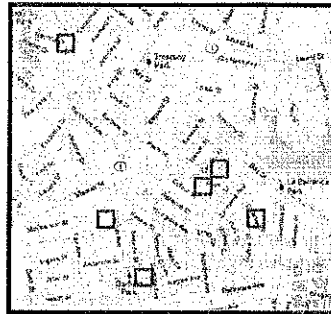


## Key PredPol Features

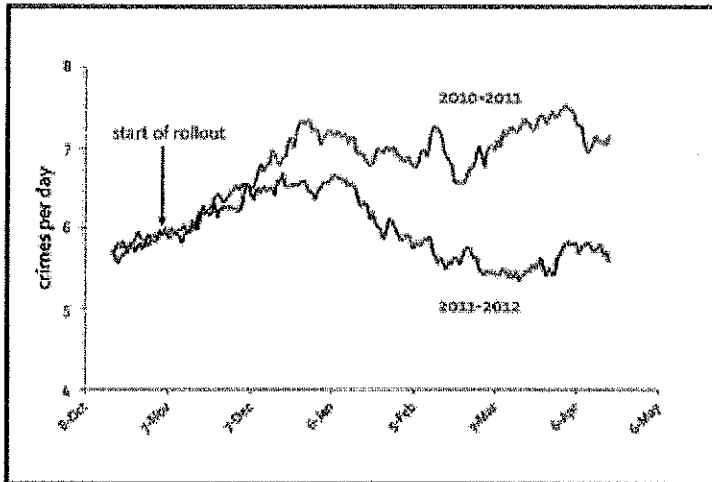
1. <https://...> secure
2. deliver report on paper, to smart phone, or to tablet
3. 500' x 500' place-based prediction boxes
4. crime mapped instantaneously
5. specific to crime type
6. specific to shifts
7. crime mapping & prediction settings



**Tactics Unclear**



**Tactics Clear**



Using PredPol, serious property crimes have fallen by 12% in the Los Angeles Police Department's Foothill Division.

*"It's cheaper to prevent a crime than to solve a crime, and that's where I think the promise lies."*

-Scott Dickson, Crime Analyst.  
Killeen, Texas Police Department

## Background

- PredPol's technology has been developed over six years by internationally recognized PhDs in mathematics, criminology and anthropology.
- The program puts officers on the scene before crimes occur, targeting place-based prediction "boxes" as small as 500 feet by 500 feet.
- Successful deployments in Los Angeles and Santa Cruz, California, have already increased police effectiveness in measurable ways.

## Key Benefits

- Ready-to-use, frequently updated intel in officers' hands 24/7
- Allows for targeted allocation of limited public safety resources
- Easily implemented, accessible and cost effective

## Applications

- Neighborhood policing
- Military Intelligence and policing
- Emergency management and public health



## Proposal for the Deployment of Predictive Policing Software For Los Gatos Police Department

March 24, 2015

PredPol is pleased to offer this proposal to support the Los Gatos Police Department (Los Gatos) continued work to predict and prevent crime. We are excited to partner with Los Gatos to reduce crime in the City and effectively work as a force multiplier for the Department.

### BACKGROUND

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#### A Track Record, Multiple Field Tests, Easy Deployment, Intuitive

\* An **established track record** of successful deployments in cities large and small, in the U.S. as well as the U.K. and South America.

\* **Predictions for many types of crime**, including property crime, gang activity, drug incidents, traffic accidents, and gun violence.

\* **Automated mapmaking** so that officers and analysts spend less time generating maps and more time using their intelligence and experience to fight and solve crime.

\* **Predictions for each shift**, automatically recalibrating predictions when a department updates its RMS, and **direct delivery to patrol officers** via paper or email and to any internet-enabled device.

\* **A simple, intuitive, easy to use tool** resulting in an implementation time of days (not months), less training time, lower error rate, better adoption rate by patrol officers, and a better return on the investment.

\* **Public crime mapping system** available at no extra cost that displays crime data in a simple map and includes multiple crime types, crime alerts, and is usable from mobile devices as well.

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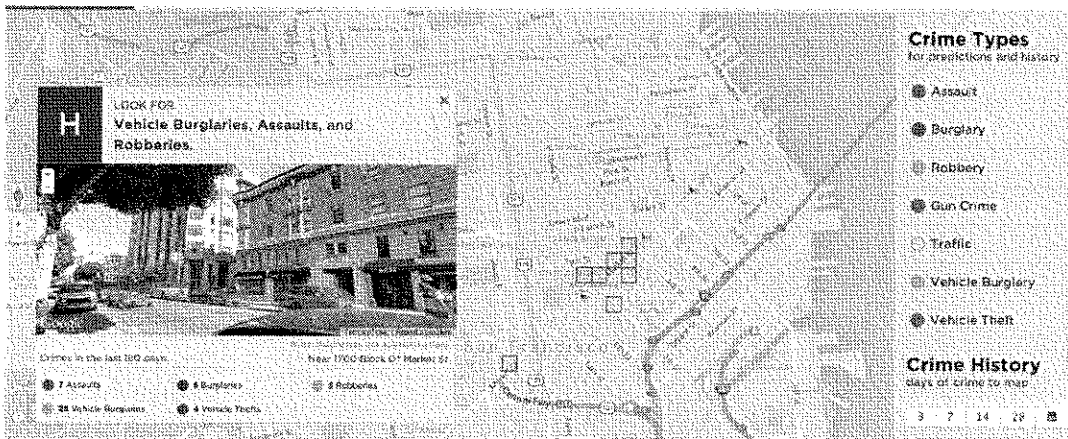
**The Company:** Created by police for police, PredPol's patent-pending technology generates predictions about which areas and windows of time are at highest risk for future crimes. This includes property crimes, traffic accidents, drug incidents, gang activity, and violent crimes. Predictions are for small areas -- 500 feet by 500 feet -- and automatically generated for each day and each shift. The predictions are delivered directly to officers on paper at shift meetings, by email, or to any internet-connected mobile device like a smartphone or data terminal in a vehicle. When





they're not responding to calls for service or performing other duties, patrol officers spend a few minutes in these boxes to create a deterrent effect.

**Track Record & Field Tests:** Most importantly, PredPol's cloud based, software-as-a-service (SaaS) has a proven track record of suppression and reduction of crime in cities like Los Angeles, USA (3.8m population) Kent, England (1.8m population) and Atlanta, GA (450,000 population) that have deployed the tool. In contrast to hotspot analysis that simply maps past crime data, PredPol's first-of-its-kind technology applies advanced mathematics and computer learning that predicts twice as many crimes as those made by current best practices like heatmapping.



A screenshot of PredPol's predictive boxes that patrol officers receive on paper or any mobile device. Predictions are specific to their shift and sortable by crime type.

**The Service:** PredPol's product is its patent-pending crime prediction software that includes our cloud and secure data pipe applications. PredPol integrates seamlessly with your agency's RMS crime data systems and updates automatically as an agency updates its records. It is accessible by printing results on paper, by email, and through any internet-connected device, whether desktop, laptop, tablet, smartphone, or in-car mobile data terminal.



**Integrated Dosage Calculations:** PredPol provides AVL-based, real-time dosage reporting for patrol using our predictive services. This is not only the first, but also the best in class pairing of field-tested crime prediction and usage metrics. Reports are accessible within the web-based interface by command staff and patrol supervisors (filtered by user permissions) and provides instant feedback on which zones are being under-patrolled, patrolled sufficiently, or over-patrolled to prevent crime.



**A Force Multiplier for Los Gatos PD:** PredPol allows more efficient and effective use of limited force resources, resulting in an increase in available officer patrol time. Departments using PredPol are consistently seeing double-digit crime reductions. Even a 10% reduction in crime can result in roughly a 30% increase in discretionary patrol time for your officers. This increase in patrol time can create a “virtuous circle” of crime prevention to further drive down crime in Los Gatos. (This estimate is based on the COPS/DoJ 2012 Wilson & Weiss paper, “A Performance-Based Approach to Police Staffing and Allocation”, which assumes that roughly 75% of officer time is spent on responding to calls for service and related administrative and investigative activities, leaving just 25% of shift time available for proactive patrolling.)

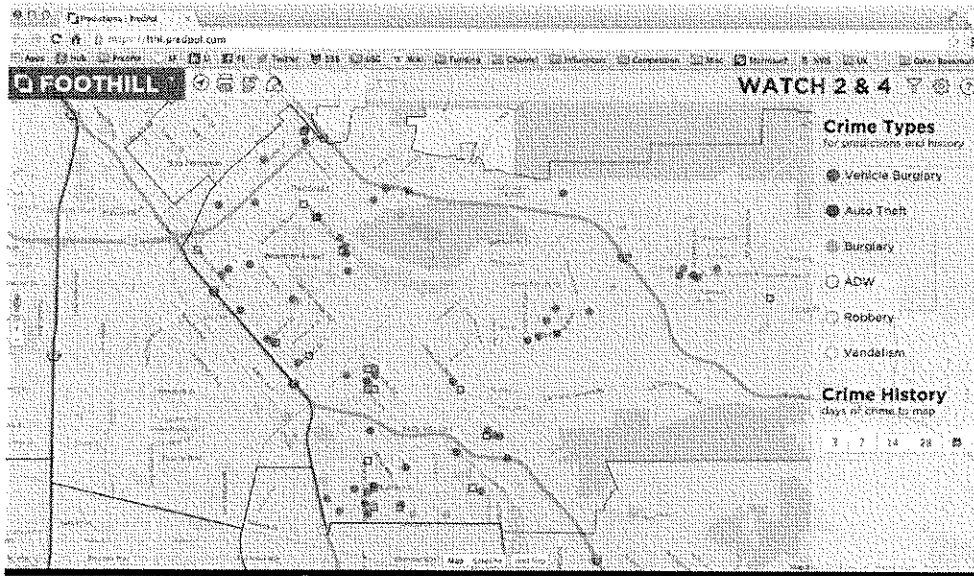
PredPol is truly a force multiplier in the realest of terms: increasing officer discretionary time puts feet back on the streets and provides the opportunity to build community partnerships and proactively solve problems. This improved efficiency helps address the challenges of policing a rapidly growing city and the ever-increasing demand on limited PD resources. In addition to the community impact of creating more available officer time, there are significant estimated financial savings to Los Gatos by having to hire fewer officers.



### SCOPE OF WORK

PredPol will provide services, resources, and tools to support a successful implementation the PredPol services for the Los Gatos Police Department. The scope of work will include the following:

- Setup of and integration of the PredPol data pipe into Los Gatos’s existing RMS. Timeline for setup is dependent upon grant of access to the department’s database and IT personnel for PredPol’s technician for installation of the data pipe, but the setup usually requires no more than a few hours of staff time. The data required from the RMS consists of just three data elements:
  - Type of crime or crime code
  - Location of crime (lat-long or street address)
  - Date and time of crime.



- Processing of Los Gatos historical crime data to create a predictive database of crime locations and behaviors specific to Los Gatos.
- On a daily ongoing basis, create 500' x 500' predictive locations for each patrol shift and all crime types targeted by Los Gatos.
- Access to 3, 7, 14, 28 day and custom historical crime mapping for the crime types that Los Gatos wishes the tool to predict.
- Provide Command Staff, Analysts and Supervisors with training and best practices guidance.



- Provide tools that track the effectiveness of predictive boxes and Los Gatos patrols on crime levels.
- Full access to the tool, including unlimited users, prediction views, refreshes, and report generation.
- Provide phone, online, and email support for technical and operational use.

**Pricing:** Based on PredPol’s current standard pricing, the cost per year for Modesto is \$15,000 per year. However, in light of Los Gatos ongoing partnership, PredPol is prepared to offer the following discounted pricing as outlined below.

**Option One**

Los Gatos would execute a “software as a service” (SaaS) agreement for three-year period with payments due annually in the amount of \$5,000 on 7/1/2015, \$6,000 on 7/1/2016 and \$7,000 on 7/1/2017.

**Option Two**

Los Gatos would execute a “software as a service” (SaaS) agreement for three-year period and would purchase a three-year license up front in the amount of \$15,000 due 7/1/2015.

	2015	2016	2017	Total	Savings
<b>Standard Pricing</b>	15,000	15,000	15,000	45,000	NA
3 year annual (option one)	\$5,000	\$6,000	\$7,000	\$18,000	\$27,000
3 year up front (option two)	\$5,000	\$5,000	\$5,000	\$15,000	\$30,000

We look forward to working with you to deploy PredPol with the same level of success we have found with our other cities around the world, and will gladly provide account references from any of our client cities.

This price quote is valid until May 1, 2015.

For further information please contact:  
 Mary Woodard/Client Account Manager  
[Mary@predpol.com](mailto:Mary@predpol.com)  
 805.550.0456

**☞ POLICE DEPARTMENT ☜**  
**Patrol Program**

Core Values	Key Projects
<p><b><i>Public Safety</i></b>            Ensure public safety through proactive community policing, effective emergency response, and community-wide emergency preparedness</p>	<p align="center"><b><i>Burglary Suppression Plans / Directed Patrol</i></b></p> <p>In an effort to combat residential burglaries, the Department will continue to implement and evaluate Burglary Suppression Plans during FY 2015/16. The Burglary Suppression Plans consist of directed patrol, undercover operations, monitoring known criminal offenders, updating evidence collection training, and enhanced communication with allied agencies.</p> <p align="center"><b><i>PredPol Predictive Policing</i></b></p> <p>The Department continues to incorporate innovative policing techniques to reduce crime in our community. The Patrol Program has committed to using Predpol Predictive Policing software to deter crime, target likely crime areas to patrol, and develop crime analysis information. Predpol is an analytical software program that enables law enforcement to better prevent crime in their community by generating predictions through algorithms, on the place and time future crimes are most likely to occur. Law enforcement agencies who utilize Predpol have seen up to a 20% reduction in specified targeted crimes. The Department is committed to working with Predpol administrators in developing analytical measures of specific crime types to reduce, target, and facilitate crime rate and disorder reductions.</p>

**KEY PROGRAM SERVICES**

- Responds to emergency and non-emergency calls for service
- Performs directed patrol and self-initiated activity during non-committed time
- Investigates crimes and traffic accidents
- Utilizes PredPol Predictive Police Analytics to suppress crime
- Supports the Department’s traffic enforcement control program, including issuance of traffic and parking citations
- Solves community problems using proactive Problem Oriented Policing techniques
- Builds relationships within the community to enhance public safety
- Oversees Disaster Aid Response Team (DART), Reserve Police Officers, and the Police Explorer Post



# COPS CREDIT “PREDICTIVE POLICING” FOR ZERO CRIME DAY

NBC LOS ANGELES  
BY LOPITA LOPEZ  
MARCH 13, 2014



PREDPOL®

A new tool Los Angeles police say makes them better crime fighters isn't a gun, but a computer.

The LAPD is using a high tech crime-fighting technique known as “predictive policing” and it seems to have scored its biggest success.

Police said they enjoyed a day without crime on Feb. 13 in the LAPD's Foothill Division, which stretches 50-square miles from Pacoima to Sunland Tujunga.

Capt. Sean Malinowski, of the LAPD's Foothill Division, credits the new tool for the lull.

“It disrupts crime,” he said, with burglaries plunging from 132 last year to 58 this year.



Capt. Sean Malinowski

down.

But police admit there remains a concern about the possibility of profiling.

“It doesn't tell us anything about race, gender anything like that,” said Chief Mark Yokoyama, of the Alhambra Police Department.



Chief Mark Yokoyama

Instead, Yokoyama said, it looks at date, time, location and crime.

“You have to take a risk sometimes if you want to impact crime,” he said. “Our car burglary car thefts all went down last year, in fact substantially down.”

In predictive policing, computer algorithms take data from specific kinds of crime — burglary, auto theft and car break-ins — then map them out for officers. Areas with the most such crimes — cops can see 500-square foot “boxes” — get more attention by cops on the beat.

**“You have to take a risk sometimes if you want to impact crime...Our car burglary car thefts all went down last year, in fact substantially down.”**

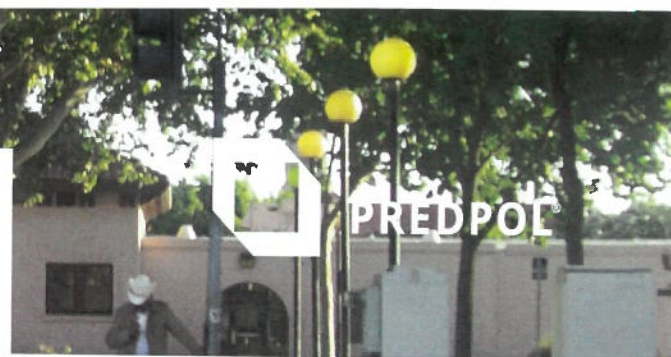
ALHAMBRA, CA PD CHIEF MARK YOKOYAMA

Police are using the information they gather to go to the neighborhoods where certain crimes are predicted to go



## MODESTO SEES DOUBLE-DIGIT DROP IN PROPERTY CRIMES – LOWEST IN THREE YEARS

EXCERPTED FROM MODBEE  
BY ROSALIO AHUMADA  
NOVEMBER 11, 2014



Modesto police officials say they've seen a double-digit drop in burglaries, robberies and vehicle thefts in the past 10 months, and they credit the department's new policing strategies for the city's lowest property crime rates in three years.

This year, Modesto has had a 20% reduction in home burglaries, a 13% reduction in commercial thefts, a 12% reduction in vehicle thefts, an 11% reduction in robberies and a 5percent reduction in larceny.

"We are determined to drive down crime in Modesto by being more strategic with our resources and more engaged with our community, despite the fact that we've had a 25% reduction in patrol staff and hefty budget cuts over the last year," said Police Chief Galen Carroll in a news release.

The department has been using predictive policing data, trying to learn about areas hit by crime and when to patrol those areas. Police have combined that predictive policing with improving dialogue with Modesto residents through one-on-one conversations, social media and town hall meetings.

The predictive policing software uses statistics and mathematical modeling to predict where crimes are likely to occur, down to an area as small as 500 by 500 feet. The software also is being used in such cities as Seattle and Los Angeles.

"With fewer resources at our disposal, we are fortunate to be able to better pinpoint where crime is likely to occur," Capt. Rick Armendariz said in the news release. "We are finding we are now more often in the right place at the right time."

**"We are determined to drive down crime in Modesto by being more strategic with our resources and more engaged with our community, despite the fact that we've had a 25percent reduction in patrol staff and hefty budget cuts over the last year."**

MODESTO, CA PD CHIEF GALEN CARROLL

The department began using the predictive policing software, called PredPol, in January. Police officials wanted to identify where to strategically deploy officers in the places and at the

times crimes are most likely to occur.

The software helps analysts and officers determine areas with the highest probability of a crime occurring, using an algorithm based on the location, time and date of past crimes. Police officials said it does not include any information about individuals or demographic groups.



Modesto Police Chief Galen Carroll

Jeff Brantingham is a co-founder of PredPol and an anthropology professor specializing in criminology at UCLA. He said in the news release that there is no single strategy that can eliminate crime altogether, but dozens of cities in the country are using predictive analytics to reduce crime and improve safety.

**"With fewer resources at our disposal, we are fortunate to be able to better pinpoint where crime is likely to occur."**

MODESTO, CA PD CAPTAIN RICK ARMENDARIZ

"We're pleased, but not surprised with the results, as they are mirroring what we are seeing in other communities across the nation," Brantingham said about the recent decline in Modesto crime.



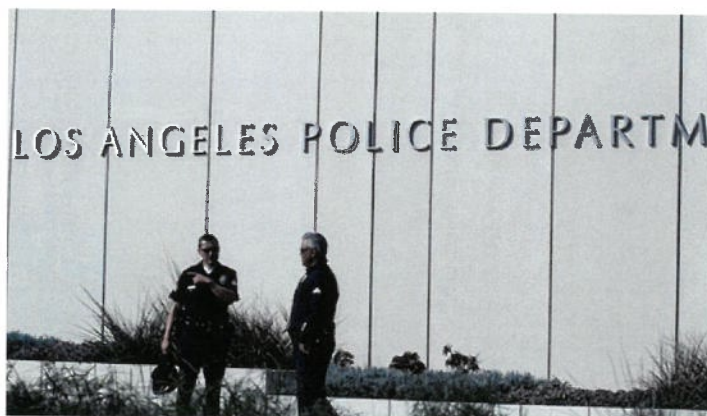
# TO PREVENT CRIME, WALK THE DOG ON AT-RISK BLOCKS

THE ATLANTIC  
BY CONOR FRIEDERSDORF  
MARCH 28 2014



Last summer, the press began reporting on a new law enforcement tactic, "predictive policing." A computer program analyzes all crime that occurs in an area and produces a map with boxes drawn around blocks where future crime is most likely.

"Cops working with predictive systems respond to call-outs as usual, but when they are free, they return to the spots which the computer suggests," The Economist noted. "Officers may talk to locals or report problems, like broken lights or unsecured properties, that could encourage crime." The tactic coincided with a 12 percent reduction in property crime in one Los Angeles neighborhood.



The program is now coming to the Pacific Division, also known as my area of the city. And in an innovative twist, the LAPD has asked me to help out in problem spots.

The same request went out to all my neighbors.

"LAPD Pacific Division wants to enhance the results of Predictive Policing to drive crime as low as possible," it stated:

In an effort to do this we are deploying as many resources as possible to the box areas. To further increase the effectiveness of Predictive Policing we are asking the public to spend any free time that you may have in these areas too. You can simply walk with a neighbor, exercise, or walk your dog in these areas and your presence alone can assist in deterring would be criminals from committing crime in your neighborhood.

Every day, they're going to release a new map via social media with an updated boxes so people know which cross-streets in their

neighborhood need the most attention.

**"This latest example is a good illustration of how transparency can help law enforcement to improve public safety."**

This is a worthy experiment.

Lots of Los Angeles is built in a way that reduces the presence of what Jane Jacobs would call "eyes on the street." Can this disadvantage be overcome with crowdsourcing?

I'd change the route I take on dog walks to help out. And if lots of my neighbors do the same, it'll be a sign of civic health. We're all responsible for safeguarding our neighborhoods.

The Los Angeles Police Department is often less transparent than it ought to be, as evidenced by its refusal to turn over information about its license plate scanner program. Angelenos would be furious if they knew how pervasively their vehicular comings and goings are recorded and stored by law enforcement. But the LAPD does praiseworthy things too. This latest example is a good illustration of how transparency can help law enforcement to improve public safety. And if the experiment works, needed eyeballs will be dispersed to at-risk areas without the use of Orwellian surveillance cameras being installed all over the neighborhood.



# PREDPOL SUPPORTS COMMUNITY POLICING

**“It’s actually increased our communication and visibility to the community because [police officers are] spending more time in the residential area...I get [positive] calls all the time about why the police are in their neighborhood more.”**

ALHAMBRA PD CHIEF MARK YOKOYAMA  
PASADENA STAR NEWS, FEBRUARY 2014

**“The policing program [PredPol] also notifies the public via social media about certain areas. ‘Be the eyes and ears for the LAPD, and they can also look out for their own neighborhood,’ [LAPD Pacific Division Capt. Brian] Johnson said.”**

LAPD PACIFIC DIVISION CAPT. BRIAN JOHNSON  
CBS LOS ANGELES, APRIL 2014

**“I want everybody who’s out and about in our community to be part of preventing crime.”**

NEIGHBORHOOD WATCH COORDINATOR CINDY HENCH  
CBS LOS ANGELES, APRIL 14

**“We also have to listen to the word on the street from our seasoned officers, from the arrestees, the detectives and the homeowners with whom we’ve established partnerships.”**

FOOTHILL PATROL CAPTAIN STEPHEN CARMONA  
NBC LOS ANGELES, JANUARY 2013

## THE FIELD-TESTED INDUSTRY STANDARD IN PREDICTIVE POLICING

### SUPPORTING COMMUNITY POLICING EFFORTS

For many jurisdictions, a predictive policing strategy encourages patrol officers to work as partners with communities in the locations where crime is most likely to occur. PredPol helps guide location-based strategies where officers communicate and build relationships with residents to engage them in community crime watch efforts.

PredPol’s technology supports community policing efforts by increasing visibility of officers in the right place at the right time. Our patent pending algorithm provides highly accurate predictions, without any need for demographic data. Using only past crime data - type, place, and time - the software predicts where and when a crime is most likely to occur, not who is likely to commit it.

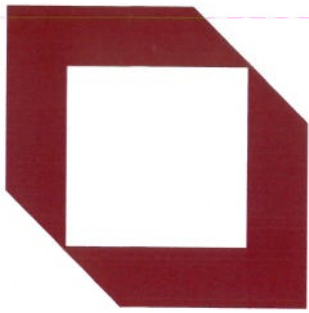
### PROVEN DRAMATIC RESULTS

*PredPol has helped communities see the following crime reductions:*

- 20% overall crime in Los Angeles, CA
- 50% residential burglary in Richmond, CA
- 25% overall crime in Santa Cruz, CA
- 32% auto burglary in Alhambra, CA
- 22% aggregate crime in Norcross, GA
- 18% residential burglary in Modesto, CA

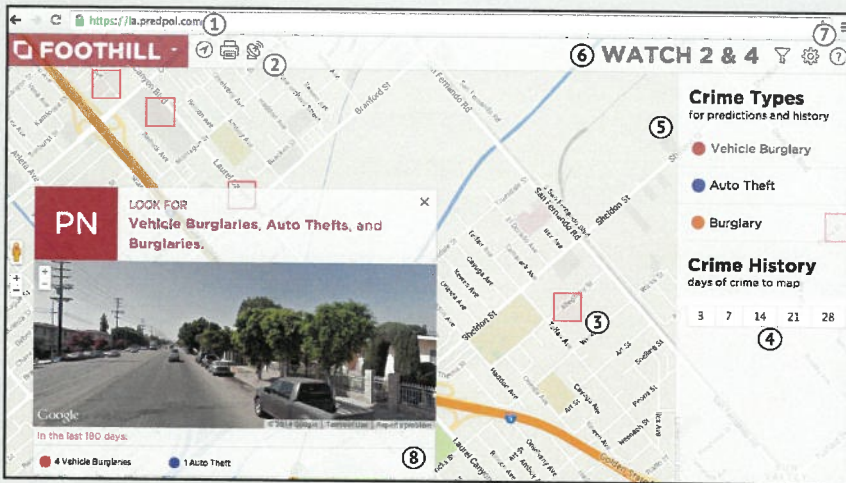






# PREDPOL®

THE PREDICTIVE POLICING COMPANY™



## Key PredPol Features

1. uses https secure technology
2. delivers reports on paper, on any internet connected device, or MDT
3. 500' x 500' prediction boxes
4. crime mapped instantaneously
5. specific to crime type
6. specific to shifts and jurisdictions
7. crime history overlay
8. 'in the box' intelligence – box labels and street view

## Proven Track Record, Multiple Field Tests, Easy Deployment, Intuitive

- An established track record of successful deployments in cities large and small, in the U.S. and internationally.
- Predictions for many types of crime, including property crime, gang activity, drug incidents, traffic accidents, and gun violence.
- Predictions for each shift (not for a week or month), with automatic recalibration whenever a department updates its RMS.
- Direct delivery to patrol officers via paper or email and to any internet-enabled device.
- A simple, intuitive, easy to use tool resulting in implementation time of days (not months), less training time, lower error rate, and better adoption rate by patrol officers.
- Cost savings from crime reduction that allow for reallocation of resources to more officers, more analysts, and more equipment.

*"It makes us smarter. It puts us on the cutting edge in what's going on in this country in crime fighting."*

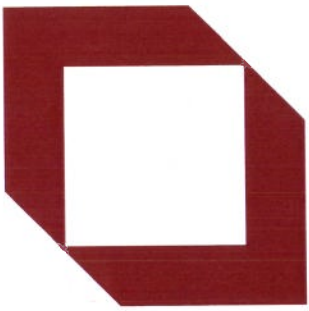
Atlanta, GA Police Chief George Turner

Since implementing PredPol serious property crimes have fallen by 29% in the Los Angeles Police Department's Foothill Division.

To request a price quote, or for additional information, please contact us:

831.331.4550 | [info@predpol.com](mailto:info@predpol.com) | [www.predpol.com](http://www.predpol.com)

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# PREDPOL®

## THE PREDICTIVE POLICING COMPANY™

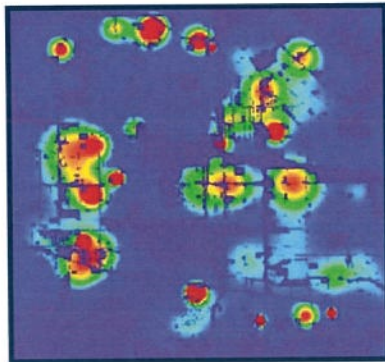
Easy-to-use crime prediction software

### How PredPol Works

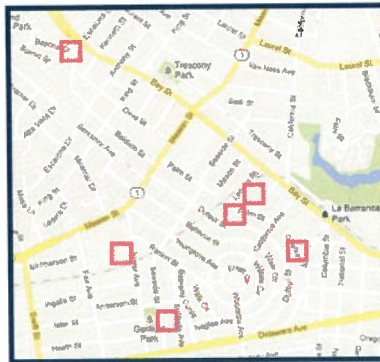
- Only three data points from an agency's RMS/CAD database: 1) Crime type 2) Crime location 3) Crime time
- Predictions are translated onto a map as distinctive red boxes representing an area of 500 feet by 500 feet. Maps can be broken down into divisions, districts or beats
- Predictions are recalibrated daily for each patrol shift
- Reports are delivered to any internet-connected device, viewed on an MDT (Mobile Data Terminal), or printed on paper

### How PredPol Benefits Law Enforcement

- Crime analysts using PredPol are twice as effective as analysts using best practices alone
- Clear and simple visuals are easy to understand and immediately usable
- Complements officer judgment to problem solve while "in/around-the-box", and to help new officers get up-to-speed more quickly on crime risks in their environment
- Enables law enforcement to enhance and better direct the patrol resources they have
- It does not replace, but requires, the insights of veteran officers and crime analysts
- A force multiplier to disrupt and deter crime



tactical ambiguity



tactical clarity

PredPol software uses a pattern-recognition algorithm and existing crime data to make real-time crime predictions for safer communities.

### Background

PredPol's patent-pending technology was created by police for police in collaboration with internationally recognized PhD's in mathematics, anthropology, and criminology.

### PredPol Requirements

- 3-5 years of crime data from RMS/CAD database and continuous data updates
- Crime type, crime address, and crime times from RMS/CAD database
- No new hardware or software required
- No incremental training or maintenance fees

*"I'm not going to get more money. I'm not going to get more cops. I have to be better at using what I have, and that's what predictive policing is about."*

Los Angeles Police Chief Charlie Beck





# PREDPOL®

**THE PREDICTIVE POLICING COMPANY™**

In dozens of deployments across the US and on three continents, law enforcement agencies deploying PredPol's predictive policing solution have seen reductions ranging from nearly 10 to 40 percent in targeted crimes. Developed by a team of LAPD and UCLA researchers, PredPol's predictive solution represents six years of cooperative development, by law enforcement for law enforcement, culminating in the industry standard for crime prediction.

Year over year, Los Angeles Police Department Foothill Division's crime was down:

**20%**

Norcross, GA saw:

**15-30%**

reduction in burglaries and robberies, just four months after deployment.

In its first 90 days, Atlanta, GA saw reductions of:

**28% 10%**

car theft

burglaries

Richmond, CA Police Department saw the following

**21%**

violent crime

**50%**

residential burglaries

**34%**

vehicle theft

Modesto, CA, reported the lowest crime rates in 3 years since deployment, including:

**18%**

residential burglary

**13%**

commercial burglary

10 months after deployment, Alhambra, CA saw the following drops:

**20%**

vehicle theft

**32%**

auto burglary

Santa Cruz Police Department saw the following reductions in its first year of deployment:

**11%**

burglaries

**27%**

car theft

**25%**

overall crime, June 2013

**29%**

overall crime, July 2013





# PREDPOL®

**“It’s not how many people you catch, it’s how many crimes you prevent.”**

Los Angeles, CA Police Department Chief Charlie Beck

**“Since its inception, crime has dropped on my beat. It’s like the perfect ally. We have the perfect sidekick that’s already looking ahead and telling you what’s going to happen next.”**

Atlanta, GA Police Department Officer Omari Price

**“Vehicle theft and burglaries are down ... but an officer’s ability to listen to people, talk to people, and connect with people remains irreplaceable.”**

Richmond, CA Capt. Mark Gagan

**“The theory is that you prevent them from committing the crime to begin with.”**

Modesto Police Chief Galen Carroll

**“When you look at the crime reduction, in a year you’re probably saving in costs to society about two million dollars — just in my division alone.”**

Los Angeles, CA Police Captain Sean Malinowski

**“If I wasn’t confident that this will help the city I would not invest in it. It will help us use our limited resources more efficiently.”**

Haverhill, MA Police Chief Alan DeNaro

**“Residential theft has decreased by 11 percent, car burglaries by 20 percent and grand theft auto by 10 percent since the program started. “The only difference between this year and last year is utilizing PredPol in our policing strategies.”**

Alhambra, CA Chief Mark Yokoyama, L.A.