

TRANSMITTAL

To:

THE COUNCIL

Date: 08/07/2015

From:

THE MAYOR

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



(Ana Guerrero)

ERIC GARCETTI
Mayor

LOS ANGELES POLICE COMMISSION

BOARD OF
POLICE COMMISSIONERS

STEVE SOBOROFF
PRESIDENT

PAULA MADISON
VICE PRESIDENT

SANDRA FIGUEROA-VILLA
KATHLEEN C. KIM
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MARIA SILVA
COMMISSION EXECUTIVE ASSISTANT II



ERIC GARCETTI
Mayor

RICHARD M. TEFANK
EXECUTIVE DIRECTOR

ALEXANDER A. BUSTAMANTE
INSPECTOR GENERAL

EXECUTIVE OFFICE
POLICE ADMINISTRATION BUILDING
100 WEST FIRST STREET, SUITE 134
LOS ANGELES, CA 90012-4112

(213) 236-1400 PHONE
(213) 236-1410 FAX
(213) 236-1440 TDD

May 19, 2015

BPC #15-0135

The Honorable Eric Garcetti
Mayor, City of Los Angeles
City Hall, Room 303
Los Angeles, California 90012

Attention Mandy Morales

Dear Honorable Mayor:

RE: DONATION OF 80 LICENSES TO ACCESS GEOFEEDIA, VALUED AT \$60,000.00
FROM THE LOS ANGELES POLICE FOUNDATION, FOR THE BENEFIT OF THE
INFORMATION TECHNOLOGY BUREAU

At the regular meeting of the Board of Police Commissioners held Tuesday, May 19, 2015, the Board RECEIVED the Department's report relative to the above matter.

The Board requests, subject to your approval, that this matter be forwarded to City Council for their approval.

Respectfully,

BOARD OF POLICE COMMISSIONERS

A handwritten signature in cursive script that reads "Maria Silva".

MARIA SILVA
Commission Executive Assistant II

Attachment

c: Chief of Police
ASB

BPC #15-0135
RECEIVED 7C
MAY 12 2015
POLICE COMMISSION

INTRADEPARTMENTAL CORRESPONDENCE

May 8, 2015
1.10

TO: The Honorable Board of Police Commissioners

FROM: Chief of Police

REVIEWED

[Signature]
THOMAS W. DEFRANK
INFORMATION TECHNOLOGY BUREAU DIRECTOR
5/12/15
DATE

SUBJECT: APPROVAL OF NON-MONETARY DONATION

RECOMMENDED ACTION

1. That the Board of Police Commissioners APPROVE and ACCEPT the donation of 80 licenses to access Geofeedia valued at \$60,000.00 for Information Technology Bureau (ITB).

DONOR INFORMATION:

Los Angeles Police Foundation (#045-15)
Ms. Cecilia Glassman, Executive Director
515 South Flower Street, Suite 1680
Los Angeles, California 90071
(213) 489-4636

ITEMS:

80 licenses for
Geofeedia

AMOUNT/VALUE:

\$60,000.00

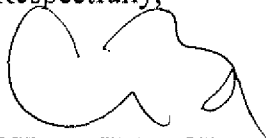
DISCUSSION

The donation will be used to purchase 80 licenses to the Geofeedia program, which will be used throughout the Los Angeles Police Department. The donation was solicited and vetted by ITB. The program will allow for the real-time data collection of videos and posts to social media to aid in investigations. No expressed or implied commitments or promises were made to the donor or representatives of the donor. The donor will not receive any preferential treatment, endorsement, or recommendation; and the donor is not allowed the use of any Los Angeles Police Department patents.

Administrative Services Bureau has reviewed the donation and determined that it has been submitted in accordance with Section 5.467 et seq. of the Los Angeles Administrative Code, which provides for the receipt and acceptance of donations to the Los Angeles Police Department.

If you have any questions, please contact Nichole Trujillo, Information Technology Bureau, at (213) 486-0385.

Respectfully,



CHARLIE BECK
Chief of Police

INTRADEPARTMENTAL CORRESPONDENCE

March 24, 2015
1.17

TO: Commanding Officer, Administrative Services Bureau

FROM: Commanding Officer, Information Technology Bureau

SUBJECT: REQUEST TO ACCEPT DONATION – GEOFEEDIA

RECEIVED
APR 16 2015 #45-15
ADMINISTRATIVE
SERVICES BUREAU

It is requested that Administrative Services Bureau (ASB) approve and forward correspondence to the Board of Police Commissioners to accept the solicited donation to fund Geofeedia at the value of Sixty Thousand Dollars (\$60,000.00) from the Los Angeles Police Foundation. The donation was offered on March 16, 2015.

This grant will pay for 80 licenses to access the Geofeedia program, which will be used throughout the Department. This program will allow for the real-time data collection of videos and posts to social media to aid in investigations.

DONOR INFORMATION:

Los Angeles Police Foundation
Tracy Szpeinski
515 S. Flower Street, Suite 1680
Los Angeles, CA 90071
(213) 489-4636

All possible conflicts of interest have been researched. No expressed or implied commitment or promise was made to the donor or representatives of the donor. The donor will not receive any preferential treatment, endorsement, or recommendation and the donor is not allowed the use of any LAPD patent.

If you have any questions, please contact Management Analyst Nichole Trujillo, Information Technology Bureau, at (213) 486-0385.



MAGGIE GOODRICH, Chief Information Officer
Commanding Officer
Information Technology Bureau

Attachments

515 S. Flower St., Ste. 1680, Los Angeles, CA 90071
Phone: (213) 489-4636
Fax: (213) 489-4697
tracy@lapolicefoundation.org

**Los Angeles Police
Foundation**

Fax

| | |
|------------------------------------|----------------------------------|
| To: ASB | From: Tracy Szpeinski |
| Fax: 213-485-8125 | Pages: 8 (includes Cover) |
| Phone: 213-485-3277 | Date: March 16, 2015 |
| Re: Grant Request #2015-016 | CC: |

Attached is the latest grant request.

| | |
|------------------------------------|-------------------------------|
| Grant Application received: | February 9, 2015 |
| Grant Received from: | Information Technology Bureau |
| Contact: | Nichole Trujillo |
| Phone #: | (213) 486-0835 |
| Grant Name | Geofeedia |
| Grant Amount: | \$60,000 |

Please e-mail this information to Administrative Services Bureau
or if you have any questions, please contact us at 213-486-7060.
Thank you.



2014 GRANT APPLICATION

Grant Number 2015 - 016 (office use only)

Date: 01/28/2015

Amount Requested: \$60,000

Contact Name(s): Nichole Trujillo

Department/Unit: LAPD/Information Technology Bureau

Mailing Address: 100 W. 1st Street, Suite 842, Los Angeles, CA 90012

Phone Number: 213-486-0385

Fax Number: 213-486-5727

E-mail Address: N3362@lapd.lacity.org

Name of Program/Equipment requesting funding for: GEOFEEDIA

Provide a brief description and the need for the program/equipment (use additional paper if needed):

The Department is requesting funding to pay 80 licenses for Geofeedia. Geofeedia is the only patented location-based social media monitoring, analysis and engagement platform for law enforcement. This program enables law enforcement agencies to derive social intelligence to understand, in real-time, what's happening at the locations most important to them. Geofeedia will give us the ability to search seven social media sources by geo-location, from a specific address to an entire neighborhood, and then filter the results by timeframe, keywords or specific individuals. Geofeedia has the capability to instantly translate over 50 languages. Over 500 police departments nationwide currently use Geofeedia, including LASD, NYPD, Chicago, Dallas PD, FBI and the Joint Regional Intelligence Center.

Has this program/equipment previously been requested through the city budget? YES NO

If yes, please list the most recent date of submission and the result. _____

If no, please explain the reason why it was not submitted.

There is no funding available in the Department budget.

What objectives will be accomplished if the funding is granted?

This grant is requesting to pay for 80 licenses to access the Geofeedia program which will be used throughout various divisions within the Department. This program will allow for the real-time data collection of videos and posts of social media that captures crimes that occurred. Area watch commanders would have the ability to monitor their area and it would allow for better knowledge of what is occurring in real-time, rather than after the fact. It would also allow investigators to track suspects' movements with the GPS capabilities through live social media posts.

How many officers will be impacted with this grant?

This program can potentially impact all officers. With the use of this program, it will give officer and investigators the ability to use social media for targeted surveillance and monitoring, tracking of users of interest, crisis response and management, resource allocation, live event security efforts, source and data evaluation and corroboration, community engagement, and command center operations. Training will be offered to officers by Geofeedia quarterly, free of charge.

How will the community be impacted by this grant?

This program will lead to the arrest of dangerous suspects sooner, faster response times, thus make the communities we serve safer for residents. It will also allow us to monitor terrorist activity and inform the community of possible threats.

Describe the short term outcome and long term impact you anticipate within the Department and in the community it serves as results of this grant?

Short term outcomes:

- ❖ Giving officers a tool to reach out to the community without them having to come forward in person.
- ❖ Allow officers to obtain crucial information before it can be deleted by users from social medial.
- ❖ Quick leads on crimes in progress.

Long term outcomes:

- ❖ Ability to receive pertinent information regarding crimes and events before the media.
- ❖ Reduce response times and investigative times in solving cases.
- ❖ Enable officers to do their job more efficiently.

How can the Foundation evaluate success if the funding is granted? (# of people served, objectives reached, surveys, etc.)

The Department will conduct officer satisfaction surveys on how Geofeedia has impacted their ability to do their job.

Please list or attach an itemized list for expenses or a quote from equipment manufacturer on vendor's letterhead.

See attached quote.

Has your commanding officer approved this request? YES NO

Name of commanding officer: Maggie Goodrich

Signature of commanding officer: _____



Send completed grant application form by fax (213) 489-4697 or email tracy@lapolicefoundation.org or call Tracy Szepeinski at (213) 489-4636 with any questions, comments or concerns.

What is Geofeedia?

Geofeedia is the only patented*, location-based social media monitoring, analysis and engagement platform for law enforcement. Our solution enables law enforcement agencies to derive social intelligence to understand, in real-time, what's happening at the locations most important to them.

With Geofeedia, you will have the ability to quickly search seven social media sources by geo-location, from a specific address to an entire neighborhood, then filter results by timeframe, keywords or specific individuals.

We have many ways to visualize and analyze social media within our platform. These include: 1) Map View, 2) Collage View, 3) Streamer View, 4) Analytics View, 5) Alerts and notifications, and 6) User Track View.

Law Enforcement agencies rely on Geofeedia for:

- Targeted surveillance and monitoring
- Tracking users of interest
- Crisis response and management
- Resource allocation
- Live event security efforts
- Source and data evaluation and corroboration
- Community engagement
- Command center operations

License details, terms and cost included on following pages ...

This proposal (the "Proposal") will serve to confirm Customer's order for the services described above ("Services") for the prices listed herein. Customer's use of the Services is subject to the terms and conditions of Geofeedia's Online Terms of Use (<http://geofeedia.com/terms-of-service>). Payment terms: On the effective date, Geofeedia will invoice Customer for all fees indicated above. The fees indicated above are effective for the initial Term. Thereafter, Geofeedia may change any of the fees indicated above, with such changes being effective at the conclusion of the then-current term, by providing Customer with notice of such changes at least thirty (30) days prior to the end of the then-current term.

* Our service is protected under U.S. patents 8,484,224, 8,595,317, 8,639,767, 8,612,533, 8,655,873, 8,855,993, 8,849,935, 8,850,531 and 8,862,589

What's included in your license?

Real-time search

- ✓ Search seven social media sources by location and view results in our map or collage views
- ✓ Unlimited data from monitored Geofeeds per this proposal, otherwise limited to the last 24 hours

Location Monitoring

- ✓ Geofeedia will continuously monitor and record social media from user defined locations providing the ability to perform historical searches and analysis
- ✓ Unlimited number of location recordings and ability to change locations at any time

Streaming

- ✓ View up to five concurrent live streams of social media per licensed user

User Track

- ✓ Connect undercover Twitter and Instagram accounts and follow specific users' posts

Archive and Export

- ✓ Unlimited monitored Geofeeds and archival in secure data warehouse
- ✓ Export Geofeed data to CSV format

Analytics

- ✓ Filtering by timeframe, keyword and user; trend views by volume, media, keyword and user; detailed view of feed items and associated metadata; curate items in collections

Alerts

- ✓ Create unlimited email alert notifications triggered by specific keywords, phrases or users
- ✓ Customize Alerts at any time

Language Translation

- ✓ Translate all content to and from more than 40 different languages

Hosting and Storage

- ✓ Included

User Licenses and Data Charges

- ✓ See below to determine number of user license
- ✓ Data Includes unlimited social media posts per month

Continued...

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Support and Training

- ✓ Account set-up, initial location monitoring configuration, ongoing priority support
- ✓ One kick-off training session plus one user-training session per month when requested

Terms:

- Initial Term: 12 months
- Full payment due upon signing
- List price expires 90 days from date listed above

Cost Breakdown:

Option Details: Enterprise license, 1-year term

- Up to 80 user licenses
- Unlimited recorded locations
- Unlimited Alerts
- Setup & training (Waived)

Total annual investment \$60,000

Add-on options:

| LAPD Pricing | Previous Price | New Price | TOTAL |
|------------------------------|----------------|-----------|-----------|
| Up to 80 users | \$100,000 | \$60,000 | \$60,000 |
| Add-on options | | | |
| Up to 105 users (+25 users) | | \$20,000 | \$85,000 |
| Up to 130 users (+25 users) | | \$20,000 | \$105,000 |
| Up to 200 users (+70 users) | | \$45,000 | \$150,000 |
| Up to 350 users (+150 users) | | \$50,000 | \$200,000 |
| Up to 500 users (+150 users) | | \$50,000 | \$250,000 |

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Signed: _____

Printed Name: _____

Title: _____

Date: _____

Billing Contact: _____

Billing Address: _____

This proposal (the "Proposal") will serve to confirm Customer's order for the services described above ("Services") for the prices listed herein. Customer's use of the Services is subject to the terms and conditions of Geofeedia's Online Terms of Use (<http://geofeedia.com/terms-of-service>). Payment terms. On the effective date, Geofeedia will invoice Customer for all fees indicated above. The fees indicated above are effective for the initial Term. Thereafter, Geofeedia may change any of the fees indicated above, with such changes being effective at the conclusion of the then-current term, by providing Customer with notice of such changes at least thirty (30) days prior to the end of the then-current term.

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INTRADEPARTMENTAL CORRESPONDENCE

January 28, 2015

1.17

TO: Chief of Police

FROM: Commanding Officer, Information Technology Bureau

SUBJECT: LOS ANGELES POLICE FOUNDATION GRANT REQUEST -
GEOFEEDIA

It is requested that the grant to fund \$60,000 for the purchase of 80 Geofeedia licenses be approved. Approval of this grant benefits the Los Angeles Police Department (LAPD) as follows:

Geofeedia is the only patented location-based social media monitoring, analysis and engagement platform for law enforcement. This program enables law enforcement agencies to derive social intelligence to understand, in real-time, what's happening at the locations most important to them. Geofeedia will give us the ability to search seven social media sources by geo-location, from a specific address to an entire neighborhood, and then filter the results by timeframe, keywords or specific individuals. Geofeedia has the capability to instantly translate over 50 languages. Over 500 police departments nationwide currently use Geofeedia, including LASD, NYPD, Chicago, Dallas PD, FBI and the Joint Regional Intelligence Center.

This grant is requesting to pay for 80 licenses to access the Geofeedia program which will be used throughout various divisions within the Department. This program will allow for the real-time data collection of videos and posts of social media that captures crimes that occurred. It would also allow investigators to track suspects' movements with the GPS capabilities through live social media posts.

If you have any questions regarding this request, please have a member of your staff contact Management Analyst Nichole Trujillo, Information Technology Bureau at (213) 486-0385.



MAGGIE GOODRICH, Chief Information Officer
Commanding Officer
Information Technology Bureau

APPROVED:



CHARLIE BECK
Chief of Police

Attachment