City of
FRESNO
POLICE DEPARTMENT

March 9, 2016

TO: BRUCE RUDD, City Manager
Office of the City Manager

FROM: JERRY P. DYER, Chief of Police
Office of the Chief

SUBJECT: AWARD A SOLE SOURCE AGREEMENT WITH PREDPOL, IN THE AMOUNT OF $80,000 (BSCC FUNDS) FOR PREDICTIVE POLICING AND ANALYTICS SERVICES FOR ONE YEAR WITH THE OPTIONS FOR TWO ONE-YEAR EXTENSIONS; AUTHORIZE THE CHIEF OF POLICE OR HIS DESIGNEE TO EXECUTE THE AGREEMENT

PredPol is patented crime prediction software that 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. PredPol integrates with the City's RMS crime data systems and updates automatically as an agency updates its records. PredPol has proven to be an effective resource for suppression and reduction of crime in cities across the US and abroad. Regionally, PredPol is being used with success by the Los Angeles Police Department, Burbank Police Department and Modesto Police Department.

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 heat-mapping. Predictions are recalibrated daily for each patrol shift, translated onto a map as distinctive red boxes and immediately available to personnel working in the field. Reports are delivered to any internet-connected device, viewed on an MDT (Mobile Data Terminal), or printed on paper. This system is designed to complement the judgment of officers and crime analysts to problem solve while "in/around-the-box." It does not replace, but requires, the insights of veteran officers and crime analysts to be effective. PredPol does not require the use of additional hardware, software or staff.

Predictions are based on data received from the Department's Records Management System and include type of crime, location of crime, and date / time of crime. There is no use of personally identifiable information.

PredPol provides the ability to review the accuracy of historical predictions. PredPol also provides AVL-based, real-time dosage reporting for patrol using their predictive services. PredPol uses GPS based usage metrics to provide reports to the Department. Reports are accessible from the web-based interface by command staff and patrol supervisors (filtered by user permissions) and provide instant feedback on which zones are being under-patrolled, patrolled sufficiently, or over-patrolled to prevent crime.

PredPol includes "CrimeWhere," which is a public-facing product that displays crime data in a simple map format using Google Maps. Data to create the map is obtained from RMS or publicly available sources. "CrimeWhere" is accessible to the public from any mobile device via a web browser and no additional software is needed. Members of the public will have the ability to map historical crime data up to one year in the past, unlike other services which allow only three months of historical crime data. "CrimeWhere" also provides users the ability to set up crime notifications, which can be customized and delivered to an email address or via text to a mobile phone.

It is recommended that Council authorize the Chief of Police or designee to specify PredPol, Inc., without substitution, to provide predictive policing and analytic capabilities for three years under the sole source competitive bidding exception without an "or equal" provision in the specifications. It is also recommended we award a services contract of $80,000 to PredPol for this service.

The FY 2016 budget for the Police Department includes sufficient funding in the Board of State and Community Corrections (BSCC) grant. If optional extensions are exercised, future costs for this capability will be incorporated into future grant funding applications. No general funds will be used.

☑ Approve Request

☐ Deny Request

Bruce Rudd, City Manager

3/14/16
Date

JPD/cle