

Flock Safety ALPR System - Lawrenceville Police Department

Flock Safety's ALPR system includes fixed license plate reading cameras and software for unlimited users to access footage and receive hotlist notifications.

Company Overview

Flock Safety's mission is to eliminate non-violent crime. This is possible with city-wide coverage of automatic license plate readers (ALPRs) for both public safety organizations and private citizens. When a crime occurs, Flock Safety cameras deliver the actionable evidence you need to make an arrest.

Our company is headquartered in Atlanta, Georgia. Flock Safety camera systems are live in over 400 cities in 36 states and over 100 police departments. With +400 million cars captured per month and hotlist notifications live with jurisdictions throughout the U.S., our team is helping agencies solve crime every hour.

Our Team

We are a team of passionate engineers and developers focused on creating cutting-edge technology to help solve and prevent crime. We do this by building our own hardware, writing our own software, and continuously improving our systems. Ongoing customer feedback is at the core of our product. We release regular enhancements based on customer needs, so we can deliver the best technology to help eliminate non-violent crime.

Purpose

Police departments need a scalable solution to increase clearance rates and deter crime. The Flock Safety camera sees like a detective to make actionable evidence available when needed that is easily searchable by car type, color, timeframe, or plate details.

In April 2019, Marietta Police Department released a study that shows they experienced a 34% reduction in calls for service by targeting crime hot spots throughout the city with Flock Safety cameras.

In October 2019, Cobb County Police Department released a study based on their installation of 13 Flock Safety cameras in March. Over the six month period, Cobb police reported a 60%

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reduction in overall crime by focusing on the beat with the highest crime levels.

Product

Flock Safety cameras do not just identify the plate seen, but all the objects within the frame. Even if the vehicle does not have a tag, the image can be captured for review.

The user interface is a simple search with unlimited user licenses. Within the software component, law enforcement can receive hotlist alerts and create custom alerts for plates under your investigation.



Camera Performance

- Traffic Capacity: 15,000 per day
 - NCIC Alert Notifications: Under 40 seconds
 - Includes time, location, plate, and vehicle image
 - Includes state specific alerts based on image
- Power Source
 - 100-240 VAC <1 amp
 - 60 W Solar
 - 11-14 VDC
- Processing Power
 - 1.4GHz
 - 64-bit quad-core CPU
- Image Capture
 - License plates from up to 75 ft
 - Date and time with camera location
 - Plate (state, partial, paper, and none)
 - Vehicle details (type and color)
 - Additional objects (bicycle, animal, person)

Camera Specifications

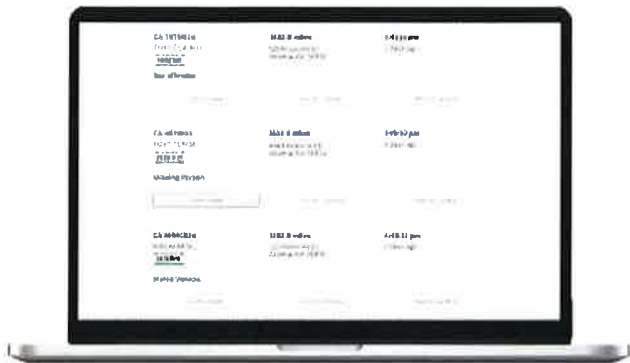
- Design
 - Dimensions: 8.75" x 3"
 - Weight: 3 lbs
 - IP65 Waterproof
- Power
 - 14Ah Battery
 - 30W Solar Panel (14" x 21")
- Data: 16GB local storage, ~2 weeks
- Image: 5MP Image Sensor
- Motion: Passive Infrared Motion Detection
- Connectivity
 - Embedded Cellular LTE Connection
 - Service depends on area (AT&T, Verizon or T Mobile)
- Production: Designed & manufactured in the US
- Night Vision: 850nm Custom IR Array
- Cloud Storage
 - 30 days storage (Amazon Web Services)
 - Accessible via secure website

Software User Interface

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Included at no additional cost with unlimited user licenses. Receive alerts to help detect crime and search footage to access evidence — with any internet-connected device.



Detect Crime

- Connected to the NCIC Hot List & CJIS compliant
- Hot plate alerts (includes privately owned cameras in your jurisdiction)
- Create custom alerts for tags under investigation with your organization
- Filter notifications by reason codes (exclude sex offenders, include stolen plates, etc.)



Access Evidence

- Filter search by specific camera location
- Capture vehicles regardless of plate type (paper, no plate, etc.)
- Filter by *Vehicle Fingerprint*
 - Timeframe
 - Object (Vehicle, Bicycle, Animal Person)
 - Vehicle Characteristics
 - Plate (partial)
 - Plate Type (in state, out of state, temporary tag)
 - Build & Color
 - Resident status

Performance

Day Time Footage

Night Time Footage



Results

Jersey Village, Texas - [A camera on every street to create a virtual gate](#)

Within one week, Flock Safety cameras notified officers of two vehicles on the NCIC Hot List. During the seizure of one of the vehicles, a wanted murderer in the state of Louisiana was arrested. Both vehicles were returned to their owners.

- Location: Houston suburb
- Flock Cameras: 50+
- Residents: 8,000
- Installation: Two months from purchase

Marietta, Georgia - [34% reduction in calls for service in targeted hotspots](#)

Cameras within the county led to the arrest of a suspect who allegedly brutally attacked a woman. Officers were able to locate and arrest the suspect using Flock cameras after weeks of the suspect being on-the-run.

- Location: Atlanta suburb
- Flock Cameras: 70 and growing (30 police cameras and 40 private cameras)
- Residents: 650,000
- Installation: Two months from purchase for first hotspot

Redlands, California - [Contain crime with custom hotlist alerts](#)

A string of commercial burglaries across two towns led officers to create a custom hotlist alert for the suspected vehicle's tag. Within three days, detectives received the notification and were able to pursue the suspect.

- Location: San Bernardino suburb

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- Flock Cameras: 14
- Residents: 70,000
- Installation: Phased approach, ongoing

Post Purchase Order

Safety-as-a-Service

- Customer Support team to provide ongoing support
- Regular software updates at no additional cost
- Unlimited users for hotlist integration and alerts, and camera footage search
- Maintenance requests handled within 72 hours of request submission

Installation & Camera Locations

The average installation is 4 to 8 weeks. Camera locations and installation timing is coordinated by the Flock Safety Customer Support team.

City intersection

Solar & existing pole



City Foot Traffic Street

Electric and existing pole



Entrance to Neighborhood

Solar & Flock 12 ft pole



Pricing & Contract Details

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Traditional ALPR systems have upfront costs ranging from \$10,000 to \$30,000 per camera. Additionally, due to infrastructure requirements installation can be costly and timing can vary drastically.

Flock's ALPR camera is the only completely wireless system designed for city-wide protection. This fully infrastructure-free setup with options for solar or direct power, allows us to offer flexible and affordable pricing. Helping police across the country have more eyes on the street to help reduce crime in a matter of weeks.

Subscription Details	Price	QTY	Subtotal
1 Year Warranty			
Annual Subscription Price per year	\$2,000.00	12	\$24,000.00
Automatic License Plate Reader (ALPR) Solar or DC Power 2 Year Maintenance Warranty	\$0.00	0	\$0.00
Hosting & Analytics Cloud Hosting Unlimited User Licenses Hotlist Integration & Alerts Neighborhood Camera Integration Ongoing Software Enhancements	\$0.00	0	\$0.00
Installation Camera Setup Shipping & Handling	\$0.00	0	\$0.00
Other Cellular Mounting Equipment	\$0.00	0	\$0.00
Annual Subscription Price			
			Subtotal \$24,000.00
			Total \$24,000.00