



## CITY COUNCIL AGENDA REPORT

### City of Anaheim POLICE DEPARTMENT

**DATE:** MAY 5, 2020

**FROM:** POLICE DEPARTMENT

**SUBJECT:** APPROVE AN AGREEMENT WITH VERITONE, INC. FOR THE PURCHASE OF A SUBSCRIPTION TO VIDEO ANALYTICS SOFTWARE

**ATTACHMENT (Y/N):** YES

**ITEM # 07**

#### **RECOMMENDATION:**

That the City Council, by Motion, waive Council Policy 4.1 and approve an Agreement with Veritone, Inc., Costa Mesa, California, for the purchase of an annual subscription for Veritone aiWare and Veritone IDentify Application, in a not to exceed amount of \$35,000; authorize the City Manager to execute the agreement; and authorize the Chief of Police or his designee, to administer the agreement on behalf of the city.

#### **DISCUSSION:**

In 2017, the Anaheim Police Department (APD) participated in an 18-month pilot trial of a facial recognition technological tool with Veritone, Inc. (Veritone) and entered into a one-year agreement with Veritone in May 2019. APD has used the tool, known as "IDentify," to compare images of unknown individuals suspected of crimes against known offender databases consisting of booking mugshots of those arrested and booked for criminal offenses. The majority of the images of the unknown suspects were captured as the suspects committed their crimes, and those images were subsequently included on "wanted" or "Be on the Lookout" (BOLO) fliers.

Without this technology and in the absence of additional leads connecting a suspect to a particular crime, many of the cases which resulted in the wanted and BOLO fliers would have otherwise remained unsolved. This technology has proven invaluable in terms of not only greatly accelerating the investigative process, but IDentify's ability to accurately identify potential matches cannot be duplicated via traditional means. Additionally, it is equally important to clear individuals of any involvement in crimes as it is to identify those responsible. This tool serves that purpose as well.

It is important to note APD's application of the use of this technology is very narrow. Comparisons are only being attempted against individuals whose mugshots were lawfully obtained during their booking process for a criminal offense. This Agreement will allow for the continued use of the platform for the described purpose for approximately one year for a sum of \$35,000. The personnel hours required to manually search and compare photographs, or to conduct surveillance and invest in traditional

investigative methods would far eclipse this amount and likely not produce similar results.

Finally, as a component of the department's developing Real Time Crime center and the city's commitment and leadership as a smart city, IDentify will complement this overarching approach toward leveraging technology. Its ability to identify potential suspects in real time will serve as another layer in equipping our staff with the tools and information needed to deliver the highest level of public safety service through the reduction and prevention of crime.

**IMPACT ON BUDGET:**

Sufficient funds are available in the Police Department's Fiscal Year 2019/20 Budget.

Respectfully submitted,

Jorge Cisneros  
Chief of Police

**Attachment:**  
1. Agreement