From:	Heath, Michael
To:	Bragg, Jennifer; Gosage, Ron
Subject:	FW: Flock Safety in Boulder / External Affairs
Date:	Thursday, April 7, 2022 2:42:00 PM
Attachments:	ALPR Policy - Vallejo.pdf image001.png

Reference Flock's External Affairs Team

Michael Heath
Sergeant

City of Boulder Police

C: 720-390-0404
heathm@bouldercolorado.gov

From: Andrew Warren <andrew.warren@flocksafety.com>
Sent: Monday, April 4, 2022 4:12 PM
To: Redfearn, Stephen <RedfearnS@bouldercolorado.gov>
Cc: Heath, Michael <heathm@bouldercolorado.gov>; Bailey Quintrell <bailey@flocksafety.com>; Josh Thomas <jt@flocksafety.com>; Holly Beilin <holly.beilin@flocksafety.com>
Subject: Flock Safety in Boulder / External Affairs

External Sender

Hey DC,

Hope all is well on your end. As Sgt. Heath may have mentioned, I wanted to introduce you to our External Affairs Team (CC'd).

As the BPD cameras start to be installed around the city, it would be a perfect time to equip you and your command staff with all the resources you may need to best educate your community on what Flock Safety does / doesn't do, how we think about Protecting Privacy, etc. We've found that cities that do the following four things are able to address these concerns of council and make their community much more comfortable with ALPR:

- Establish a strong ALPR Policy (like Vallejo, CA) - see example attached
- Be transparent on an ongoing basis about how ALPR is used in your city (like our Transparency Portal)
- Communicate openly with your community about ALPR where appropriate
- Meet with and educate your council and the community with common talking points

Do you have 20 min next week that we can discuss and share some more resources with you?

Let me know!

Thanks,
Andrew

--

Andrew Warren

Territory Sales Manager

512.709.0277 | andrew.warren@flocksafety.com

Book a meeting to learn more. Click here!