2014 GRANT APPLICATION

Grant Number _____-_____ (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.
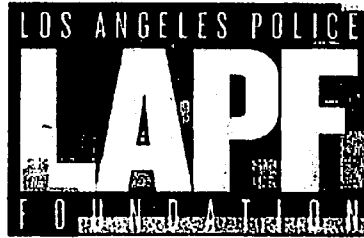
See attached quote.

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 Szpeinski at (213) 489-4636 with any questions, comments or concerns.

Los Angeles Police Foundation   515 S. Flower Street, Suite 1680   Los Angeles, CA 90071   (P) 213.489.4636 (F) 213.489.4697

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2014 GRANT APPLICATION

Grant Number __⌀O1S__ - __O1b__ (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?

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❖ Ability to receive pertinent information regarding crimes and events before the media.
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❖ 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 Szpeinski at (213) 489-4636 with any questions, comments or concerns.

◀ Geofeedia

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 chances 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, 8,655,983, 8,849,935, 8,850,531 and 8,862,589

Geofeedia, Inc. • 101 N. Wacker Dr., Suite 2008 • Chicago, IL • 60606 • (312) 724-8900 • sales@geofeedia.com

E86

✦ Geofeedia

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 licesnse
- ✓ Data includes unlimited social media posts per month

Continued...

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ƒ Geofeedia

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

E88

Geofeedia

Signed: _____

Printed Name: _____

Title: _____

Date: _____

Billing Contact: _____

Billing Address: _____

E89

GRANT REQUEST REVIEW

Report Date: January 28, 2015

Prepared by: Nichole Trujillo

Name of program/equipment requested: GEOFEEDIA

	REVIEWED BY CHAIN OF COMMAND	COMMANDING OFFICER'S INITIAL	DATE
1/4	Information Technology Bureau Commanding Officer		
2	Chief of Staff		
3	Chief of Police		

NOTE: Once the Grant request has been approved by the Chief of Police, via chain of command, Information Technology Bureau will send the grant request to the Los Angeles Police Foundation.

GRANT REQUEST REVIEW

Report Date: February 9, 2016

Prepared by: Nichole Trujillo

Name of program/equipment requested: GEOFEEDIA RENEWAL

	REVIEWED BY CHAIN OF COMMAND	COMMANDING OFFICER'S INITIAL	DATE
1/4	Information Technology Bureau Commanding Officer		
2	Chief of Staff		
3	Chief of Police		

NOTE: Once the Grant request has been approved by the Chief of Police, via chain of command, Information Technology Bureau will send the grant request to the Los Angeles Police Foundation.

OFFICIAL CORRESPONDENCE REVIEW

INITIATED BY: (Name, Bureau or Division, etc.)		DATE	
Chief Information Officer Maggie Goodrich Information Technology Bureau		03/24/2015	

STAFF OFFICER ASSIGNED: (Name, Bureau or Division, Telephone Number, etc.)

Stella Larracas, ITB, Grants Section, (213) 486-0380
Nichole Trujillo, ITB, Grants Section, (213) 486-0380

SUBJECT: REQUEST TO ACCEPT DONATION – GEOFEEDIA

ATTN	REVIEWED BY:	ATTN	REVIEWED BY:
	OFFICE OF THE CHIEF OF POLICE	2	INFORMATION TECHNOLOGY BUREAU
	CHIEF OF STAFF		OFFICE OF ADMINISTRATIVE SERVICES
	POLICE COMMISSION	1	GRANTS
	OFFICE OF SUPPORT SERVICES		OPERATIONS – CENTRAL BUREAU
	TRAINING DIVISION CONTINUING EDUCATION		OPERATIONS – SOUTH BUREAU
	OFFICE OF HUMAN RESOURCES		OPERATIONS – VALLEY BUREAU
	SPECIAL OPERATIONS BUREAU		OPERATIONS – WEST BUREAU
3	ADMINISTRATIVE SERVICES BUREAU		FISCAL OPERATIONS DIVISION

Project Idea Name:

Geofeedia (Continuation)

Name of Command and Person Submitting:

Information Technology Bureau, Nichole Trujillo

Summary of Project:

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.

Anticipated Implementation/Execution Date(s):

March 1, 2016

Estimated Funding Required (describe what funds will be used for):

The estimated funds are $70,000. The Department is requesting funding to pay for the renewal 80 licenses for Geofeedia. 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.

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.

Subject Matter Expert:

Officer Kathleen Owens
Office (213) 484-6749
37198@lapd.lacity.org

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Geofeedia

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…

E95

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

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- ✓ Export Geofeed data to CSV format

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Alerts
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- ✓ 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 licesnse
- ✓ Data includes unlimited social media posts per month

Continued…

Geofeedia

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

Signed: _____

Printed Name: _____

Title: _____

Date: _____

Billing Contact: _____

Billing Address: _____

E98

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

E81

Order Information

Account Name:	Los Angeles Police Department	**Contract Start Date:**	3/16/16
Prepared By:	Will Catton	**Contract End Date:**	3/15/17
Preparation Date:	2/3/16		
		Total Amount:	$80,000.00

Subscription Term, Billing & Payment Information

Company Name:	Los Angeles Police Department	**Billing Phone:**	████████
Billing Name:	Nichole Trujillo	**Billing Fax:**	
Billing Email:	n3362@lapd.lacity.org		
Billing Address:	515 S. Flower Street, Suite 1680 Los Angeles, CA 90071	**Payment Method:**	Invoice
		PO Number:	[IF APPLICABLE]
Billing Terms:	Invoices sent *Annually*		

Payment Terms: Due Upon Receipt. Interest accrues at the rate of 1.5% per month 60 days after the invoice date. Invoices 30 days or more past due may result in suspension of Services.

This Order Form is subject to and governed by the terms and conditions of the Geofeedia Service Agreement posted online at http://www.geofeedia.com/legal/service-agreement/ (unless there is already a Geofeedia Service Agreement in force and effect between you and Geofeedia, in which case the terms of such existing Geofeedia Service Agreement shall govern this Order Form). If for any reason you are unable to view the Geofeedia Service Agreement online at http://www.geofeedia.com/legal/service-agreement, please contact Geofeedia immediately.

This Order Form is valid for 30 days from the Preparation Date.

Customer: Los Angeles Police Department

Signature:_____

Printed:_____

Title:_____

Date:_____

Geofeedia, Inc.

Signature:_____

Printed:_____

Title:_____

Date:_____

Application Services Subscription*
The Application Services include the following:

Service Edition	**Total Price**

Enterprise Service Package
Customer orders the following Service Package:

Geofeedia Public Safety Edition

Total Permitted Users: Eighty (80)

Search
- Real-Time Search Plus
- Keyword Search
- Discovery Search
- Streamer
- Influencer Search

Engage & Share
- Alerts with Boolean Exclusions
- Notification Inbox
- iOS/Android Mobile App

Archive & Analyze
- Unlimited Data
- Up to 200 Recordings
- Analytics
- Translate
- Collections
- CSV Export

Image Analysis –Unlimited data and locations for Image Analysis capabilities

Search Radius
- Maximum of 15 kilometers per location

Support & Services
Unlimited Tutorials & Documentation
Customer Support
Customer Success Manager

User Licenses	$85,000.00 ($25,000.00)
Professional Services Advanced Training ($1,250 for each quarterly on-site)	$5,000.00
Enterprise Services -Advanced coordination and collaboration between all 80 user licenses with individual privacy settings and audit trails for designated Admins (Enterprise document attached)	$30,000.00 ($15,000.00)
Palantir / Systems Integration (To be discussed)	N/A

Total Annual Cost	**$80,000.00**

Order Comments
For additional details regarding standard features and functionality of the Application Services, please visit:
http://geofeedia.com/how-it-works

Order Information

Account Name:	Los Angeles Police Department	**Contract Start Date:**	3/16/16
Prepared By:	Will Catton	**Contract End Date:**	3/15/17
Preparation Date:	2/8/16		
		Total Amount:	**$72,000.00**

Subscription Term, Billing & Payment Information

Company Name:	Los Angeles Police Department	**Billing Phone:**	▇▇▇▇▇
Billing Name:	Nichole Trujillo	**Billing Fax:**	
Billing Email:	n3362@lapd.lacity.org		
Billing Address:	515 S. Flower Street, Suite 1680 Los Angeles, CA 90071	**Payment Method:**	Invoice
		PO Number:	[IF APPLICABLE]
Billing Terms:	Invoices sent *Annually*		

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This Order Form is valid for 30 days from the Preparation Date.

Customer: Los Angeles Police Department

Signature:_____

Printed:_____

Title:_____

Date:_____

Geofeedia, Inc.

Signature:_____

Printed:_____

Title:_____

Date:_____

Application Services Subscription*
The Application Services include the following:

Service Edition	**Total Price**

Enterprise Service Package
Customer orders the following Service Package:

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- Collections
- CSV Export

Image Analysis – Unlimited data and locations for Image Analysis capabilities

Search Radius
- Maximum of 15 kilometers per location

Support & Services
Unlimited Tutorials & Documentation
Customer Support
Customer Success Manager

User Licenses	$85,000.00 ($33,000.00)
Professional Services Advanced Training ($1,250 for each <u>quarterly on-site</u>)	$5,000.00
Enterprise Services -Advanced coordination and collaboration between all 80 user licenses with individual privacy settings and audit trails for designated Admins (Enterprise document attached)	$30,000.00 ($15,000.00)
Palantir / Systems Integration (To be discussed)	N/A

Total Annual Cost	**$72,000.00**

Order Comments
For additional details regarding standard features and functionality of the Application Services, please visit:
http://geofeedia.com/how-it-works

INTRADEPARTMENTAL CORRESPONDENCE

February 9, 2016
1.17

TO: Chief of Police

FROM: Commanding Officer, Information Technology Bureau

SUBJECT: LOS ANGELES POLICE FOUNDATION GRANT REQUEST - GEOFEEDIA RENEWAL

It is requested that the grant to fund $72,000 for the renewal of the 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 the renewal of 80 licenses to access the Geofeedia program which has been used throughout various divisions within the Department for the past year. 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