



# Metropolitan Police Department

## Homeland Security Bureau



300 Indiana Avenue N.W, Room 5050, Washington, D.C. 20001 (202) 727-9659

### MEMORANDUM

TO: Chief Operating Officer

THRU: Assistant Chief of Police  
Homeland Security Bureau

THRU: Commander  
Technical Services Division

FROM: Director *ald 3/15/17 Rec. Approval of Revised Request*  
Joint Strategic and Tactical Analysis Command Center

DATE: March 15, 2017

SUBJECT: Social Media Alerting Tool (Dataminr) Purchase Request

1. The Command Information Center (CIC) and JSTACC Fusion Desk currently have an awareness and alerting mission that includes maintaining awareness of relevant breaking news and events that might impact the public safety of the District of Columbia and the mission of the Metropolitan Police Department in real time; however, they currently have no effective tool to accomplish this mission. Twitter is a social media platform where news first breaks on terrorist attacks, military actions, epidemiological events and natural disasters, among other topics. The sum of all "tweets" generated by users globally—roughly over 500 million per day and growing—is commonly referred to as the Twitter "firehose." The CIC and Fusion Desk need access to the full firehose, along with the ability to search it, in real time, via customizable filters that track MPD priorities. The only currently available alerting tool requires an individual to constantly watch a live stream of "tweets" using manually-generated search terms or geographically located "tweets" in an area of interest. However, only approximately 2-3% of social media users geographically locate their postings and the manually-generated search terms are only as useful as the experience and knowledge of the user. Furthermore, while using that currently available tool (a free system known as "Tweet Deck"), the user has to constantly watch the screen as the "tweets" scroll and during high-volume events are replaced extremely rapidly. Thus, if the user looks away, is momentarily distracted, or leaves their seat, they may miss a valuable post and it will be rapidly overwritten.
2. Dataminr, on the other hand, offers an automated solution to this problem along with integrated analytics to refine search strings to produce the most relevant and actionable information along with e-mailed notifications to designated users

- (licensees), thus eliminating the need to constantly watch a live stream of social media postings. Dataminr's Indications and Warnings service is uniquely suited to the CIC and Fusion Desk's needs in that it provides access to the full firehose and has integrated analytics that support customizable filters that enable the service to track and report on items identified as MPD priorities. Additionally, Dataminr is a web-based tool that requires no software installation on MPD systems, nor any access to MPD data. The alerts are sent in the form of e-mails to
3. MPD conducted a trial of Dataminr's services (trial request memorandum at Attachment 2) from approximately 16 January to 3 Mar 2017. Dataminr successfully completed the trial period, accomplishing all established objectives. Additionally, user feedback (Attachment 3) was uniformly positive and indicated that no other platform available to MPD performed the alerting and awareness mission as well as Dataminr. Specifically, the "Sprinklr" tool tested during the same period did not have access to the full firehose, nor does it have the integrated analytics that allowed timely and actionable alerts to be received by the CIC and Fusion Desk, often prior to any 911 calls or other internal MPD notifications being received. While "Sprinklr" may serve other department social media awareness missions well, it does not have the timeliness, analytic accuracy or access to the full Twitter firehose that Dataminr does.
  4. Based on our trial results, we are now requesting approval to purchase 5 annual licenses for CIC, Fusion Desk and JSTACC leadership usage. Dataminr is sold on a per user per year basis at \$6,850 per user license w/ a 5 license minimum purchase. Dataminr does not meter data or charge for basic services. Although we have a quote for 10 annual licenses from Dataminr for \$68,500 (Attachment 1), based on budget constraints as discussed with MPD COO, we have revised the request to the minimum purchase of 5 per Dataminr policy, for a request of \$34,250.

Respectfully,



LEE T. WIGHT, Director, Joint  
Strategic and Tactical Analysis  
Command Center

Attachments:

1. Official quote from Dataminr for 10 annual licenses.

2. Dataminr Trial Request Memo.
3. Dataminr Trial User Feedback Summary.
4. Dataminr Trial Donation Agreement.

# Washington, DC Metropolitan Police Department (MPD)

## PRICE QUOTE

The *Dataminr News Alerting* product may be purchased by MPD at the following price:

PRODUCT	NUMBER OF LICENSES	PRICE PER LICENSE	TOTAL 1-YR COST
<b>Dataminr News Alerting</b>	<b>10 (for 10 unique users)</b>	<b>\$6,850</b>	<b>\$68,500</b>

## TERMS AND CONDITIONS

This offer is for 12-months of access to Dataminr.

Dataminr does not charge additional data usage fees or charge for basic services such as training and basic technical support.

Unique users are considered individual employees of the client, each having a unique Dataminr login identifier, password, and email address, who receive Dataminr output (e.g., news alerts) based on user-specified topic list(s) settings.

Additional persons shall be counted as unique users if they receive regular systematic, programmatic or other routine access to (1) Dataminr emails (generated for news alerts) through automated or manual forwarding, or (2) exported alerts from the user interface via direct integration into other client products or from more widely accessible databases.

In addition to the terms stated herein, all licenses for Dataminr products are subject to Dataminr commercial software license terms and conditions.

Per existing third-party terms, Dataminr reserves the right to integrate additional safeguards to prevent the product from being used for surveillance purposes.

This price quote expires on March 31<sup>st</sup>, 2017.

ATTACHMENT 2

**Wight, Lee (MPD)**

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**From:** Turner, Leeann (MPD)  
**Sent:** Tuesday, December 13, 2016 5:16 PM  
**To:** Greene, Lamar (MPD); Wight, Lee (MPD)  
**Cc:** [REDACTED] (MPD) [REDACTED]  
**Subject:** FW: Social Media Alert Tool (Datamir) Test Request (IQ462412)  
**Attachments:** Social Media Altering Too - Datamir - Test Request.pdf

Ok to proceed with donation agreement.

Not ok to have them present in JOCC during inauguration.

Draft social media policy needs to be reviewed. There is an existing SOP w/in intel that covers some of this also. Need all relevant parties to review. Will follow up on this as to whether current policy is sufficient to cover us during the trial period.

[REDACTED] - please work with Tip to secure the donation agreement.

[REDACTED] - please close this out.

Thanks all,  
Leeann

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**From:** Admin, COP (MPD)  
**Sent:** Friday, December 09, 2016 12:18 PM  
**To:** Turner, Leeann (MPD) <[Leeann.Turner@dc.gov](mailto:Leeann.Turner@dc.gov)>; Ennis, Ralph (MPD) <[ralph.ennis@dc.gov](mailto:ralph.ennis@dc.gov)>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; [REDACTED] (MPD) <[REDACTED]@dc.gov>; Bromeland, Matthew (MPD) <[matthew.bromeland@dc.gov](mailto:matthew.bromeland@dc.gov)>; [REDACTED] (MPD) <[REDACTED]@dc.gov>  
**Subject:** FW: Social Media Alert Tool (Datamir) Test Request

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**From:** [REDACTED] (MPD)  
**Sent:** Friday, December 9, 2016 12:17:41 PM (UTC-05:00) Eastern Time (US & Canada)  
**To:** Admin, COP (MPD)  
**Cc:** Adminbox, HSB (MPD)  
**Subject:** Social Media Alert Tool (Datamir) Test Request

[REDACTED]

*Homeland Security Bureau  
Metropolitan Police Department  
300 Indiana Avenue, NW, Rm 5050*

**Consolidated Feedback:**

Overall, the feedback for Dataminr was extremely positive from those members in the Command Information Center/JOCC who used the information as an alert tool over the past two months. Dataminr has back-end analytics built into the system that pulls in relevant information from Twitter and alerts members of the Command Information Center in real-time. The members feel as if they were receiving information prior to the news reporting on the event. This allowed for the members to respond to an emerging public safety events quicker than the manual process that was in place before the tool was implemented. The members then vetted the information and quickly notified the appropriate personnel of critical emerging events. Members feel as if Dataminr has allowed them to be much more proactive and have a better situational awareness of critical incidents.

Below are some circumstances in which the members found out about an event in DC significantly earlier than normal:

- Inauguration – were quickly alerted of emerging situations in the field (i.e. the riots in the 1200 block of L St NW)
- Crane protestors – images of the protestors allowed for situational awareness of the protest prior to the media becoming aware
- Women’s March – were aware of a group of alpaca involved in the march prior to the JOCC getting notified later

Below are some circumstances in which the members found out about an event outside of DC significantly earlier than normal:

- Ft. Lauderdale Airport shooting – about 30 minutes early
- PG Shooting at Suitland High School on 01.13.17 – about 15 minutes early (we may not have heard about it at all, actually)
- Oxen Hill High School Shooting 01.26.2017 – at least 30 minutes early, if we would have found out about it at all without Dataminr.

The training for Dataminr was conducted in under an hour. Additionally, the team found the program intuitive and easy to use. Members were able to effectively utilize the tool independently after the training.

During the same timeframe, some of the team members also utilized another pilot program – Sprinklr. Comparatively, Sprinklr is a system in which an analyst has to manually enter keywords to monitor. This leaves a lot more room for human error and may not capture information during an unconventional event. For example, Dataminr was extremely helpful for providing critical, “on the ground” information as the riots occurred during the 2017 Presidential Inauguration as it was not limited by keyword searches. Many of these events were not captured by Sprinklr as the list of keywords provided prior to the Inauguration were not able to be changed as the events emerged. Members found that Dataminr was much more useful during crisis than Sprinklr.

4351

**DONATION AGREEMENT  
BETWEEN THE  
METROPOLITAN POLICE DEPARTMENT DISTRICT OF COLUMBIA  
AND  
DATAMINR INC.**

1. DATAMINR INC. Agrees to make an in-kind donation to the Metropolitan Police Department valued at \$10,000.00 to be used for the following purpose. The donation is being given freely without any expectation of special treatment by the government.

2. The donation of training in must know information in real time. Dataminr alerts will enhance MPD's situational awareness and allow first responders to respond to developing public safety events more quickly. The donation is for an authorized purpose because it is consistent with the functions and purposes of the agency.

3. The donation is being made on the condition that the agency agrees to use the donation for the particular purpose stated in this agreement. If the agency does not use the full balance of the financial donation, I, the donor, give my express consent and authorization to the agency to use the remaining balance in the same or subsequent fiscal years for the same or similar authorized purpose, as reviewed and approved by the D.C. Ethics Officer. Otherwise, the Government of the District of Columbia will mail a refund check to the donor in the amount of any remaining balance. (State any other conditions that may apply).

<input type="checkbox"/>	Yes, with my consent all remaining funds may be applied toward another D.C. Government program with a similar purpose in this fiscal year or subsequent years.
<input type="checkbox"/>	No, please refund all remaining funds to the donor.
<input checked="" type="checkbox"/>	Not Applicable

*Please check the appropriate box.*

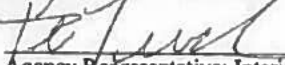
4. The donor has read and agrees to be bound by the Rules of Conduct regarding Donations set forth in Mayor's Memorandum 2002-1, dated January 8, 2002.

5. To the best of the Donor's knowledge, the donor is not aware of any transactions pending before any agency or the District government involving the Donor, nor any litigation pending against the government involving the Donor.

6. The District of Columbia government acknowledges that systems are in place for the donation to be accepted by the government and the use of the donation may be properly tracked as required by the Section 115 of the District of Columbia Appropriations Act, 2003, Pub. L. 108-7.

**Signature of the Parties:**

 Date: 01/03/2017  
 Name: Pat Ryan  
 Title: Senior Vice President

 Date: JAN 04 2016  
 Agency Representative: Interim Chief Peter Newsham  
 Agency name: Metropolitan Police Department

\_\_\_\_\_  
 Director of OPGS  
 on behalf of the District of Columbia Government  
 Date: \_\_\_\_\_

**NOTE:**

- Additional paragraphs may be inserted and renumbered accordingly
- Insert amount of the donation whether in-kind or financial
- State purpose of the donation
- All checks must be made payable to the DC Treasurer and handle by OPGS