

Shaping a safer New Mexico, together



Driven by a shared mission:
Eliminate crime and shape a
safer future, together.



1,500+ Businesses protected
by Flock

2,800+ Crimes solved per
day using Flock

15% Of reported crime in the
US solved using Flock*

6,000+ Communities protected
by Flock

*The calculation of this figure follows the methodology outlined in the TCU study, applied to continuously updated data from our customers. The statistics presented in this document are based on proprietary data and may not be fully representative of the market as a whole. Due to the confidential nature of this information, certain details have been aggregated and cannot be disclosed.



With Persistent Staffing Shortages, Agencies Are Seeking New Strategies to Maximize Efficiency



85%

of agencies experiencing an officer shortage

[New PERF survey shows police agencies are losing officers faster than they can hire new ones. April, 2023](#)

65%

Agencies report having too few sworn officer candidates

GALLUP™

[A Crisis For Law Enforcement](#) | 2023



The Answer for New Mexico

Collaborative Policing Technology

A force multiplier enabling agencies of all sizes to solve significantly more crime and improve quality of life without increasing staffing



“This is the single greatest change since DNA — what this system does is a game changer.”

CHIEF MURRAY | Yakima PD



An essential tool to find missing kids.

“The partnership with Flock Safety, established in May 2021, has been instrumental in enhancing our capabilities.

By utilizing technology like Flock’s License Plate Recognition (LPR) camera system, we have seen remarkable results. Over 100 missing children cases have been resolved thanks to the swift action enabled by this technology.”








Precision policing with real-time alerts

Your police officers can receive SMS, email, and in-app alerts when vehicles entered into the FBI's NCIC, NCMEC (Amber Alerts), or custom Hot Lists pass by a Flock Safety camera in your community.

Catalytic Converter Theft

Plate: PKH8083 Source: Flock Hot List Topic: Catalytic Converter Theft Camera: Flock Camera

Date: 1/1/2023, 10:00:00 1 min ago Description: SUV, BLUE, JEEP, TOP RACK Networks: NCIC

Catalytic Converter Theft Hot List Alert

Blue SUV @FlockCamera
1/1/2023 @ 10:00:00 (1min ago)
Flock Camera
Flock network

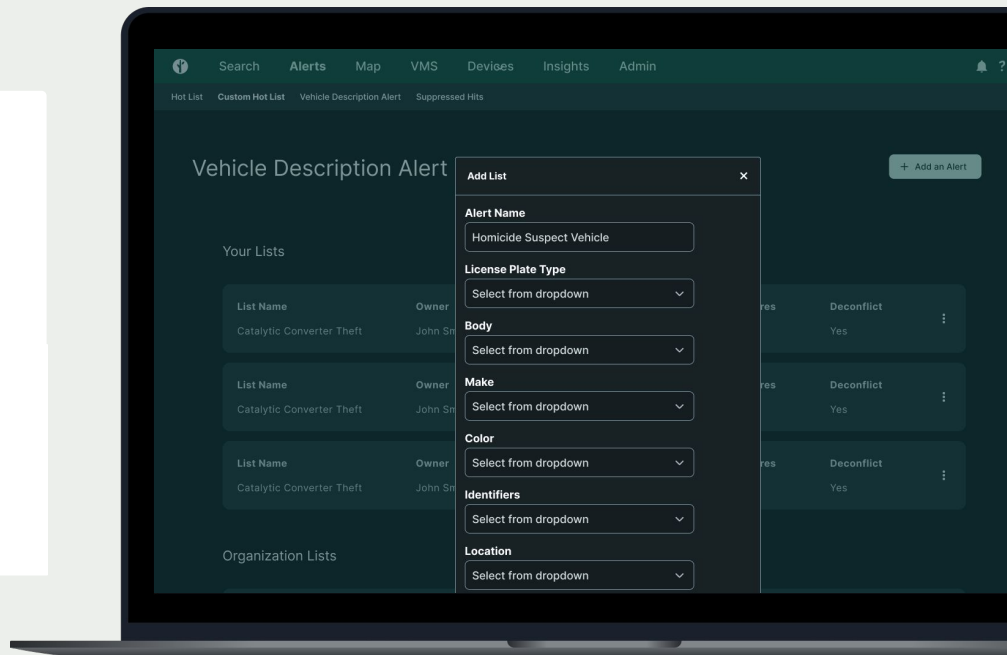


What Vehicle Fingerprint® technology identifies

Flock's machine learning technology allows officers to search vehicles based on unique vehicle criteria, time, and location — objective, investigative evidence.

INCLUDING

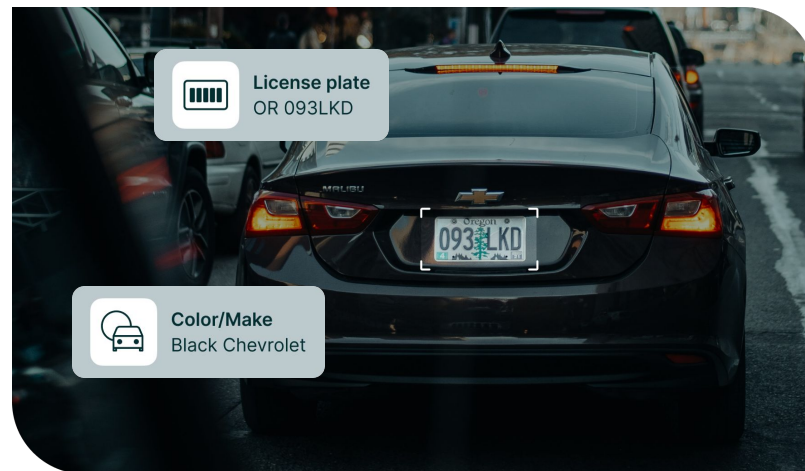
- Vehicle make
- Body type
- Color
- Back racks
- Top racks
- License plates
 - Temporary tags
 - State recognition





With Flock Safety, you get:

Flock Safety LPR provides your police department with indiscriminate evidence from fixed locations. We provide all of the maintenance so that your police department and city staff can focus on keeping your city safe and prosperous.



INFRASTRUCTURE-FREE

Reduce time to value and utility costs with full-service deployment.



24/7 COVERAGE

Capture objective vehicle data around the clock to multiply your force.



REAL-TIME ALERTS

- NCIC
- NCMEC (Amber Alert)
- Custom Hot Lists



ETHICALLY BUILT

- No facial recognition
- No speed tracking
- Indiscriminate evidence



Built with Privacy in Mind



All data is owned by the agency and will **never** be sold to private third parties.



Private Flock customers **never** have access to government data or hotlists.



Flock **automatically deletes** data after 30 days by default.



Only the agency decides who they share data with, if at all.



Flock does not have facial recognition. **The LPR system can only be searched for vehicle characteristics.**







All data is stored with end-to-end encryption including:

- FBI (CJIS)
- NDAA
- SOC2 (Type II)
- SOC3
- ISO 27001
- Higher Education Community Vendor Assessment Tool (HECVAT), HIPAA
- FERPA

We are also aligned with the security protocols established by NIST Cybersecurity as well as the Cloud Security Alliance CAIQ framework.












Built with Transparency in Mind

- 
Every search requires a registered ID along with a search reason or case number.
- 
 Search reason and user number saved in **indefinitely**-available audit trail.
- 
 Flock encourages **all agencies** to implement regular audits to ensure proper usage.
- 
 Flock provides every community a Transparency Portal **free of charge** that can be customized.

Chula Vista CA PD
Transparency Portal
Last Updated: Mon Jul 07 2025

Overview

Chula Vista CA PD uses Flock Safety technology to capture objective evidence without compromising on individual privacy. Chula Vista CA PD utilizes retroactive search to solve crimes after they've occurred. Additionally, Chula Vista CA PD utilizes real time alerting of hotlist vehicles to capture wanted criminals. In an effort to ensure proper usage and guardrails are in place, they have made the below policies and usage statistics available to the public.

Policies	Usage
<div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  What's Detected License Plates, Vehicles </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  What's Not Detected Facial recognition, People, Gender, Race </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Acceptable Use Policy Data is used for law enforcement purposes only. Data is owned by Chula Vista CA PD and is never sold to 3rd parties. </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Prohibited Uses Immigration enforcement, traffic enforcement, harassment or intimidation, usage based solely on a protected class (i.e. race, sex, religion), Personal use. </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc;">  Access Policy All system access requires a valid reason and is stored indefinitely. </div>	<div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Data retention (in days) 30 days </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Number of LPR and other cameras 150 </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Hotlists Alerted On California SVS, NCMEC Amber Alert </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Vehicles detected in the last 30 days 1,186,562 </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc; margin-bottom: 5px;">  Hotlist hits in the last 30 days 15,832 </div> <div style="background-color: white; padding: 5px; border: 1px solid #ccc;">  Searches in the last 30 days 1,059 </div>