



Date: 6 November 2025

To: Village Board

Cc: Police and Parks & Recreation Committees

Subject: Live Feed Flock Camera 60-Day Trial Overview

In early November 2025, the Village began a 60-day free trial period of live-feed Flock Safety camera technology. These live-feed cameras are in addition to the existing Automated License Plate Reader (ALPR) cameras placed strategically in the community. The purpose of this trial is to evaluate added value, privacy considerations, and potential community benefits of inclusion in the 2026 contract renewal.

Background

The Village first adopted Flock ALPR technology in 2022, with seven cameras installed. These have consistently enhanced the Maple Bluff Police Department's (MBPD) ability to detect stolen vehicles and wanted subjects, identify suspected safety threats, and provide investigative leads after crimes occur.

Flock recently offered a 60-day free trial of "add-on" live-feed cameras, at a promotional rate of \$500/year per camera (normally about \$3,300). These were installed at the seven ALPR pole locations. In addition, after consultation with staff and the Parks & Recreation Committee, three stand-alone live-feed cameras were installed at Johnson Park, Beach Park, and the Marina as part of the trial. These stand-alone cameras were not eligible for promotional price reduction.

Operational Benefits

The Maple Bluff Police Department team has found great value in the ALPR cameras to date and anticipates that the addition of live-feed cameras will further enable public safety objectives at a critical time.

- **Force Multiplier:** A single on-duty officer can now monitor multiple key areas in real time, enhancing coverage and early intervention capability.
- **Investigative Value:** 30-day retention enables quick review when suspicious activity or property crimes are reported.
- **Deterrence:** The presence of visible cameras discourages reckless and criminal behavior.

- Interagency Awareness: Limited, auditable sharing allows law enforcement to be alerted when vehicles linked to criminal investigations pass through the Village—enhancing safety regionally.

Privacy & Oversight

The Village maintains strict privacy safeguards consistent with adopted policy:

- MBPD ALPR Policy Controls:
 - Data retention is 30 days; automatic deletion thereafter.
 - Access is restricted to authorized personnel only.
 - All searches are logged, auditable, and for legitimate law enforcement purposes only.
 - Data sharing is limited to approved law enforcement partners.
- MBPD Public Safety Video Surveillance Policy Controls:
 - Use of video systems is solely for safety, crime prevention, and incident investigation.
 - Cameras are not used for personal monitoring or general surveillance of individuals.
 - Recorded video is not monitored continuously, except for specific operational needs.
- MBPD Flock Safety Camera Procedure Controls:
 - Live-feed access is limited to Village Police and the Municipal Services Director.
 - Footage is not shared externally without legitimate law enforcement, public safety, or official purpose.
 - Flock systems employ encryption, access control, and detailed audit trails.

Fiscal Impact

- Current system (7 ALPR cameras): Estimated \$60,000 (3 years)
- Current + live-feed expansion: Estimated \$99,000 (3 years)
- Funding already included in the proposed 2026 capital budget

Next Steps

The 60-day trial will span through early January 2026. During this time, MBPD intends to evaluate operational impact, data, and resident feedback. Police and Parks & Recreation Committees will receive demonstrations of the Flock live stream cameras to aid in discussion, address questions, and assess continued deployment. The Village Board will receive reports from these committees and be asked to give directions on next steps.