



**Invitation to Bid**  
**#24-387**  
**Genesee County, Michigan**  
**License Plate Reader Cameras**  
**Original**

Submission Deadline:  
June 25, 2024, by 2:00 PM (EST)

Genesee County Purchasing Department  
1101 Beach Street  
Room 361  
Flint, MI 48502

**PRESENTED BY UTILITY, INC.**



## Table of Contents

### Before Section I: Cover Letter

- Cost Form (*ITB Section 8, #1*)
- Signed Signature Page (*ITB Section 8, #2*)
- Reference Form (*ITB Section 8, #3*)
- Insurance Checklist Form (*ITB Section 8, #4*)

---

### STATEMENT OF THE PROJECT (*ITB Section 8, #5*)

#### **Section I: Utility’s Capability and Qualifications ..... 01**

- Company Overview
- Our Understanding of the Project
- Company Structure, Financials and Growth
- Deployment Experience and Past Performance
- Proposed Key Staff

#### **Section II: Project Information & Scope of Work ..... 12**

- Utility’s Proposed Solution
- Response to Scope of Work

#### **Section III: Implementation Methodology and Work Plan ..... 24**

- Implementation Plan with Schedule
- Training Overview, Customer Service and Ongoing Support

#### **Section IV: Statement of Exceptions (*ITB Section 8, #6*) ..... 31**

#### **Appendix ..... A-1**

- AWS Network Partner Flyer
- NAACP Endorsement Letter
- *Flyer—Four Automated License Plate Reader ‘Must Haves’*
- Pulsar ALPR Product Features & Specifications
- Polaris Digital Evidence Management Platform, and SMART REDACTION™
- Warranties, CJIS Compliance and Terms and Conditions

Genesee County, AL  
Genesee County Purchasing Department  
1101 Beach Street, Room 361  
Flint, MI 48502

June 25, 2024

Subject: Invitation to Bid #24-387 for License Plate Reader Cameras

On behalf of Utility Associates, Inc. (Utility), thank you for the opportunity to present our integrated, policy-based automated recording technology to Genesee County (County).

As the existing LPR system, body worn camera, and in-car camera provider for numerous law enforcement agencies across the U.S., we are committed to increasing our public safety presence in the state of Michigan and provide the County with our **PULSAR by Utility™ (Pulsar)** ALPR solution and intuitive **POLARIS by Utility™ (Polaris)** digital evidence management system that can be managed through a single web-based platform.

Utility's Pulsar ALPR camera technology is the perfect addition to any agency's portfolio of law enforcement technology products. Utility's Pulsar solution provides unique benefits to the County:

- **Intelligent ALPR.** Unlike traditional LPR systems, Utility's Pulsar ALPR is powered by AI and a new ability to read license plates at high speeds—all while comparing data at-the-edge.
- **Force Multiplier.** ALPR provides greater efficiency for the patrol officer which translates to increased productivity for your agency. ALPR allows an officer to focus on their job functions while patrolling as it leverages AI and the total systems to maximize the officer's effectiveness, safety, and situational awareness.

Utility's Pulsar ALPR camera technology together with Polaris (our cloud-based DEMS) is provided as a System as a Service (SaaS) subscription. Our platform is scalable to the needs of the Genesee Sheriff's Department (Officers, Investigators, also Attorneys, etc.). The solution does not require user licenses, and an active SaaS subscription allows access by authorized personnel of the County, and automatically supports unlimited concurrent logins. Our Pulsar ALPR is CJIS-compliant, made in the USA, and includes 24/7/365 support from Utility's support team.

Because our technology **does not depend upon legacy proprietary platforms**, it is designed to be cost-effective, allowing greater coverage and officer safety in performance of their duties. Beyond its cost-effective aspects, the Rocket ALPR technology model is designed to focus advanced AI capabilities to promote real-time connectivity in these ways:

- **Connected ALPR.** Pulsar ALPR and Polaris provide officers with the total system connectivity directly to AWS GovCloud for real-time access to Federal, State, and local databases for purposes of automatically searching for hot listed vehicles.
- **ALPR Alerts.** Policing our communities today has become increasingly dangerous for our officers on patrol and as a result, increased officer safety measures are paramount.



ALPR Alerts are automated and connected to the Department by Utility's Polaris ecosystem. Dispatch, supervisors, and nearby officers can receive real-time alerts when an officer receives an ALPR Alert of a hot-listed vehicle.

- **Integration with AXON & Other Partners**

Our Polaris DEMS platform has the capability of integrating with and importing or receiving digital video evidence, digital documents and images from other sources including Axon's Evidence.com.

- **Pathways to Future Integrations.** Utility's Pulsar ALPR is capable of integrating with RMS and CAD where it can create an Action Zone for High Priority Calls and can make them visible on the Polaris video management system live map.

Utility's license plate reader and digital evidence management video capture solution provides the most advanced technology for law enforcement today. Our Pulsar ALPR technology allows today's efficiency-focused law enforcement leaders to leverage their budgeted resources to increase safety and LPR coverage.

We are excited to share our innovative technology solutions with the Genesee County Sheriff's Department and look forward to the opportunity to serve as your partner to ensure your project success.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael J. Nark', written over a faint, stylized background graphic.

(Authorized Representative)

Michael J. Nark, President, and Chief Executive Officer  
[mnark@utility.com](mailto:mnark@utility.com), 404-816-0300 office

# COST FORM

PROJECT: ITB #24-387 License Plate Reader Camera

Description	Quantity	Unit Price	Extended Amount
License Plate Reader Camera	10	\$ 8,500	\$ 85,000
Software (compatible to AXON)	1	\$ included	\$ included
Installation of Cameras (six state trunkline roadways and 4 County roads)	10	\$ included	\$ included
Yearly maintenance fee	10	included	included
Other fees (please provide below a description and cost for any additional items needed to complete this project. This should include and licensing fee, recurring fees, testing, and/or any administrative fee):	1	\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
<b>Total Cost</b>			\$ 85,000

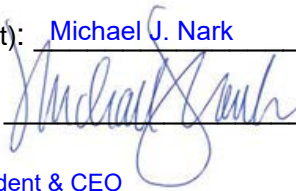
Please provide the number of days to complete this project upon execution of a contract:

sixty (60) days

Utility Associates, Inc.

Name of Company

Name (Print): Michael J. Nark

Signature: 

Title: President & CEO

Date: June 21, 2024



**SIGNATURE PAGE**  
**GENESEE COUNTY ITB #24-387**  
**License Plate Reader Cameras**

The undersigned represents that he or she:

1. is duly authorized to make binding offers on behalf of the company,
2. has read and understands all information, terms, and conditions in the ITB,
3. has not engaged in any collusive actions with any other potential proposers for this ITB,
4. hereby offers to enter into a binding contract with Genesee County for the products and services herein offered, if selected by Genesee County within 120 days from bid due date,
5. certify that it, its principals, and its key employees are not "Iran linked businesses," as that term is described in the Iran Economic Sanctions Act, P.A. 2012, No. 517, codified as MCL 129.311, et seq.
6. acknowledges the following addenda N/A issued as part of the ITB:

**Conflict of Interest:**

☒ To the best of our knowledge, the undersigned firm has no potential conflict of interest due to any other County contracts, or property interest for this bid.

OR

☐ The undersigned firm by attachment to this form, submits information which may be a potential conflict of interest due to other County contracts, or property interest for this Bid.

**Exceptions** to Solicitation and/or Standard Contract: NO ☒ YES ☐ (include attached statement)

Name (typed): Michael J. Nark

Signature:  Title: President & CEO

Date: June 19, 2024

Company: Utility Associates, Inc.

Federal Employee Identification Number (FEIN): 58-2574318

DUNS Number: 02-249-8203

**Contact Person of company representative for matters regarding this ITB**

<u>Michael J. Nark</u>	<u>President &amp; CEO</u>		
CONTACT NAME	POSITION		
<u>250 E Ponce de Leon Ave #700</u>	<u>Decatur</u>	<u>GA</u>	<u>30030</u>
MAILING ADDRESS	CITY	STATE	ZIP CODE
<u>404-816-0300</u>	<u>877-449-5088</u>	<u>mnark@utility.com</u>	
PHONE	FAX	E-MAIL	

## REFERENCES

List 3 references of similar projects

Submitted by: [Utility Associates, Inc.](#)  
[Michael J. Nark, President & CEO](#)

Company/Client:	Contacts:
<a href="#">Hempstead (TX) Police Department</a>	Name: <a href="#">David Hartley</a>
	Title: <a href="#">Chief</a>
	Phone: <a href="#">979-826-3332</a>
Dates of Service: <a href="#">2022--Present</a>	Email: <a href="mailto:dhartley@hempsteadpdx.com">dhartley@hempsteadpdx.com</a>
	Address: <a href="#">1015 11th Street</a>
	City, State: <a href="#">Hempstead, TX 77445</a>

Company/Client:	Contacts:
<a href="#">Maryland Heights (MO) Police Department</a>	Name: <a href="#">Sean Franning</a>
	Title: <a href="#">Lieutenant</a>
	Phone: <a href="#">314-738-2369</a>
Dates of Service: <a href="#">2023--Present</a>	Email: <a href="mailto:sfranning@marylandheights.com">sfranning@marylandheights.com</a>
	Address: <a href="#">11911 Dorsett Road</a>
	City, State: <a href="#">Maryland Heights, MO 63043</a>

Company/Client:	Contacts:
<a href="#">Union County (NC) Sheriff's Office</a>	Name: <a href="#">Brian Keziah</a>
	Title: <a href="#">Captain</a>
	Phone: <a href="#">704-320-8259</a>
Dates of Service: <a href="#">2023--Present</a>	Email: <a href="mailto:Brian.Keziah@unioncountync.gov">Brian.Keziah@unioncountync.gov</a>
	Address: <a href="#">3322 Presson Road</a>
	City, State: <a href="#">Monroe, NC 28112</a>



# GENESEE COUNTY INSURANCE CHECKLIST

## PROFESSIONAL SERVICES CONTRACT FOR:

ITB:24-387 – License Plate Reader Camera

Coverage Required		Limits (Figures denote minimums)
X	1. Workers Compensation	Statutory limits of Michigan
X	2. Employers' Liability	\$500,000 accidental/disease \$1,000,000 policy limit, disease Including Premises/Operations
X	3. General Liability	\$1,000,000 per occurrence with \$2,000,000 aggregate Including Products/Completed Operations and Contractual Liability
	4. Professional Liability	\$1,000,000 per occurrence with \$2,000,000 aggregate Including errors and omissions
	5. Medical Malpractice	\$200,000 per occurrence \$800,000 in aggregate
X	6. Automobile liability	\$1,000,000 combined single limit each accident – Owned, Hired, Non-owned
X	7. Umbrella liability/Excess Coverage	\$1,000,000 BI & PD and PI
X	8. Genesee County named as an additional insured on other than worker' compensation via endorsement. A copy of the endorsement or evidence of blanket Additional Insured language in the policy must be included with the certificate.	
X	9. Other Insurance Required: Cyber Liability	
X	10. Best's rating: A VIII or better, or its equivalent (Retention Group Financial Statements)	
X	11. The Certificate must state bid number and title 24-381	

### Insurance Agent's Statement

**I have reviewed the requirements with the bidder named below. In addition:**

The above required policies carry the following deductibles:

\_\_\_\_\_ Liability policies are ***occurrence*** \_\_\_\_\_ ***claims made*** \_\_\_\_\_

Insurance Agent

Signature

## Prospective Contractor's Statement

I understand the insurance requirements and will comply in full if awarded the contract.

Utility Associates, Inc.

Contractor

Signature \_\_\_\_\_

Required general insurance provisions are provided in the checklist above. These are based on the contract and exposures of the work to be completed under the contract. Modifications to this checklist may occur at any time prior to signing of the contract. Any changes will require approval by the vendor/contractor, the department, and County Risk Manager. To the degree possible, all changes will be made as soon as feasible.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

8/2/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Sterling Seacrest Pritchard, Inc. 2500 Cumberland Pkwy. Suite 400 Atlanta GA 30339	<b>CONTACT</b> <b>NAME:</b> Corinthia Steinbauer <b>PHONE</b> (A/C, No, Ext): 404-238-9090 <b>E-MAIL</b> <b>ADDRESS:</b> csteinbauer@sspins.com	<b>FAX</b> (A/C, No):
<b>INSURED</b> Utility Associates, Inc. 250 East Ponce de Leon Avenue Decatur GA 30030	<b>UTIL-1</b>	
<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
<b>INSURER A:</b> Evanston Insurance Co		35378
<b>INSURER B:</b> Trumbull Insurance Co		27120
<b>INSURER C:</b> Great American E&S Insurance Co		
<b>INSURER D:</b> Lloyds of London		32727
<b>INSURER E:</b>		
<b>INSURER F:</b>		

**COVERAGES****CERTIFICATE NUMBER:** 781644354**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			MKLV2PBC002025	8/1/2023	8/1/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
B	<input checked="" type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			20UENEI9185	8/1/2023	8/1/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
C	<input type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			XS E744275-02	8/1/2023	8/1/2024	EACH OCCURRENCE \$ 8,000,000 AGGREGATE \$ 8,000,000 \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N <input checked="" type="checkbox"/> N/A (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
D	Tech E&O/Cyber			APT1116323	8/1/2023	8/1/2024	Per Claim 5,000,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**

Blanket endorsements included within the policies, applicable to the certificate holder, if a written contract and/or agreement is in place:

- Blanket General Liability Additional Insured endorsement for vendors form number CG 20 15 04 13
- Blanket General Liability Additional Insured endorsement for mortgagees form number CG 20 18 04 13
- Blanket General Liability Additional Insured endorsement for notice of cancellation form number MEGL 1879 07 15
- Blanket General Liability Primary Non-Contributory endorsement form number CG 20 01 04 13
- Blanket General Liability Waiver of Subrogation endorsement form number MEGL 0241-01 05 16
- Blanket Automobile Additional Insured endorsement form number HA 99 16 12 21
- Blanket Automobile Primary Non-Contributory endorsement form number HA 99 16 12 21
- Blanket Automobile Waiver of Subrogation endorsement form number HA 99 16 12 21

**CERTIFICATE HOLDER****CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.

## SECTION I: UTILITY'S CAPABILITY AND QUALIFICATIONS

### Company Overview

Utility Associates, Inc. (Utility) is a Delaware Corporation **incorporated in 2001** with Headquarters in Decatur, Georgia, in Metropolitan Atlanta. Utility is a vertically integrated US manufacturer and supplier of software solutions, automated license plate reader cameras, body worn cameras, digital in-vehicle cameras, mobile digital multimedia evidence management systems, and situational awareness software solutions for the **law enforcement community, transportation agencies, and utilities**. With over **100,000 devices deployed**, Utility has worked with many progressive first responders to incorporate industry best practices to help solve critical legal evidence capture and field situational awareness management challenges.

#### OUR VISION

Help our clients save the day – every day – with **digital innovations that revitalize front-line professions, renew respect in authority and restore community trust.**

Utility's digital video recording software platform is the **proven result of 22+ years of development and deployment in thousands of video recording systems around the US**. Utility retains **more than 140 employees**, based in the US in all time zones dedicated to providing our Solution and Services to our clients. Our platform solution is a complete system of proven video software representing more than two decades of development and real-world use.

### Our Understanding of the Project

Utility fully understands Genesee County's requirement for an ALPR camera system with monitoring capabilities to assist in safeguarding Michigan roadways, ensure County transparency, enhance law enforcement efforts and improve public safety. Utility's Pulsar technology is an AI-powered license plate capturing and alerting solution that provides efficient and accurate vehicle tracking, monitoring and identification. Utility's Pulsar solution is designed for automated and independent operation and together with our POLARIS by Utility™ digital evidence management software (DEMS) offers a complete platform solution for vehicle-based investigation and analysis. Our DEMS is cloud-based, hosted in Amazon Web Services (AWS) GovCloud, and CJIS-compliant.



Utility is proud of our long and successful history of providing the highest quality digital evidence technology and services to agencies in Michigan and across the U.S. Further details of our industry experience and ability to meet and exceed Genesee County's scope requirements are provided below and in the following sections.

### Company Location and Contact Information

**Utility Associates, Inc. Global Headquarters:**  
250 East Ponce De Leon Avenue, Suite 700  
Decatur, Georgia 30030 404-816-0300 general office

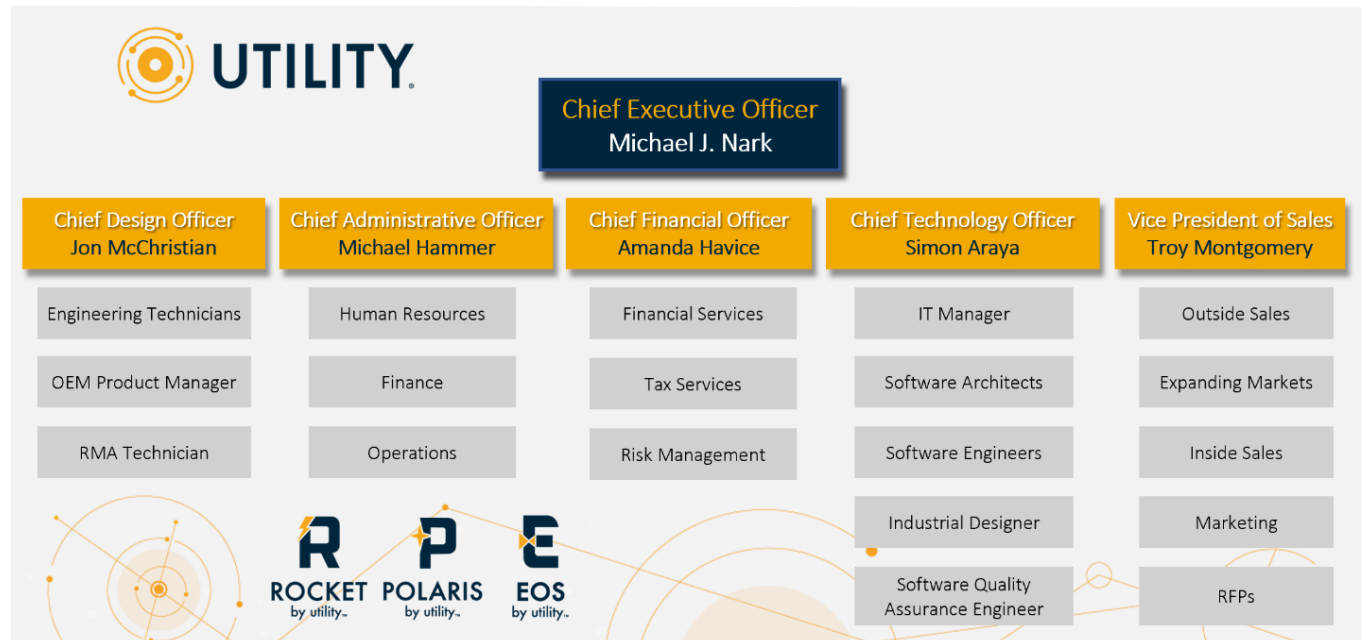
[www.utility.com](http://www.utility.com)

### Primary Representatives:

**Contract Executive:** Michael J. Nark, President and CEO, [mnark@utility.com](mailto:mnark@utility.com);  
**Account Representative:** Nathan Teodoro, Business Manager [nteodoro@utility.com](mailto:nteodoro@utility.com)  
**Sales Support Manager:** Dahlia Blake, Inside Sales Manager [dblake@utility.com](mailto:dblake@utility.com)  
**Repair and Maintenance:** Samson Aberra, Support Manager [saberra@utility.com](mailto:saberra@utility.com)

### Company Structure and Organization

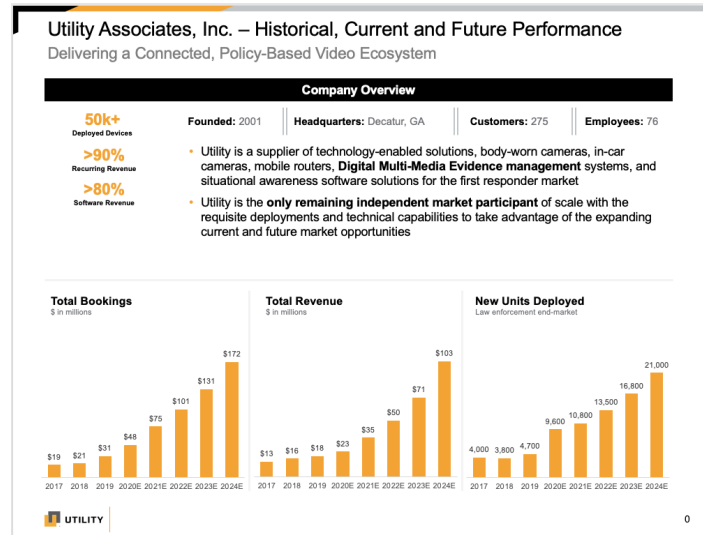
Utility is the parent company with no subsidiaries. Mr. Michael J. Nark, President and CEO, is the Authorized Representative and takes full responsibility for the completeness and correctness of any and all information provided with this response. Utility's corporate structure, presented below, establishes clearly defined lines of communication, responsibility, and accountability, and ready access to corporate support



## Company Financials & Growth

Utility Associates, Inc. is a private, investor-funded Company and affirms that its financials have been audited by an independent certified public accounting firm, and an unqualified opinion was issued for each year.

Please find Utility's financial summary details including 2022 – 2024 Balance Sheet, and Income Statement. Our data and video evidence total platform has grown 60% year over year from 2021 to 2023. Should additional financial information be required, Utility will gladly provide sufficient information not subject to public release to enable the County to complete its evaluation.



### Utility's Financial Statements

#### Utility Associates, Inc Unaudited Financial Summary

	Balance Sheet		
	Year to Date March 2024	Year to Date December 2023	Year to Date December 2022
<b>Assets</b>			
Cash	\$ 14,153,790	\$ 14,927,176	\$ 10,944,829
Accounts Receivable	\$ 6,994,669	\$ 15,938,706	\$ 7,957,182
Unbilled Contracts	\$ 585,635	\$ 466,913	\$ -
Inventory	\$ 4,099,979	\$ 2,703,472	\$ 3,002,655
Other Current Assets	\$ 45,145,650	\$ 41,131,206	\$ 33,903,694
Net Fixed Assets	\$ 694,564	\$ 730,498	\$ 298,626
<b>Total Assets</b>	<b>\$ 71,674,288</b>	<b>\$ 75,897,971</b>	<b>\$ 56,106,985</b>
<b>Liabilities and Equity</b>			
<b>Liabilities</b>			
Accounts Payable	\$ 2,711,127	\$ 2,254,679	\$ 3,395,760
Accrued Expenses	\$ 1,160,800	\$ 299,045	\$ 335,763
Other Current Liabilities	\$ 93,842,088	\$ 102,506,046	\$ 54,193,744
Long Term Liabilities	\$ 3,072,854	\$ 3,360,914	\$ 22,991,280
<b>Total Liabilities</b>	<b>\$ 100,786,869</b>	<b>\$ 108,420,684</b>	<b>\$ 80,916,547</b>
<b>Equity</b>	<b>\$ (29,112,581)</b>	<b>\$ (32,522,712)</b>	<b>\$ (24,809,562)</b>
<b>Total Liabilities and Equity</b>	<b>\$ 71,674,288</b>	<b>\$ 75,897,971</b>	<b>\$ 56,106,985</b>

#### Income Statement

	Year to Date March 2024	Year to Date December 2023	Year to Date December 2022
<b>Revenue</b>			
Contracted	\$ 15,224,403	\$ 57,256,945	\$ 40,630,889
Other	\$ 518,544	\$ 2,634,082	\$ 2,705,135
<b>Total Revenue</b>	<b>\$ 15,742,946</b>	<b>\$ 59,891,027</b>	<b>\$ 43,336,024</b>
<b>Cost of Good Sold</b>	<b>\$ 6,074,430</b>	<b>\$ 23,855,826</b>	<b>\$ 20,468,620</b>
<b>Gross Profit</b>	<b>\$ 9,668,516</b>	<b>\$ 36,035,201</b>	<b>\$ 22,867,404</b>
<b>Operating Expense</b>	<b>\$ 5,914,861</b>	<b>\$ 21,823,908</b>	<b>\$ 17,699,965</b>
<b>EBITDA</b>	<b>\$ 3,753,655</b>	<b>\$ 14,211,293</b>	<b>\$ 5,167,439</b>
<b>Other Income and Expense</b>	<b>\$ (343,524)</b>	<b>\$ (1,476,502)</b>	<b>\$ (1,310,596)</b>
<b>Net Income</b>	<b>\$ 3,410,131</b>	<b>\$ 12,734,791</b>	<b>\$ 3,856,843</b>

## Deployment Experience

Utility supports a base of **over 350+ client agencies**, mainly law enforcement agencies, with digital evidence platforms, mobile cameras, automated license plate readers, and communication devices that collect evidence and then store and manage it securely. In looking to the future of the Utility brand, we envision an ever-expanding universe of products built to both stand alone as well as combined for optimal performance.



Utility's client base continues to grow as agencies adopt our innovative platform, as shown on the (abbreviated) table below:

**Agencies in Michigan and around the U.S.** (including the References provided on the following page) which have successfully integrated Utility's technology include:

<b>Plymouth MI Police Department</b>	<b>Canton Township MI Police Department</b>
<b>Battle Creek MI Police Department</b>	<b>Constantine MI Police Department</b>
Evansville IN Police Department	Indianapolis IN Metro Police Department
West Virginia WV State Police	Marathon County WI Sheriff's Office
Dekalb County GA Police Department	South Bend IN Police Department
Noblesville IN Police Department	Hendricks County IN Sheriff's Department
Coweta OK Police Department	Hempstead TX Police Department
Harris County TX Sheriff's Office	Bridgeton MO Police Department
St Louis County MO Police Department	Pine Couty MN Sheriff's Office
O'Fallon MO Police Department	New Hampshire Statewide Police
Benton AR Police Department	State of North Carolina Statewide Contract
Henderson NV Police Department	State of South Carolina Statewide Contract

Utility solutions are Country of Origin USA, manufactured in the USA. Utility is committed to supporting the USA through the Buy American Act and the American Recovery Reinvestment Act, to which all Utility solutions are Compliant.





## Past Performance

Utility's Pulsar and Polaris digital evidence management platform will provide Genesee County with the most advanced solution for video recording, situational awareness and evidence capture. The combination of features and capabilities is unmatched by any other solution, and is the ideal structure designed for a cohesive law enforcement and public safety Department.

Examples of our past performance include:

- Harris County (TX) Sheriff's Office (2500+ sworn officers)
- Indianapolis (IN) Metropolitan Police Department (1100+ sworn officers)
- St. Louis County (MO) Police Department (1015+ sworn officers)
- DeKalb County (GA) Police Department (860+ sworn officers)

Notable Utility customers who have successfully deployed Utility's Pulsar and Polaris systems include:

### Organization Name: Hempstead (TX) Police Department

**Since:** 2022 and ongoing. **Description of the Project:** Deployment of 9 Pulsar ALPR systems. Deployment of 20 units of EOS camera system, with deployment of 12 Rocket in-vehicle router/DVR units, with WiFi Hot Spot, GPS to CAD, High Speed Offload of Video Data. Media management on the Polaris digital evidence management platform.



### Organization Name: Maryland Heights (MO) Police Department

**Since:** 2023. **Description of the Project:** Deployment of 3 Pulsar ALPR camera systems. Additional deployment of 85 units EOS camera system. Integrated deployment of 30 ruggedized mobile Rocket in-vehicle router/DVR units, with WiFi Hot Spot, GPS to CAD, High Speed Offload of Video Data. Media management on the Polaris digital evidence management platform.



### Organization Name: Union County (NC) Sheriff's Office

**Since:** 2023 and ongoing. **Description of the Project:** Deployment of 12 Pulsar ALPR camera systems. Deployment of 120 units EOS camera system, with Installation of 120 Rocket in-vehicle router/DVR units with in-car video, and media management on the Polaris digital evidence management platform.



**Organization Name: Michigan City (IN) Police Department**

**Since:** 2023 and ongoing. **Description of the Project:** Initial deployment of 60 Rocket in-vehicle router/DVR units with in-car video and mobile Pulsar ALPR, with WiFi Hot Spot, GPS to CAD, High Speed Offload of Video Data. Deployment of 87 units EOS camera system with Taser Integration, and media management on the Polaris digital evidence management platform.

**Organization Name: Canton Township (MI) Police Department**

**Since:** 2020 and ongoing. **Description of the Project:** Deployment of 80 units EOS camera system, with integrated deployment of 40 ruggedized vehicle-mount mobile router Rocket in-vehicle router/DVR units, with WiFi Hot Spot, GPS to CAD, High Speed Offload of Video Data, and media management on the Polaris digital evidence management platform.

**Organization Name: Plymouth (MI) Police Department**

**Since:** 2022 and ongoing. **Description of the Project:** Deployment of 16 units EOS camera system. Integrated deployment of 6 ruggedized vehicle-mount mobile router Rocket in-vehicle router/DVR units, with WiFi Hot Spot, GPS to CAD, High Speed Offload of Video Data, and media management on the Polaris digital evidence management platform.



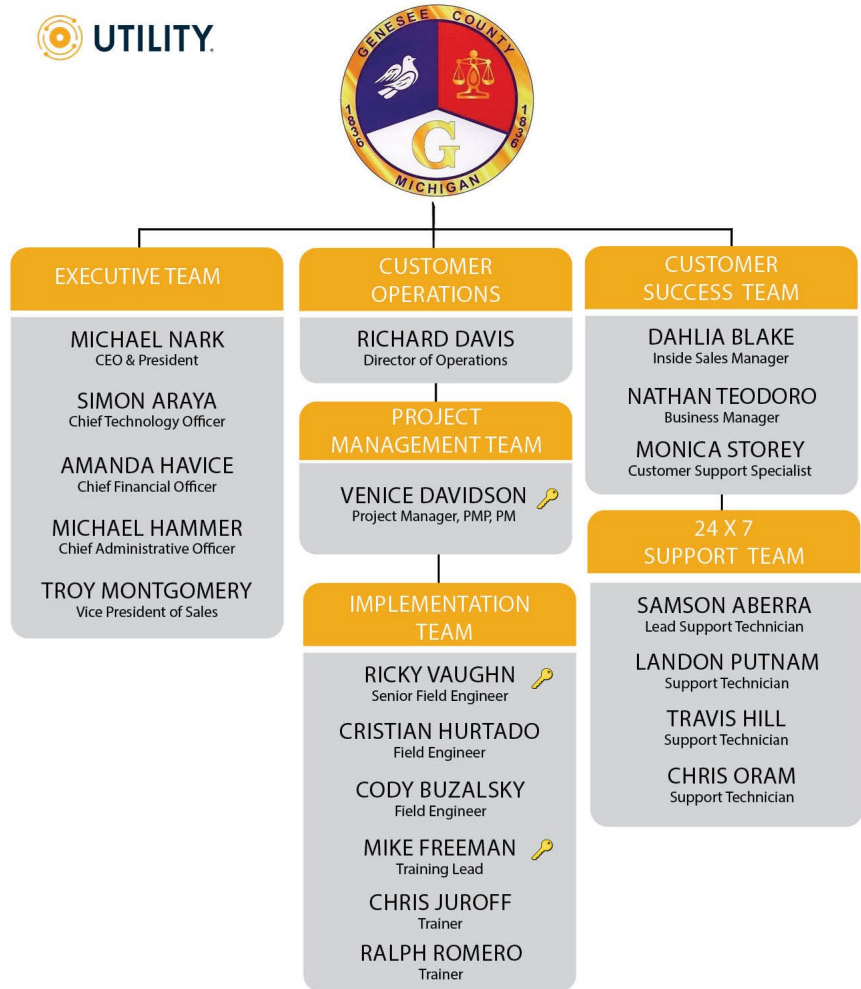


## Proposed Key Staff

A successful, seamless implementation is vital for Utility to build lasting customer partnerships. We will provide fully skilled, properly certified staff with efficient, effective management that is responsive to Genesee County. Utility's approach to providing qualified personnel for the County's project is based on our years of experience, continuous incorporation of lessons learned, and dedicated execution by skilled and experienced management professionals.

### Customer Operations and Project Management Teams

Utility's team structure will establish clear lines of responsibility and accountability, ready access to corporate resources and support, and a direct link to our customer to facilitate effective communication. Our project team is empowered to respond to project requirements using the comprehensive business and management systems necessary to ensure cost effective, detailed oversight.



System implementation will be led by **Customer Operations, Project Management, and Implementation Team**, which will be solely dedicated, from start to finish, to the success of the deployment of the Utility solution for the County. A brief description and a summary of the qualifications of the proposed team members is included below:

<b>Customer Success</b>	The <b>Customer Success Team</b> will be led by Utility's Nathan Teodoro, with direct contact and interaction on this project to ensure the system is meeting expectations. Nathan will manage the County's relationship and focus key staff to ensure that your needs will be our top priority.
<b>Project Management</b>	We propose Venice Davidson, PMP, PM, as our designated Project Manager for this project. Venice has demonstrated her experience in effective project management, risk and issue management, and information security on recent projects similar to the County's project. She will continually develop, monitor, and update project plans to include material/software acquisition, time management, and detailed project action plans confirming Utility's adherence to scheduled deadlines, while also ensuring overall project implementation and performance success. Our PM will directly coordinate with the County and our Customer Support team to maintain open communications critical for successful project execution.
<b>Field Engineer</b>	Utility's Senior Field Engineer Ricky Vaughn is a Certified Dell Systems Expert, a Certified Microsoft Expert (Network Administrator, Windows XP, Server, Messaging) with more than 25 years of experience. He is an expert in software development/configuration for systems similar to the County's project, and in software testing. He will lead the Implementation Team responsible for the initial configuration and project setup. This team will initially work with both your sworn and information technology staff to ensure proper configuration and then will direct the training sessions with deputies and support staff.
<b>Training</b>	Training for this project will be led by Michael Freeman. Michael has formal classroom instructor training and relevant experience with the software and hardware, and thorough knowledge of the material covered in the courses. He has mastery of the training manuals, system documentation tools, and training aids, is highly competent, and is able to work independently of outside support to accomplish the County's goals and objectives.

Utility will provide our key staff for the duration of the implementation. Our overall project management plan includes resource capacity planning which provides for backup expertise in each area.

## Summary of Key Staff Experience

The table below provides a summary of our key staff's background, qualifications, and relevant contract experience.

Utility Associates Key Staff Experience		
Work History	Certifications	References
<b>Venice Davidson, Project Manager</b> <i>Education/ Background:</i> Master's Degree in Business Administration, concentration in Project Management, Bachelor's Degree of Science		
Relevant and progressive program management experience leading and managing, large scale, complex IT projects and programs in the law enforcement environment. Comprehensive experience in planning, scheduling, and tracking all stages of the project lifecycle to deploy body cameras, in-car video communications systems and SaaS solutions. Experience overseeing and coordinating cross functional teams and client points of contact to implement multi-million-dollar projects on-time and within budget.	<ul style="list-style-type: none"> <li>• Certified Associate in Program Mgmt – CAPM (5/2019 – 5/2024)</li> <li>• Program Mgmt Professional (PMP), 8/2020 – 8/2023</li> </ul>	Chris Bailey (IN Metro PD Assistant Chief) 317-605-9058 <a href="mailto:Chris.bailey@indy.gov">Chris.bailey@indy.gov</a>
<b>Relevant Contract Experience:</b>		
<ul style="list-style-type: none"> <li>• Indianapolis Metro Police - Full Scale Deployment (08/2020) 1100 Body Cameras, 1100 In-Car Communications Systems</li> <li>• Manchester NH Police - Full Scale Deployment (12/2019) 245 Body Cameras, 40 In-Car Video Systems</li> <li>• St. Louis County MO Police - Full Scale Deployment (11/2019) 676 Body Cameras, 350 In-Car Video Systems</li> <li>• Olmsted County MN Sheriff - Full Scale Deployment (11/2019) 170 Body Cameras, 58 In-Car Video Systems</li> </ul>		
<b>Ricky Vaughn, Sr. Field Engineer</b> <i>Education/ Background:</i> Business Computer Programming		
Experience managing operational staff of engineers/technicians responsible for the installation and integration of mobile digital video and Communications in the Public Safety Sector. Supports project network requirements with a broad base of IT and communications systems, processes, procedures, and	<ul style="list-style-type: none"> <li>• DCSE (Dell Certified Systems Expert)</li> <li>• CMNA (Certified Microsoft Network Administrator)</li> </ul>	Michael Clinton (St. Louis County PD SPO) 314-659-0482 <a href="mailto:mclinton@stlouis.co.com">mclinton@stlouis.co.com</a>

Utility Associates Key Staff Experience		
Work History	Certifications	References
<p>associated technologies. Provides Tier 3 Support for Field Staff. Responsible for testing and debugging prototype hardware/software. Served as Systems Engineer installing new systems including data migration and system setup. Experience includes: Program In-Car Video Systems, Windows Security (Active Directory &amp; NT Domains), Windows/Intel Server Tuning, Optimization &amp; Capacity Planning, Microsoft SQL Server 2005 &amp; 2008 Administration, Perform Database Maintenance/Build &amp; Configure Windows Servers, Patch Management (WSUS), Configure IP Scheme (DHCP &amp; Static).</p>	<ul style="list-style-type: none"> <li>• MCP (Microsoft Certified Professional) (Windows XP)</li> <li>• MCSA (Microsoft Certified Systems Administrator) (Sever 2003)</li> <li>• MCSA Messaging (Exchange 2003)</li> </ul>	
<b>Relevant Contract Experience:</b>		
<p><i>Utility Associates, Inc. (04/2008 – Present)</i></p> <ul style="list-style-type: none"> <li>• Harris County TX Sheriff's Office (Full Deployment (08/2022) 1700 Body Cameras, 1700 In-Car Video Systems</li> <li>• Indianapolis Metro Police - Full Scale Deployment (08/2020) 1100 Body Cameras, 1100 In-Car Communications Systems</li> <li>• St. Louis County MO Police - Full Scale Deployment (11/2019) 676 Body Cameras, 350 In-Car Video Systems</li> </ul>		
<p><b>Michael Freeman, Training Lead</b></p> <p><i>Education/ Background:</i> Master Police Officer (Ret.) with Dekalb County Police Department; United States Marine Corps, Camp Pendleton, CA; Marine Corps MOS Training; Degree in Fine Arts, Graphic Design</p>		
<p>Training Specialist leading on-site and on-line training of customers in the use of EOS camera solutions, Rocket in-car DVR/router devices, and Polaris digital management platforms.</p> <p>Development and implementation of online training/support for customers across multiple platforms. Training representative responsible for developing, sustaining, and enhancing the training program to optimize customer success</p>	<ul style="list-style-type: none"> <li>• P.O.S.T Certified</li> <li>• CJIS GCIC Network Terminal Operation Certification</li> <li>• Microsoft SharePoint™</li> </ul>	<p>Jan Cahill (WV PD Superintendent) 304-746-2115 <a href="mailto:Jan.cahill@wvsp.gov">Jan.cahill@wvsp.gov</a></p>

Utility Associates Key Staff Experience		
Work History	Certifications	References
<p>in the deployment of body worn technology ecosystem. Experiences includes:</p> <ul style="list-style-type: none"> <li>• In the past year, trained over 40 departments and over 10,000+ individuals on EOS camera solutions, Rocket in-car DVR/router devices and Polaris</li> <li>• Leads on-site and on-line training of customers in the use of EOS camera solutions, Rocket in-car DVR/router devices. Polaris digital management platform.</li> <li>• Develop and implementation of online training/support for customers across multiple platforms.</li> <li>• Optimizes customer success in the integration of Utility's mobile video solutions Ecosystem</li> <li>• Training of ALPR Camera Systems/License plate readers</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Acrobat™ applications</li> <li>• ILG00G Georgia Criminal Law</li> <li>• CAJ02G Search Warrants and Affidavits</li> <li>• Lidar and Laser Certified</li> <li>• Field Training Officer</li> <li>• Supervisor Certified</li> </ul>	
<b>Relevant Contract Experience:</b>		
<p><i>Utility Associates, Inc. (05/2019 – Present)</i></p> <ul style="list-style-type: none"> <li>• Harris County TX Sheriff's Office (Full Deployment (08/2022) 1700 Body Cameras, 1700 In-Car Video Systems</li> <li>• Indianapolis Metro Police - Full Scale Deployment (08/2020) 1100 Body Cameras, 1100 In-Car Communications Systems</li> <li>• St. Louis County MO Police - Full Scale Deployment (11/2019) 676 Body Cameras, 350 In-Car Video Systems</li> </ul>		

## SECTION II: PROJECT INFORMATION & SCOPE OF WORK

### Utility's Proposed Solution

As an innovative technology-enabled service provider recognized for creating groundbreaking integrated digital systems for frontline professions, we provide a universe of intuitive products for effectively capturing, managing, and releasing video evidence. Technologies include a variety of cameras, sensors, and devices as well as situational awareness software solutions.

### Technical Approach for Utility's PULSAR, and POLARIS Digital Evidence Management System (DEMS)

#### A Universe of Solutions

**Mission Critical Mobile Intelligence.  
Protect What's Important:  
Accurate Detection, Connectivity and Officer Safety**



Capture high-quality license plate images with our AI on-the-edge ALPR system. Upload ALPR recordings instantly to the cloud via LTE cellular



Utility's Virtual Command Center – a comprehensive user-friendly online platform allows the user to store, manage and retrieve digital data at the click of a button.



Download FDLE (FCIC/NCIC) data directly (by the County credential) to the Pulsar 'box', without human review. Data is only used to look up license plates that are read 'on the street'.



All ALPR data collected 'on the street' by Utility is encrypted and securely stored in the cloud.

Share captured data within Utility's Virtual Command Center using our state-of-the-art digital evidence management system.





The Pulsar License Plate Reader Camera System is an all-inclusive, turnkey, cloud-based solution. Pulsar and Polaris DEMS are provided as a System as a Service (SaaS) subscription. The SaaS subscription provides complete end-to-end security from the time data is captured and recorded until it is purged at the end of the retention classification. Utility provides unlimited storage at no additional cost to the County.



Utility's technology drives LPR using Artificial Intelligence (AI) at-the-edge, and real-time connectivity to Hot Lists from State, local and Federal data sources. Pulsar features highly sophisticated optical technology and machine learning algorithms to improve accuracy and efficiency.

Utility's Pulsar allows today's efficiency-focused law enforcement leaders to use AI enhanced technology to accurately capture and manage digital data. **This provides officers with a Smart ALPR tool to help protect their community and themselves from mobile threats.**

This combination of features and capabilities is unmatched by any other solution, and is designed to serve as a Force Multiplier, promote a Connected department, and offer a Pathway to Future Integrations, such as CAD, RMS, and mobile video camera systems. Utility's ALPR technology is a partnership with Sony Corporation and is installed in fixed stationary applications and in-vehicle applications for customers across the US.

Utility is the manufacturer and supplier of the Pulsar ALPR solution and provides installation of the Pulsar ALPR camera systems, training, and ongoing customer support. Our Solution is all-inclusive with all maintenance, equipment, components, cabling, wiring etc., necessary for a complete operational recording system.

This narrative describes a system overview of technical features, capabilities, and design considerations that are included in the Pulsar Ecosystem.

Pulsar is a smart license plate reader device that utilizes real-time 4G-LTE cellular communications provided by its own LTE connection. The device has capability for a variety of sensors and configurable operating software for autonomous processing. This combination of software and communications driven technology provides Smart ALPR recording control, automatic safety reporting (such as “ALERT” bulletins).



Pulsar also offers the ability to receive messages and take actions based upon configuration rules processed by software that can be updated at any time.

### **Pulsar Camera Mounting Options**

Utility’s ALPR technology has been successfully launched for law enforcement and first responder customers across the US, utilizing stationary fixed-mount units, in-vehicle units, and our Trailer units. All options provide access to live and recorded video through a single platform, our included Polaris DEMS software. For Genesee County’s purposes, our solar-powered Pulsar ALPR solution can be mounted to any MDOT acceptable poles.

*View of Typical Stationary Fixed- Mounting Options*





### Features & Benefits of the Pulsar ALPR System

- Real-time license plate capture, analysis, and hotlist matching for fixed camera deployments
- Single or dual camera options allow for capturing additional lanes of traffic at a single location
- Proximity and hot zone alerting and searching
- BOLOs are matched against license plate captures for local hotlist hit notifications
- Advanced traffic pattern reporting and location-based vehicle analysis
- Fully integrated into Polaris for access and sharing of license plate captured data
- AI-based vehicle analysis
- Automatic and manual day and night modes
- Versatile cellular-based communication

### Pulsar Capture Reliability

The Pulsar ALPR system ensures increased accuracy and reliability of license plate data captures by our fixed mount system with the following features:

- High-quality, high-definition cameras provide the best possible image of the vehicle for analysis.
- By using an advanced AI engine that is widely deployed, the PULSAR reads are generated using the latest ML techniques and large license plate data sets to ensure highly accurate results
- Regular quality audits help measure and maintain the accuracy of the PULSAR vehicle data.
- Seamless system updates and improvements ensure the PULSAR systems are delivering the highest accuracy and performance.

### Investigation Aid

Pulsar allows officers to effectively monitor a high volume of vehicles without manually checking each plate, significantly increasing their efficiency and coverage area. Pulsar automates the process of scanning and checking license plates against databases of stolen vehicles, wanted suspects, or other vehicles of interest. The systems can rapidly alert officers when a vehicle on a hotlist is detected, providing real-time information that would be nearly impossible to obtain through manual efforts alone.

To aid in investigation, Pulsar uses advanced optical character recognition to accurately capture the license plate number and issuing state. Pulsar can identify the make, model, color, and vehicle type with outstanding precision. Pulsar records the date, time, and precise GPS coordinates of each vehicle detection event, all from a single snapshot of the vehicle. This leads to proactive policing and can provide officers instant alerts.

### **Pulsar as a Cost-Effective Solution**

As a solar-powered system, Pulsar does not require a wired power source or a recurring utility cost for electricity, resulting in a low operating cost. The Pulsar system's flexible placement capabilities allow it to be installed anywhere the County needs without needing additional power infrastructure, trenching, or cables. Through collaboration with neighboring agencies, the County can expand their investigative network without adding additional headcount, which means the Pulsar ALPR system acts as additional boots on the ground that don't need a break, vacation, or time off. **They are working 24/7/365.**



Pulsar data is managed by Utility's Polaris platform. Polaris pulls together all devices and data in the system - ALPR license plate data, metadata (and any Rocket in-vehicle DVR video, audio, and metadata, if available) — into one platform keeping the process streamlined. All captured images and metadata can be viewed instantly and managed within the platform. The system allows for additional features, such as Live Video streaming for more urgent situational awareness incidents. Additionally, device data is tied together in the system to provide a clearer picture, with timeline and tags of everything that took place. All of these connected data sources (and Utility's ALPR and video camera devices) can be remotely configured through Polaris, by sending over-the-air updates.

## Accessing Data Bases

Pulsar data managed by Utility's Polaris provides access to:

NCIC	State	Local
<ul style="list-style-type: none"><li>• Criminal Data</li><li>• Wanted Felons</li><li>• Stolen vehicles</li></ul>	<ul style="list-style-type: none"><li>• Expired Plates</li><li>• Vehicle Holds</li><li>• Suspended Driver Files</li><li>• Habitual Traffic Violators</li></ul>	<ul style="list-style-type: none"><li>• Be on the Lookout (BOLOs)</li><li>• Crime Information Bulletin (BIC)</li></ul>

## Pulsar is a Smarter System

Typical LPR systems use video streams to capture pictures, analyze the picture to find license plates, then do a lookup to find a match within the database, and then it is displayed to an officer, either at computer viewing device at a remote location, or in the officer's car.

Pulsar provides a better way to integrate the system for a real-time approach to ALPR. Utility's development process with Sony had the objective to not only capture and analyze the data at-the-edge, but then share that data with the cloud so that decisions could be made to disseminate that information to officers and other staff within the agency (or outside the agency) who need it as quickly as possible.

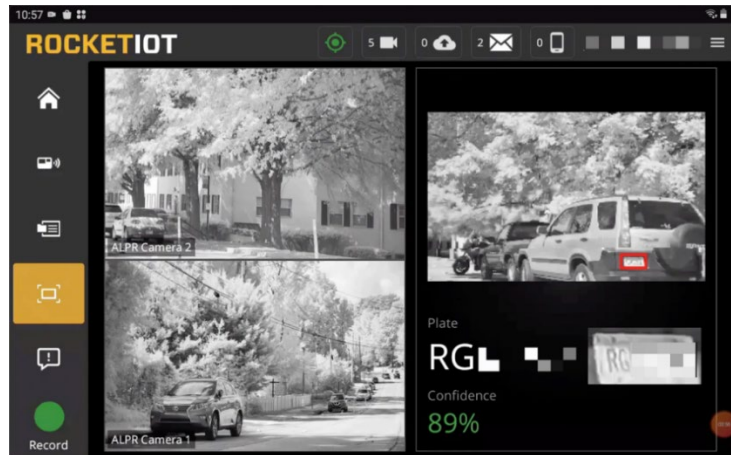
Like typical LPR systems, the Pulsar system captures using camera feeds.

Pulsar uses picture analysis but uses *artificial intelligence for the analysis* part. The agency using Pulsar benefits from the advantage of the ability of the ALPR Box to process dozens of pictures per second. It can analyze a substantial amount of data while the vehicle is moving at high speeds or stationary, and even at night.

Like typical LPR systems, the Pulsar lookup is similar. Pulsar allows lookups from state and NCIC Federal databases. Pulsar has an additional level of lookup by allowing BOLOs to be sent directly from Polaris into an agency-specific lookup database, immediately. For example, if there is a need for an Amber Alert, and you have the vehicle plate information, you can create a BOLO within Polaris and send it out to be accessed within Polaris from within all vehicles, either from an MDC or Utility's in-car mounted ALPR system. This integration enables every patrol vehicle to be on the lookout for that vehicle tag.

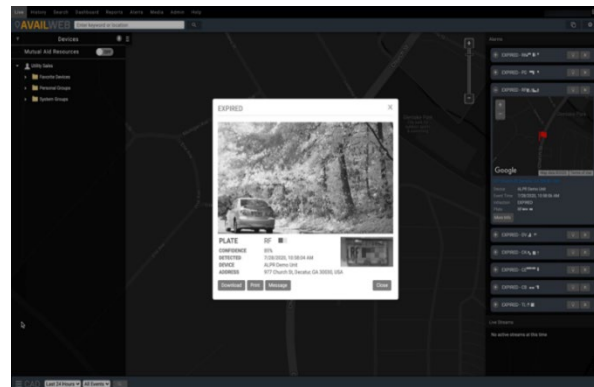
## Plate Detection of Hits

The Polaris platform view below shows actual images from two 'live' views of Pulsar cameras. Both mobile and stationary mounted cameras can be easily adjusted. Whether the camera is stationary mounted, or a mobile in-car camera out on patrol, the data is constantly being collected and entering the



system. Captured data paired to NCIC data, and state and local databases that are downloaded directly to the Pulsar box on a daily basis.

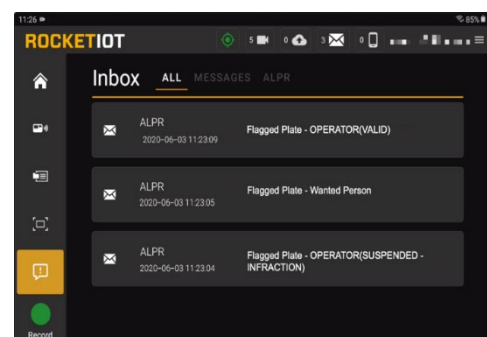
The Pulsar box goes through and compares data, so when a hit is obtained, the system shows it. A user can see when it captures a plate. It will capture an image and highlight the plate with a red box. Below is the plate number and how confident it is that it is the correct plate. A hit rated 80% or above is very accurate.



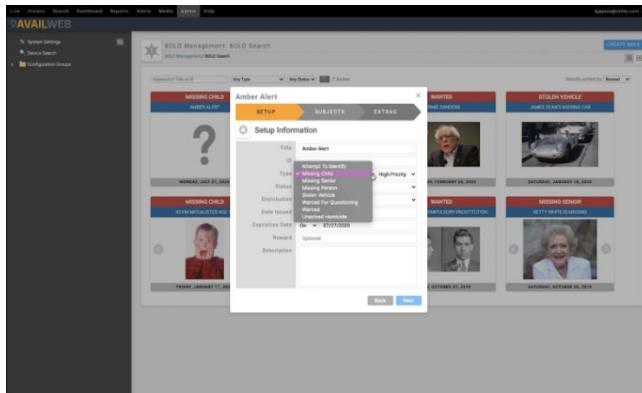
(The plate in the image is redacted since this plate was a real hit).

## Rapid Processing and Analysis

Pulsar analyzes and processes rapidly. The Polaris platform view above shows the system finding 3 matches within a matter of seconds. In this instance, Pulsar even caught an NCIC plate. In this list view, you can see that these three hits were processed and recognized with 5 seconds. From the list view above, it can be seen that the hits were happening within 5 seconds.



## Alerts



Using Polaris, the system can inject BOLOs. For any BOLOs or local watch sheets that involve a vehicle plate, the system can automatically ingest that information and push it out to the officers using Polaris immediately. For officers accessing Polaris in the field, this can

provide more ‘eyes on the street’ looking for that vehicle.

## Database and Optional Software

Departments will need access to a current desktop Web Browser and Broadband internet connectivity to use the Polaris digital evidence management service. There is no additional or optional Software or Hardware needed to use the Polaris service.

## Pathway to Future Integrations for Better Connectivity

Pulsar allows a pathway for full integration and connectivity, depending upon the optional devices and other optional agency integrations that are desired. Ultimately, Pulsar has the ability to define policies that would allow agencies to integrate and associate the license plate number and the vehicle picture data with the capture of video evidence and collecting that data into a single interface. Other optional integrations can enable more connectivity. For example, when a plate is detected in the system, then actionable decisions can be made. From the cloud, the data would be pulled into Polaris where it would be **displayed on the Dispatcher’s screen in real-time**, with Utility’s devices supporting CAD integration. Taking it one step further, the Department can send the plate alert data to an officer in proximity of where the vehicle was spotted, allowing the agency to have quicker reaction time to critical information, with Utility’s camera devices supporting live video and data communications. In this instance, and officer on patrol in a ‘district’ could have near real-time integration with plate images being captured live by stationary-mount ALPR within the same geographic vicinity, which can enable immediate follow up and more timely pursuit of violations and perceived threats.

### Integration with AXON & Other Partners

Our Polaris DEMS platform has the capability of importing or receiving digital video evidence, digital documents and images from other sources. We integrate with **Evidence.com** by consuming the data via API.

Utility's previous experience in integrating third party audio, video, and image data and metadata into Polaris includes a completed data migration project which transitioned legacy video data hosted in the Cloud on **Evidence.com**, into Utility's Polaris video evidence management system. Key aspects included: validating that the customer's legacy videos were classified appropriately before the ingestion of legacy data into Utility's Polaris video evidence management system; and ensuring that the legacy videos had the proper associated retention policies assigned as required by Department guidelines.

Utility will work with Genesee County on any third-party integrations, **including integration with AXON**. Depending upon the characteristics of the video data, the Polaris DEMS platform also has the capability to import civilian captured video. In partnership with the County, Utility will learn the characteristics of the data, and any costs involved. With that information, the County will set priorities regarding data migration, and Utility will migrate the desired data.

Polaris was designed to make it easy to share video with internal personnel and entities external to the County without the need or use of physical or removable storage. Plus, by sharing in this way, logs of all video access are retained within the chain of custody.

Authorized Polaris users may share incidents within Polaris with other authorized Polaris users (internal personnel). The users with whom the incident was shared will receive an email notification and may then log into Polaris and view the incident. All video interaction, including the sharing of the video and the viewing of the video, are logged into the chain of custody.

The County can have external authorized Polaris users – District Attorneys, for example – that you can administer and provide access to shared videos. There is no additional charge for these users, and the County is responsible for administering such access. Also, for external entities that are not authorized Polaris users, such as the media, videos can be shared via a secure, unique, one-time URL that is emailed to that person’s provided email address. Then the user may view the video, and all video interaction is logged into the chain of custody.



## Response to Scope of Work Requirements

Feature / County Requirement	Utility Associates Response
At a minimum the LPR cameras must possess the following features:	
Ability to analyze license plates, vehicle attributes (color, type, make), and objects (roof racks, bumper stickers, etc.).	Utility meets this requirement. Our PULSAR ALPR solution and cloud-based POLARIS DEMS platform includes cutting-edge Artificial Intelligence (AI) powered vehicle identification and analysis functionality. Using a single snapshot of a vehicle PULSAR can extract the following information: vehicle license plate, issuing state, vehicle make, model, color, and vehicle type.
Capability to save searches based on vehicle descriptions.	Utility meets this requirement. The County will have the capability to save searches based on vehicles descriptions. Within POLARIS, an agency can save searches based on location and vehicle descriptions such as vehicle make, model, color, vehicle type and issuing state.
Capacity to process up to 30,000 vehicles per day.	Utility meets this requirement. PULSAR ALPR can process 30,000 vehicles or more per day.
Solar-powered for sustainability and efficiency.	Utility meets this requirement. The PULSAR ALPR is powered from the solar panels, and Utility provides AC/DC conversion when using shore power.  Utility will conduct a site survey of each proposed location to determine the optimum mounting placement of the ALPR cameras and solar to achieve the best possible outcome.
Accompanied software enabling integration with cloud and hardware platforms.	Utility meets this requirement. Utility's PULSAR solution is fully integrated into POLARIS, which is a fully featured digital evidence management system that is cloud-based and hosted on the AWS Gov Cloud, with no requirements for the County to invest in on-premises storage infrastructure. All evidence is stored redundantly and within geographically separated CJIS-compliant cloud environments. This methodology provides 99.99999999% resiliency for County data.
Ability to collaborate with law enforcement and other relevant entities within Genesee County.	Utility meets this requirement. Through POLARIS, an agency can opt-in to sharing their vehicle capture data with other law enforcement and public safety entities. Once an agency opt's-in to sharing vehicle capture data, the agency will be able to query other agencies who have opt'd-in.  Utility's POLARIS DEMS platform has the capability of importing or receiving digital video evidence and digital documents and images from other sources. We integrate with Evidence.com by consuming the data via API.
Camera Uses:	
The LPR camera system will serve the following purposes:	
Identification of vehicles based on color, type, objects, and license plates.	Utility meets this requirement. Through POLARIS, all PULSAR data is searchable by using a full or partial license plate, or any combination of the vehicle data such as



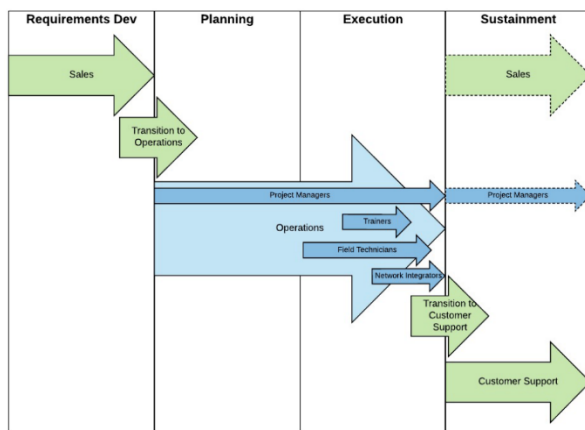
Feature / County Requirement	Utility Associates Response
	issuing state, vehicle make, model, color or type. Searches can also be location and date/time based.
Aid in investigations related to stolen vehicles, narcotic trafficking, abductions, warrant searches, and enforcement in high-crime areas.	<p>Utility meets this requirement.</p> <p>The PULSAR solution is currently integrated with both National and State hotlist providers, and matches every license plate captured against these hotlists. When a potential hotlist match is made an alert is sent to the preconfigured list of recipients and an alert displayed within the POLARIS platform.</p> <p>Utility's technology drives LPR using Artificial Intelligence (AI) at-the-edge, and real-time connectivity to Hot Lists from State, local and Federal data sources.</p> <p>PULSAR ALPR data managed by Utility's POLARIS provides access to:</p> <p><b>NCIC</b></p> <ul style="list-style-type: none"> <li>• Criminal Data</li> <li>• Wanted Felons</li> <li>• Stolen vehicles</li> </ul> <p><b>State</b></p> <ul style="list-style-type: none"> <li>• Expired Plates</li> <li>• Vehicle Holds</li> <li>• Suspended Driver Files</li> <li>• Habitual Traffic Violators</li> </ul> <p><b>Local</b></p> <ul style="list-style-type: none"> <li>• Be on the Lookout (BOLOs)</li> <li>• Crime Information Bulletin (BIC)</li> </ul>

## SECTION III: IMPLEMENTATION METHODOLOGY AND WORK PLAN

### Implementation Plan and Schedule

Once the purchase order is received, a project charter document will be prepared, which will define scope of work and responsibilities. The “Who, What, Where, When, How, and Why” of the contracted scope of work will be identified. The exact installation/ deployment schedule will be determined during Phase 1: Finalize Project Charter.

Utility's implementation is a step-by-step process from Project Kick-off to the Final



Hand-Off, including Implementation, Training for relevant Genesee County staff, Trouble Shooting / Support Escalation and Polaris training. The process is engineered and managed to track delivery, control costs and maintain performance over the term of the implementation.

#### Initial Step: Sales Handoff to Operations

- Internal kickoff meeting conducted in a standardized checklist agenda format by the Utility's Installation PM who has been assigned deployment responsibility for the County's project.

A Communications Plan captures both meetings held between the Utility operations team and County's ALPR project team, as well as all of the decentralized communications held between Utility and the customer throughout the planning and execution of the deployment.

The Pulsar ALPR implementations guided by this Project Plan and Project Schedule Overview are all-inclusive. They include technical support and assistance devices, networking equipment, video uploading, charging, connectivity, system software and upgrades, and video retrieval software and procedures.

A Deployment Workflow is a feature of our Project Management process, where we define 3 'swim lanes' (Utility, customer, and joint), and show (for each stakeholder) where the deployment process transitions across each stakeholder's lane of responsibility and where stakeholder interdependencies exist throughout the deployment. By publishing the Deployment Workflow, Utility and the County can improve communication, manage expectations, and eliminate unnecessary implementation risks in order to dramatically improve efficiency, cost effectiveness and overall project outcomes.

### **Quality Control Plan**

Utility maintains and manages a Quality Control Plan to manage the flow of the Project Plan and Deliverables to ensure the efficiency and effectiveness of hardware and software ALPR management and storage. Key to tracking delivery, controlling costs, and maintaining performance over the term of the implementation is careful planning.

Project execution, design of a detailed Project Plan in partnership with the County, and our joint experience and knowledge are key to success. Quality Control planning enables the Team to establish and successfully achieve Milestones, to manage Critical Success Factors, to manage and complete Deliverables, and to constantly communicate any assumptions that could affect a successful result.

### **Milestones for Pulsar ALPR System Installation**

- Contract Purchase Order received
- Project Charter with Implementation Schedule published
- Properly configured and activated SIM cards are received
- Pulsar ALPR Installation location determined
- Installation Team Training completed, if required
- Installation Completed and signed off on
- Implementation Kickoff
- Weekly Installation Status Reports published
- Final Install completed
- Implementation Location Closeout completed

### **Critical Success Factors for Pulsar ALPR System Installation**

- Project Charter published
- SIM cards are delivered on schedule, are activated, and have been properly provisioned by the cellular carrier
- Installation Procedures and Checklist are provided
- Installation Team has appropriate installation skills
- Installation Team is trained in approved Installation Procedures
- Installation locations are provided power (if required)
- Devices are delivered to the Installation Location(s) on schedule
- Installation and Acceptance Test Procedures are followed

### **Assumptions for Pulsar ALPR System Installation**

- The County provides assistance with interagency approvals, as needed, for infrastructure integrations not on County property, within the allotted time.
- If required, provide a Michigan Department of Transportation (MDOT) point of contact for pole issues
- Installation crews have access to site areas necessary to perform installs.

### **Configuration Management**

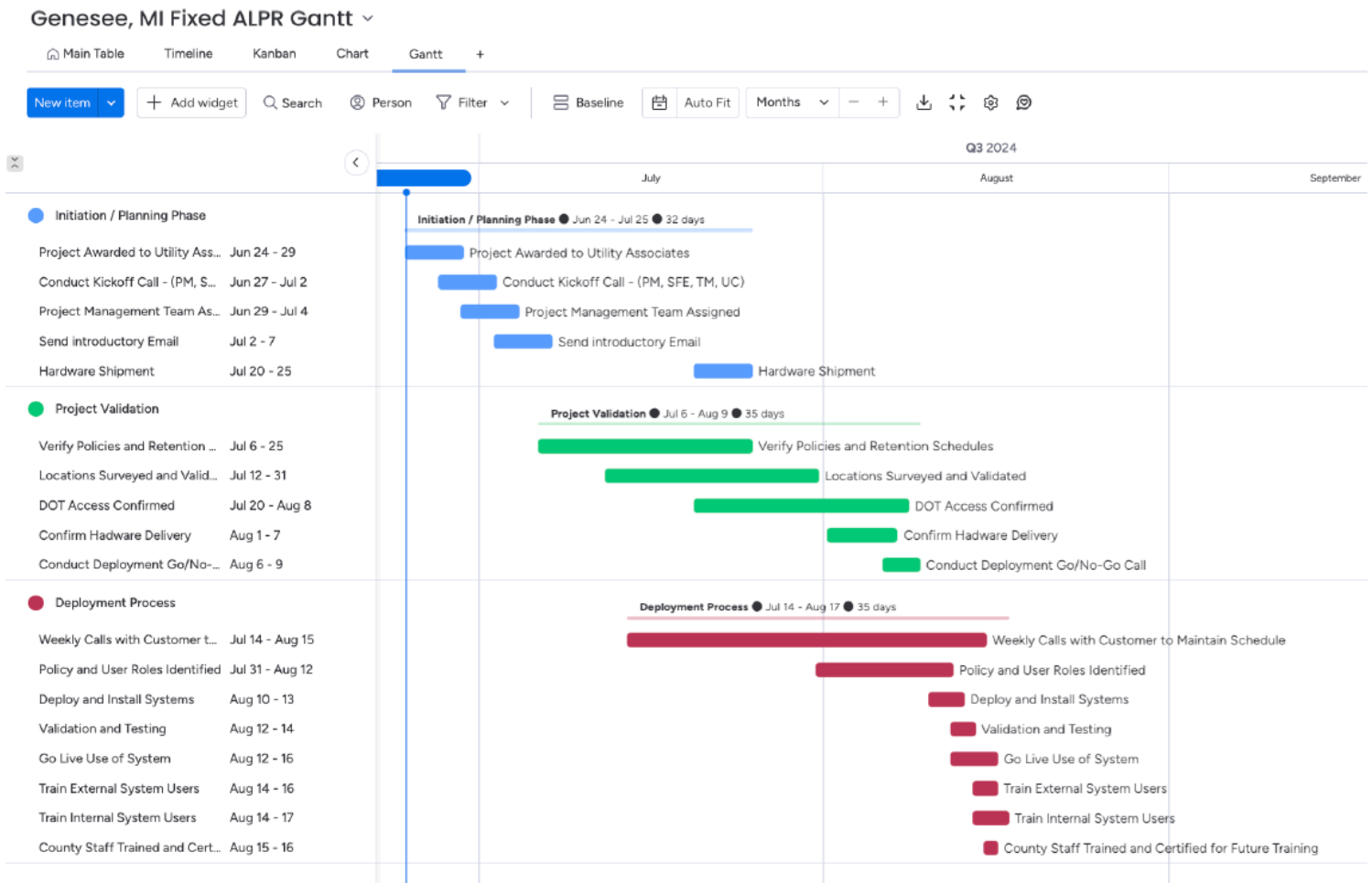
During the initial deployment, the Utility implementation team works with the County's IT staff to set up the initial configurations of the ALPR cameras and Polaris, with roles assigned by the County's system administrators through Polaris. Thereafter, Polaris automatically downloads any new configuration updates upon start-up, and every five (5) hours starting at GMT midnight. This process occurs behind-the-scenes, without the need for user interaction by officers or County IT personnel. As such, there is minimal configuration management needed after the initial configurations have been assigned.

The Pulsar ALPR installation planning schedule is dependent upon the County's recording policy being in-place, availability of officers, and defined, designated locations for training and implementation. Typically, the installation schedule of Pulsar ALPR units is dependent upon the availability of permitting entities to grant approvals as needed, Utility on-location installers for site adapt and Pulsar ALPR upfit, availability of service area for install, and lack of severe weather site conditions. The actual rate of installation (completion of configuration, integration, testing, and final system acceptance) is based upon training and Department implementation schedules. The installation schedule of

any Smart Waypoints™ is dependent upon the availability of the building for install, and availability of Genesee County building officials.

## Project Schedule

If awarded, we will work with the County to complete the deployment of our Pulsar ALPR solution (fixed ALPR and Polaris digital evidence management) for the Department **within sixty (60) days**. See below for a sample schedule and timeline provided in Gantt chart format.



We assume contract award June 24-29, 2024, with planning and training throughout July, and, subject to stock and product availability, full deployment completed by mid-August 2024. (Note: This estimated timeline is assuming Utility will be able to mount to the County's MDOT accessible poles. The final timeline could differ slightly.)

Utility's comprehensive deployment includes all technical support and assistance devices, networking equipment, video uploading, charging, connectivity, system software and upgrades, and video retrieval software and procedures. The actual rate of installation (completion of configuration, integration, testing, and final system acceptance) is based upon training availability of County officials and Genesee County's desired final implementation schedules.

### **Template for Training**

This course is designed to prepare officers in the proper use of Utility's Pulsar ALPR and the Polaris Evidence Management System. During the course of instruction, officers will receive hands-on training using these products and will complete several tasks showing sufficient proficiency on all topics discussed. A follow-up training can occur remotely when/if needed. Training is on-site, in-person, online and interactive.

**Course Objective:** As a result of this session, participants should be able to perform the following tasks:

- Manage Pulsar ALPR device evidence
- Manage Polaris media evidence
- List all recording prompts and policies

**Course Delivery Method:** Delivery method for this process will be a training PowerPoint.

**Reference Guides include:**

- Utility Pulsar ALPR user guide and training videos
- Utility Topology video
- Pulsar ALPR

### **Customer Service and Ongoing Support**

Utility understands the technical and logistics requirements of this installation project and will deliver an extraordinarily high degree of customer service and support to the County. Utility has business managers, field engineers and trainers readily available near Genesee County to support questions or issues, and Utility Support is available, 24/7/365 for whatever support related technical questions may not be serviceable by internal means. Utility provides on-site technical service, within 48 to 72 hours, at no additional cost, technical service required to address support issues that cannot be resolved via phone.

When a client raises a support issue with Utility as the supplier, Utility will respond in a timely fashion. Utility provides a 99% uptime/availability commitment. All systems have health monitoring that assures that issues are typically addressed 24/7/365 by Utility personnel before they become an impact to the performance of the service.

For support provided to the customer directly, Utility has a tiered support response that will escalate the level of support depending on the situation. Tier 1 would be on-site support by County staff after they have been trained by Utility, which will alleviate most day-to-day issues that may arise. Problems beyond Tier 1 scope will be escalated to Tier 2 and from there to Tier 3, which is onsite technical support from a Utility field engineer. While most support calls are handled immediately, Tier 2 issues have guaranteed response times as shown below:

Item Priority	Fatal	Severe	Medium	Minor
1	1 Hour	1 Hour	2 Hours	3 Hours
2	2 Hours	2 Hours	4 Hours	6 Hours
3	4 Hours	4 Hours	8 Hours	16 Hours

The severity levels shown in the tables above are defined as follows:

- **Fatal:** Complete degradation – **all users and critical functions affected.** Item or service completely unavailable.
- **Severe:** Significant degradation – **large number of users or critical functions affected.**
- **Medium:** Limited degradation – **limited number of users or functions affected.** Business processes can continue.
- **Minor:** Small degradation – **few users or one user affected.** Business processes can continue.

Utility will always endeavor to resolve problems as swiftly as possible and in all cases, Utility will provide frequent progress reports to the County. Utility recognizes that your automated license plate reader system is key to daily functions and must be functional in the field, and although Utility is unable to provide *guaranteed* resolution times, we will always make the best effort to resolve problems as quickly as possible.



## Maintenance Plan

At its core, Utility's methodology is the **"Voice of the Customer."** Our company culture is founded on listening to customer needs and responding with the highest level of service. As a flexible, agile organization, Utility is able to do quickly and directly what larger bureaucratic organizations often cannot or will not – we perform and respond immediately.

Utility implements enhancements in a separate test environment and puts the entire system through rigorous testing. Once that testing is complete, Utility implements the new version in the production system and thoroughly tests the system again. Once all testing is complete, Utility makes the new version available to customers based on each customer's preference. Any customer can opt to receive automatic version updates or to receive updates in a controlled manner. This can include updating a limited number of devices for the customer to satisfy their own testing, updating all devices, or even opting not to update any devices at all.

Utility will keep the County informed of upcoming software changes that may impact the features and functionality of our devices. Documentation will be sent to the County to notify of the pending upgrade. In any instance where re-training will be required, we will ensure that a training session occurs before the change is pushed to the end users.

## Warranties

Utility warranties are in full effect for the term during a current paid annual subscription. Hardware failure outside of malicious intent is fully covered free of charge by Utility. Utility provides 24/7/365 phone-based technical support for the 5% of technical questions not serviceable by internal means. This includes a call back within one hour of any outage notification. Within 48 to 72 hours, Utility provides on-site services to address support issues that cannot be resolved via phone. For full details on Utility's warranties, see Appendix document, **Discussion of Warranties, Agreements, Terms and Conditions.**



Genesee County, AL  
Genesee County Purchasing Department  
1101 Beach Street, Room 361  
Flint, MI 48502

June 25, 2024

Subject: Statement of Exception – ITB #24-387 for License Plate Reader Cameras

Having examined the referenced Invitation to Bid (ITB) including Section 2 Standard Terms and Conditions and Section 3 Additional Terms and Conditions, Utility hereby declares the following:

- We understand the nature and extent of the Services required to be delivered as described in the Project Information & Scope of Work, and
- Utility Associates, Inc. has no objections and accepts all standard terms and conditions for the Genesee County project.

SIGNED:



(Authorized Representative)

Michael J. Nark, President, and Chief Executive Officer  
[mnark@utility.com](mailto:mnark@utility.com) / 404-816-0300 office