2022 TRANSPARENCY REPORT:

SHINING LIGHT ON PUBLIC SAFETY & COMMUNITY RELATIONSHIPS

and How Technology Can Help

VERITONE.

TABLE OF CONTENTS

INTRODUCTION

If we look back on media headlines, we can remember the years of 2020 and 2021 as a time of uncertainty and division across the country, particularly between civilians and law enforcement. There were mounting protests and calls to reform, defund and—in some cities—abolish the police force. It was one of the most violent crime years in our country's recent history, prompting what continues to be an important conversation: what can be done to help repair the relationship between communities and the police that serve them.

When we published our first Law Enforcement Transparency and Trust Report in 2021, our data revealed a more optimistic, moderate view of police-community relationships compared to the extremes splashed across different media at the time.
This year's report includes responses from nearly 3,000 Americans aged 19 and above—represented almost equally by gender, ethnicity, region, and political leanings. With this data, we have the opportunity to measure just how far the needle has moved, one way or the other, or whether it has remained the same.

In this year's update, we've found that while positive sentiment toward and the need for law enforcement is clear, consensus on transparency both locally and nationally is still obscure but moving in a positive direction.

For example, when asked how transparent they believe police are locally and nationally, the results from this year's responses were similar to last year's, meaning there's much work to be done. But it will take a commitment from all of us to work together.

> **Data gathered for our 2022 update showed that conversations about policing are still ongoing and complex, ultimately finding that transparency and trust are lacking from the communities' point of view.**

Only 14% of people believe policing in the US is extremely transparent. More than twice that number (29%) believe policing across the US has no transparency, with 44% believing it is somewhat transparent and 13% expressing no or neutral opinions. Results differed slightly on a local level, revealing that only one in five believe that local policing is fully transparent, and only one in four have complete trust in their local police.

However, that's not to say that this is a reflection of Americans' sentiments toward law enforcement. A majority of respondents say their attitude toward policing is either somewhat or extremely positive, further adding to the complexity of this subject. So, in an effort to gain a better understanding, we asked respondents questions that enabled us to connect the dots between transparency and trust.

KEY FINDINGS

Our Communities need more education on policing

Across our survey, about 25% of respondents either did not have or did not want to express their opinion on many of the questions about policing and technologies for law enforcement. This could show that the public needs more information so that they can form and feel confident in their opinions.

Opinions on racism and bias remain strong

The majority of Americans (64%) believe that racial bias still exists in policing, and 55% report that their local police have not clearly communicated a plan to properly address racial bias and systemic racism. However, **25% of people have more confidence in law enforcement due to greater transparency**, showing promise that trust can be bolstered with clearer communication.

Most people support police and agree that policing has become more difficult

Although media headlines tend to be polarized and divisive, most Americans show sympathy and support for police: 70% agree being a police officer in the US has become more difficult over the last five years, 62% believe policing has become politically polarized, and 61% believe it is possible to support police and be anti-racist.

### Police should stay focused on fighting violent crime

An overwhelming majority of Americans (84%) want police to prioritize their time by responding to violent crimes. On the other hand, only 42% want police to spend time performing administrative tasks like reviewing reports, and 24% for documenting the perceived race of individuals at traffic stops. Fortunately, technology offers solutions for both of these pain points.

### New police technologies can improve transparency and trust

There are a number of technologies out there that can help law enforcement become more efficient when processing evidentiary data, faster at responding to different types of calls, and more objective. We found that the less understanding the public has of these tools, the less likely they are to trust the technology or the police to use the technology properly. But of the respondents who were familiar with law enforcement technology, an average of 81% were more likely to have some level of trust in that technology.

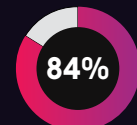**1 in 4 Americans** withheld their opinion when asked about sentiment toward police
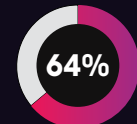
64% agree that racial bias exists in policing
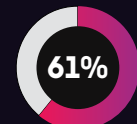
61% believe it is possible to support police and be anti-racist

84% say police should focus on responding to violent crime matters

People displayed more trust in technology that they were familiar with

GREATER KNOWLEDGE ABOUT POLICING IS NEEDED

For informed decision-making

When asked how their local police departments measure up in keeping their communities safe, 24% of respondents gave no opinion.

When asked about sentiment toward police locally and nationally, 24%-25% withheld opinions. And when asked a series of questions regarding public availability of specific information ranging from staff structure to budgeting, most questions were answered "unsure" rather than with a definitive "yes" or "no."

These are higher percentages than last year's report, indicating that fewer people have either the knowledge or the willingness to voice their views.

Let's hone in on where people are sourcing their information. The majority of respondents stay informed about their local police through their police department's website (23%), their police department's social media (28%), and their local news (55%), but 21% do not keep up with news about their local police at all. It's unclear why 21% of people don't seek out information, as the reasons are subjective, but we could potentially be looking at anything from news burn-out to busy lifestyles.

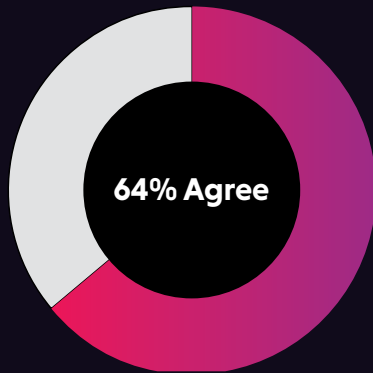**Respondents stay informed about their local police through...**

55% Local news
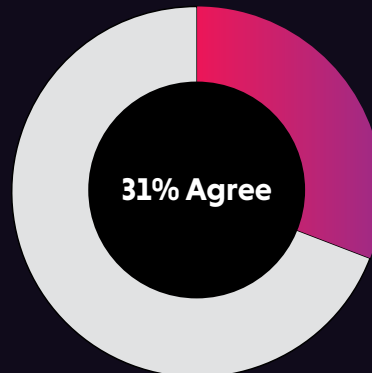
28% Their Police Department's social media

23% Their police department's website

Indicate whether or not you agree or disagree with the following statements about policing in the U.S. in general:

I can express my real opinion about the police

64% Agree

I feel pressured to have a certain opinion about police because of social media.

31% Agree

It's important to note that this lack of willingness is not synonymous with feeling that they cannot or should not express themselves. In a series of survey questions, well over 50% of respondents feel they can express themselves freely without consequences, and

only 31% felt pressured by social media to have an opinion on policing (an improvement from the 38% in last year's findings).

The data suggests that there may be a disconnect in the communication itself.

With clearer communication and more shared information and resources, we could potentially see more people form definitive opinions.

THE CALL TO FIGHT AGAINST RACIAL BIAS IN POLICING CONTINUES

Implicit biases exist; these develop from personal beliefs, experiences, and consuming different media. Fortunately, many harmful ones can be healed with conversations, education, training, and overall awareness. If a community aims to be a safe, equitable space for all of its residents, then bias and racism cannot have a place in the agencies that protect and serve its public.

64% of respondents agree that racial bias exists in policing, compared to 15% who disagree and 21% who are not sure.

Likewise, 54% agree that systemic racism exists in policing, while 24% disagree and 22% are not sure.

Communities want police to take steps towards addressing these serious issues: 51% of respondents want their local police departments to undergo anti-racism and unconscious bias training, and 39% would like to see increased funding dedicated to said training.

When respondents were asked if they feel their local police department has properly addressed racial bias and systemic racism, 61% answered yes, and 39% answered no. While these results are positive, learning why so many people said no is imperative to further progress. Of the respondents that felt that these issues have not been addressed properly, 55% said they felt this way because no clear plan has been communicated, and 41% said that they haven't seen any changes be made.

According to our findings, communities could trust their local police departments more by introducing: racial and identity bias training (32%), greater transparency about potential perceived racial/identity profiling during traffic stops (34%), and a zero-tolerance policy for racism (35%). Once again, we see opportunities where better communication and actionable proof can improve citizens' trust in law enforcement.

Do you feel your local police department has properly addressed racial bias and systemic racism?

Yes 61%	39% No

(Of respondents who answered no)
Why do you feel your local police department has not properly addressed racial bias and systemic racism?

No clear plan has been communicated	**55%**
It does not appear any changes have been made	**41%**
Members of my community feel the police have not heard their concerns	28%
I do not believe local police departments should have to address racial bias and systemic racism	12%
Other	3%

MOST PEOPLE BELIEVE IT'S POSSIBLE TO SUPPORT POLICE

while also promoting safer, more equitable communities

The previous finding showcases a strong concern regarding racism and bias in law enforcement, but it doesn't mark a lack of sympathy or support for police. Only 24% support completely defunding and nearly 70% agree being a police officer in the US has become more difficult over the last five years. And more than half of the respondents (62%) believe policing has become politically polarized, however, nearly an equal percentage (61%) believe that it is possible to simultaneously support police and be anti-racist.

Well over half of the respondents (68%) believe police are the reason their communities are safe

63% feel police care about their communities, and 69% agree they are visible compared to the 18% who disagree and 13% who are unsure. Equally important, the majority of respondents feel safe interacting with a police officer: 64% in everyday conversation, 66% in an emergency situation, and 60% during a traffic stop.

Most respondents are willing to support their local police departments and still feel both local and national law enforcement act with citizens' best interests in mind, but when asked if they have experienced an increase or decrease in trust over the last five years, the results are nearly equal. An increase in trust stems from a belief or an experience—either personal or based on members of the community—demonstrating that police are responding appropriately to crime and having positive interactions with people. Conversely, distrust is largely the result of reports of police shootings and violence locally and across the country, as well as a lack of police transparency.

The Police care about my local community

63% Agree
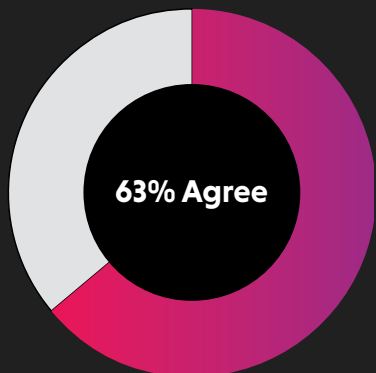
The police are visible in my local community

69% Agree
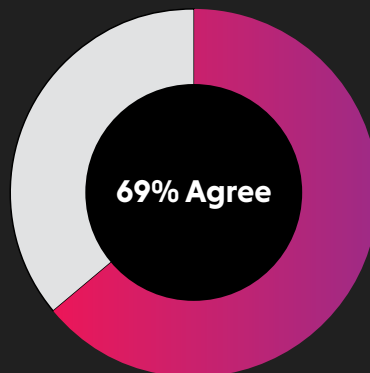
The public wants the police to stick to policing.

At 84% both last year and this year, respondents make it abundantly clear they want police to spend the majority of their time responding to violent crimes. What the data does not reveal, however, is the amount of time police must devote to writing reports and completing other minutiae to comply with new laws.

For example, California's AB 953 Racial and Identity Profiling Act (RIPA) requires over 500 law enforcement agencies within the state to collect detailed perceived demographic information during traffic or pedestrian stops.

Which of the following services or situations should your local police department be responsible for?

TOP THREE RESPONSES

84% Responding to violent crime (robberies, assaults, etc.)

67% Responding to non-violent crime (fraud, vandalism, etc.)

61% Participating in non-crime activities (traffic control, security at local events, etc.)

BOTTOM THREE RESPONSES

44% Responding to mental health emergencies

42% Performing administrative tasks like reviewing reports

24% Documenting the perceived race of individuals at traffic stops

Public Opinion on Law Enforcement Funding

What do you wish your local police department would increase funding for?

%	
73%	**Technology**
42%	Funding for additional police officers & support staff
39%	Anti-racism or unconscious bias training
39%	Training for responding to mental health emergencies
36%	Crisis intervention training
34%	Community outreach & involvement
29%	Additional standard policing equipment (service weapons, uniforms, radios)
21%	Additional tactical policing equipment (riot gear, armored vehicles, etc.)
17%	Additional police infrastructure (stations, precinct offices, etc.)
12%	None of the above

While new technologies such as dash and body cameras, drones, and automatic license plate recognition (ALPR) are all important AI-driven technologies, each contributes to the enormous and ever-increasing amounts of information being generated from multiple sources. In addition to the time-consuming process of collecting, analyzing, and deriving actionable insights from immense amounts of data, law enforcement agencies face the ethical challenge of ensuring privacy rights.

With this in mind, it's no surprise that most respondents wish to see increased funding for new technology and additional police officers and support staff.

ACCEPTANCE OF NEW TECHNOLOGIES INCREASES

with a greater understanding of how they can improve transparency and trust

According to this and last years' findings, trust in technology and police use of technology could be improved. When it comes to everyday tasks, like paying bills online, watching Netflix, or doing a quick Google search, most people accept and enjoy the conveniences the use of artificial intelligence (AI) enables. When it comes to law enforcement, however, there are far more misconceptions or mistrust—**largely due to a lack of understanding.**

There is no question that technology is playing a pivotal role in the evolution of policing,

particularly moving the needle away from subjectivity to objectivity. But outside of law enforcement, privacy concerns have taken center stage, particularly since the exposure of certain social media platforms and companies acquiring and sharing personal information without permission. We read about it or hear it in the news on a regular basis. So, naturally, when considering advanced technology for law enforcement there is going to be a period of time for "proof of concept."

Based on the data, the technologies that have been in use the longest have the highest vote of confidence, and respondents who were familiar with law enforcement technology were on average 81% more likely to have some level of trust in that technology. In order to help people become more comfortable, they may need more data or anecdotal evidence to understand the benefits. For example, when asked about their level of trust in ShotSpotters (automated gunfire detection), the majority of respondents (35%) were not familiar with it. As for the others' trust levels, 22% chose "Little," 20% chose "Some," 11% chose "Total," 7% chose "Neutral," and 5% chose "None." However, when asked the same question about more familiar technology like body-worn cameras, the consensus was quite different: only 7% were unfamiliar with the technology and only 5% had no trust in it.

How much trust do you have in the following technologies?

Total Trust   Some Trust   No opinion/neutral   Little Trust   No Trust   Not Sure

BODY-WORN CAMERAS
| 27% | 38% | 7% | 16% | 5% | 7% |

SECURITY ROBOTS
| 10% | 20% | 11% | 26% | 7% | 21% |

SHOTSPOTTER (AUTOMATED GUNFIRE DETECTION)
| 11% | 20% | 7% | 22% | 5% | 35% |

AUTOMATIC LICENSE PLATE RECOGNITION
| 15% | 28% | 8% | 24% | 7% | 18% |

THERMAL IMAGING
| 16% | 32% | 8% | 22% | 4% | 18% |

SURVEILLANCE DRONES
| 19% | 30% | 9% | 22% | 9% | 11% |

ARTIFICIAL INTELLIGENCE
| 11% | 24% | 11% | 29% | 10% | 16% |

AUTOMATIC FINGERPRINT DETECTION
| 22% | 32% | 7% | 21% | 6% | 12% |

AUTOMATIC FACIAL IDENTIFICATION
| 19% | 30% | 10% | 22% | 8% | 12% |

People see as much potential for misuse of some technologies as they do in using them to make communities safer —

and a large percentage of respondents showed they have some trust in officers using technology. But mistrust still presents a challenge that only law enforcement can shoulder until we have enough supportive data to show a level of maturity not just in the technology but how it is being utilized.

Fortunately, there is progress being made on that front.

! Respondents rate the following technologies as having the potential for misuse:

Artificial Intelligence	33%
Surveillance Drones	30%
Security Robots	28%
Automatic facial identification	22%
ShotSpotter (automated gunfire detection)	20%
Body-worn Cameras	19%
Automatic License Plate Recognition (ALPR)	16%
Thermal Imaging	13%
Automatic fingerprint identification	11%

✓ Respondents rate the following technologies as having the potential to make communities safer:

Body-worn cameras	48%
Surveillance drones	27%
ShotSpotter (automated gunfire detection)	23%
Automatic License Plate Recognition (ALPR)	23%
Thermal Imaging	21%
Automatic fingerprint identification	20%
Security Robots	18%
Automatic facial identification	16%
Artificial Intelligence	15%

CHANGE REQUIRES A COLLABORATIVE EFFORT.

The use of AI is ubiquitous. In almost every industry, we are seeing a shift away from manual to automated processes, and moving forward, we can expect even more advanced technologies to emerge. Like any other tool or process, these technologies will include both positive and negative results depending on how they are used—and law enforcement is no exception.

We are seeing more cases where AI-driven technology is increasing transparency while simultaneously helping officers become more objective through removing bias from the equation. We've also seen AI scale down tedious, time-consuming processes which can help departments save time, cost, and effort that can instead be put toward serving their communities.

Even when the intent is to increase trust and transparency between law enforcement and the public they serve, a large part of pioneering change is uncertainty. It's important to note that even if positive outcomes are more plentiful, the negative outcomes will make the headlines more often.

Media representation versus reality may be a factor in a general mistrust or misunderstanding of police using advanced technology to improve transparency and trust.

Fortunately, respondents believe that one of the most important actions local police can make to improve trust is to invest in technology that can help reduce bias in policing and protect the identity of victims or bystanders.

AI-powered technologies such as Veritone Contact for automation of stop data collection and Veritone Redact for audio and video evidence redaction have proven—even in early stages—to help administrators and officers on patrol improve the way they respond to crime, collect and analyze data, and maintain focus on missions to keep their communities safe. But there is more that can be done. We can make great strides with the help of community insights, opinions, and support.

The first step we can take is to educate constituents, community members, and the general public on how technology can benefit the public and increase transparency and trust. We hope you'll join us by sharing this report and supporting the work of law enforcement in your own community.

Visit our <u>website</u> to learn more and read about successful case studies.

VERITONE.