



MEMORANDUM

December 15, 2025

TO: GEORGEANNE A. WHITE, City Manager
Office of the City Manager

THROUGH: MELISSA PERALES, Purchasing Manager
General Services Department, Purchasing Division

THROUGH: MINDY CASTO, Chief of Police 
Police Department, Office of the City Manager

FROM: DAVID RAMOS, Acting Deputy Chief 
Police Department, Administrative Division

SUBJECT: VERITONE CONTACT UNIQUELY QUALIFIED TO
PROVIDE SOFTWARE FOR THE REPORTING OF
RACIAL AND IDENTITY PROFILING ACT (RIPA)
DATA WITHIN THE CITY OF FRESNO

The California Identity Profiling Act of 2115 (Statutes of 2115, Ch. 466 and Statutes 2117, Ch. 46) and the adoption of Assembly Bill (AB) 953 requires every agency that employs police officers must electronically report to the Attorney General, on an annual basis, data on all "stops" made. The data collected details perceived demographic information during traffic or pedestrian stops. Also required are the officer's ID number, years of experience and type of assignment.

In addition to the above, the law enforcement agency is required to ensure no personally identifiable information (PII) is provided when making the submissions to the Department of Justice's (DOJ's) Stop Data Collection System (SOCS).

Veritone Contact was founded in 2014 and is located in Irvine, California. Veritone's software helps officers quickly and efficiently collect Racial Identity Profiling Act (RIPA) compliant stop data. The system was built in conjunction with the California DOJ and several city law enforcement agencies. Veritone Contact expedites collection and entry of RIPA data by officers. Veritone Contact also provides command staff with the ability to quickly review all RIPA data for prohibited PII prior to submission. In addition, it allows the department to easily determine which officers are not in compliance with completing RIPA data entries.

Veritone Contact greatly reduces officer data collection time, minimizes review effort, and provides command staff immediate insight for training and other transparency

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initiatives, building greater trust with the community we serve. It also is expected to greatly increase the department's compliance with RIPA requirements due to the streamlining of a currently complex, time-consuming process. Less time entering required RIPA data also frees officers up to conduct more enforcement and community policing activities.

Some of the capabilities Veritone Contact offers that the others on the market don't are:

- Fast, Automated Stop Data Entry
- Security Compliance
- Painless Review Prior to DOJ Submission
- Enhanced Real-time Data Analytics

The department has vetted other software programs by other vendors (LEFTA Systems and RIPALog); however, they didn't have the same capabilities of Veritone Contact. Veritone Contact allowed the department's Traffic Bureau to test the software for an extended period. The Traffic officers rated it as exceptional and commented on the ease of the use of the program. The other vendors were unable to provide the department with the ability to test their software; therefore, the other programs could not be vetted before purchasing.

The department currently participates in the Senate Bill 90 program, known as the "Property Tax Relief Act of 1972" which is reimbursement-based. This program allows law enforcement agencies to submit claims to the State of California for reimbursement based on the time spent collecting and entering the RIPA information into the database. The City of Fresno has contracted with an outside consultant who submits SB 90 claims on behalf of the department. All reimbursement revenue received has been deposited in the City's general fund.

The annual costs of this service is \$86,000. The agreement will be for one-year and funded with Office of Traffic Safety STEP grant funds. It is recommended Veritone be approved as Uniquely Qualified to provide software for the collection of RIPA data by the police department sworn personnel for stops made within the City of Fresno.

Approve Request

Deny Request


Melissa Perales, Purchasing Manager

01/15/2026
Date

Approve Request

Deny Request


Georgeanne A. White, City Manager

1/20/26
Date

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Attachment(s):
Report to City Council
Veritone Agreement and Quote