

**Milwaukee Police Department**

Police Administration Building
749 West State Street
Milwaukee, Wisconsin 53233
<http://www.milwaukee.gov/police>

Jeffrey B. Norman

Chief of Police

(414) 935-7200

May 16, 2025

Alderwoman JoCasta Zamarripa
8th District

Alderwoman Marina Dimitrijevic
14th District

Alderman Alex Brower
3rd District

Alderman Mark Chambers, Jr.
2nd District

Alderwoman Sharlen Moore
10th District

President Jose G. Perez
12th District

Alderman DiAndre Jackson
7th District

Alderwoman Laressa Taylor
9th District

Alderman Lamont Westmoreland
5th District

Alderman Russell W. Stamper II
15th District

Alderwoman Milele Coggs
6th District

City of Milwaukee
City Hall, 200 E. Wells Street
Milwaukee, WI 53202

Dear Honorable Common Council Members:

Thank you for your letter memorializing your concerns related to the acquisition of facial recognition technology (FRT). I am always a supporter of open, honest communication and dialogue. The Milwaukee Police Department and the Common Council could have all benefited from further conversation prior to the letter being sent.

The Milwaukee Police Department (MPD) is fully aware of concerns related to this type of policing technology. We serve the Milwaukee community, and understand there are those within that community who are supportive of technology, whatever its form, to enhance public safety. We also know that there are those in our community that are suspicious of the utilization of Artificial Intelligence (AI) technology and whose concerns

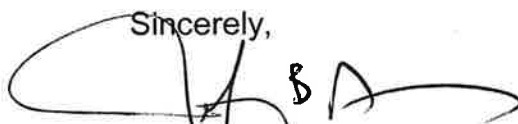
about civil liberties are a higher priority. To this end, MPD serves all of these individuals. MPD's top priority is public safety. We recognize the very delicate balance between advancements in technology and ensuring that we do not violate the rights of the community that we serve. And thus, while there are concerns about FRT, should MPD proceed, we would do so with a policy ensuring its use does not violate civil liberties or rights of individuals.

FRT is not new, and residents of many of our surrounding jurisdictions have had the benefit of the utilization of this technology to solve crimes and bring justice to victims. While investigations do not require the use of FRT, its use can assist in generating leads to apprehend suspects quicker to prevent additional harm to others from occurring.

I want to address your concerns about misidentification. You are correct that studies have shown higher FRT misidentification rates in marginalized populations. That only results in disparity, however, by how departments use the results of FRT. If a department were to effectuate arrest solely on FRT, then wrongful arrests could be an outcome. If a department uses FRT only as a tool to create investigative leads, that error rate is a non-issue. *To be clear, no one has ever been arrested by the Milwaukee Police Department solely based on a facial recognition search.* When used in combination with human analysis and additional investigation, facial recognition technology is a valuable tool in solving crimes and increasing public safety.

As Chief of Police above all else, I want to keep our community safe, a commitment I know all of you are equally invested in. I do believe the acquisition of this technology would be a useful tool in generating investigative leads necessary to aid the department in solving violent crime, bringing those responsible to justice, and preventing further harm to our community. I also do believe it can be done with the appropriate parameters in place to ensure that the use will not violate individual civil rights. I look forward to continuing this important conversation with all of you in the near future.

Sincerely,

A handwritten signature in black ink, appearing to read 'JB Norman', with a large, sweeping flourish extending to the right.

Jeffrey B. Norman
CHIEF OF POLICE
Milwaukee Police Department