



Flock Safety employment reaches 900; develops new products



Paige Todd, left, a co-founder and chief people officer, Garrett Langley, founder and CEO, and Matt Feury, co-Founder and CTO of Flock Safety, No. 25 on the Fastest-Growing Company List

AMY JONATHAN EAKIN / FLOCK SAFETY

By [Randy Southerland](#) – Contributing Writer, Atlanta Business Chronicle
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Flock Safety began as an Atlanta-centric company.

Its employees were local and its growth was centered among the businesses, neighborhoods and police agencies that became its customers.

All that changed during the pandemic when everyone was working from home. Company leaders realized it might be a good time to expand operations nationally.

From about 60 employees pre-pandemic, Flock has grown to more than 900 across 40 states. In addition, revenues grew by 439% between 2021 and 2023, according to the company.

Paige Todd, a co-founder and chief people officer, said the company realized the pandemic shutdown provided an opportunity to re-evaluate whether it was time to expand beyond Atlanta. Growth stems from its focus to help communities reduce crime.

“We do not get distracted,” Todd said. “We think about every process we put in place and whether it’s going to serve our customer and help them solve crime.”

The first product was its license plate reader cameras. While the company didn’t invent the device, it aimed to make it affordable and trouble free. The product’s appeal was easy to understand. With more than 70% of crimes involving the use of a vehicle, the cameras provided clear evidence for law enforcement.

Unlike facial recognition systems, which are more likely to misidentify members of minority groups, this device “is just bulletproof,” said Todd. She added, “We built it because law enforcement said that’s the best tool we have to solve crime.”

Gwinnett Place Community Improvement District deployed Flock’s license plate reader cameras a few years ago for those reasons.

Executive Director Joe Allen said they were looking into cameras and met with various vendors, but the price was always too expensive. Flock’s cameras bridged the budget gap.