Alarm Permit Program Community Meeting

Tuesday, January 7
2 – 3:30 p.m.
Central Park Library, 2635 Homestead Road

Wednesday, January 8
6 – 7:30 p.m.
Northside Branch Library, 695 Moreland Way

Presented by:
Wahid Kazem, Police Captain
Sujata Reuter, Assistant City Attorney
Carolyn McDowell, Management Analyst

Historical Information

- California Business & Professions Code 7592.8 (originally enacted in 1982) specifically allows a City to require residential and commercial alarm owners to obtain a permit, and to enact ordinances addressing responses to false alarms

- City Council originally adopted False Alarm regulations in 1994 (Ord. No. 1653), amended substantially in 1999 (Ord. No. 1735), with minor modifications in 2008 (Ord. No. 1836), and renumbering

- The City's False Alarm regulations have existed in essentially the same form since 1999

Chapter 8.40 of the City Code

- Municipal Code Chapter 8.40, False Alarm Regulation, exists to ensure accurate, up-to-date information for Fire or Police personnel responding to the alarmed location.

    – It also enables emergency personnel to contact responsible parties and/or alarm repair company representatives should the alarm need to be reset, has a recurring problem, or the site needs to be secured.

    – Having this information readily available allows City personnel to return to providing services to the community in a timely manner.

Technology

- The City's Computer Aided Dispatch (CAD) was linked to WINPACS, an alarm management software

- Like the former CAD system, WINPACS was archaic, did not provide the Police Department with technology currently available in alarm management systems and did not integrate with Hexagon CAD.

  - For example, WINPACS did not allow residents to register online, pay via credit card or provide staff with automatically generated invoices

  - Since the integration to Hexagon CAD, the Police Department has been manually managing new Residential and Business Alarm permits, renewals and bill collection

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Purpose of an Alarm Registration and Annual Renewal

- Alarm Registration

  - Makes emergency personnel aware of emergency contacts for the location

  - Provides information about special conditions (e.g. animals, hazardous materials, etc.)

- Alarm Renewal

  - Third-party to provide notification of renewal approximately 30-45 days in advance of expiration

    - Renewals accepted via paper registration, online or by calling a customer service representative

  - A renewal requirement creates an annual opportunity to update contact information, mailing address, phone numbers, special conditions, etc.

  - Renewal results in a more accurate database, reducing staff time connected with justified and false alarms
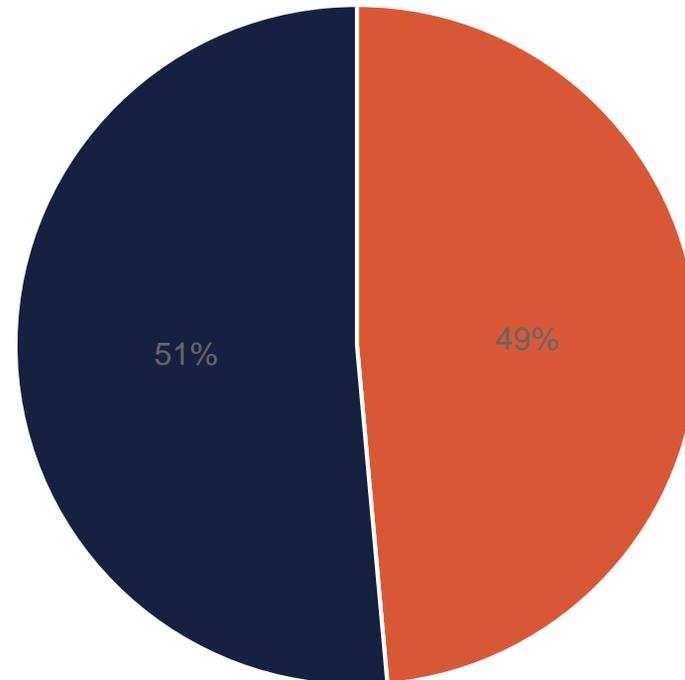
Supporting an Alarm Permit Program

- **Community Service Officer** to address customer questions, accept and process registration form, reach out to unpermitted locations regarding Ordinance, activation and need to register, conduct invoice and subsequent notification(s), manage payments, prepare analytics

- **Public Safety Dispatcher** to receive calls for service from Monitoring Centers, residents or businesses regarding an alarm activation and deploy resources

- **Police Officers** and/or **Firefighters** to respond to the call for service

- **All of the above** to make contact with responsible party's as a result of an alarm activation, justified or false

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Residential and Business Alarm Permits

9,144 Alarm Permits

51% 49%

■ Residential, 4,442   ■ Business, 4,702

Calls for Service

	Alarm Calls for Service	Calls Cancelled Before Officer Arrived on Scene	Valid Alarm Calls
2017	3,493	793	60
2018	3,824	821	41
2019	3,567	830	29

Superion, LLC

- Superion has more California clients than any other false alarm management company

- Superion currently supports the false alarm reduction efforts in the attached California cities and counties on premise or outsource

California Clients		
Agency	Population	Contract Date
Los Angeles	3,850,000	September 2008
Sacramento County	1,250,000	March 2009
San Diego	1,225,000	March 2015
Fresno County	865,000	September 2007
Monterey County	422,000	March 2005
Sacramento	410,000	July 2008
Bakersfield	376,000	September 2011
Santa Ana	335,000	December 2019
Riverside	293,000	October 2002
Oxnard	200,000	May 2017
Elk Grove	160,000	November 2016
Pomona	155,000	April 2008
Salinas	151,000	September 2011
Hayward	150,000	January 2015
Pasadena	140,000	March 2017
Concord	125,000	August 2015
Richmond	110,000	August 2016
Fairfield	100,000	December 2008
Westminster	93,000	May 2010
Santa Monica	92,000	Contract pending
Vacaville	92,000	June 2005
Chico	88,000	January 2016
Santa Barbara	85,000	July 2008
Mountain View	75,000	April 2011
Baldwin Park	75,000	August 2011
Folsom	74,000	June 2014
Redlands	69,000	August 2013
Madera	55,000	June 2004
Rocklin	55,000	December 2015
West Sacramento	47,000	October 2012
Benicia	28,000	September 2017
Los Altos	28,000	November 2011

Agreement with Superion, LLC

- Superion, LLC is a state-of-the-art alarm management system with the capability to be integrated into Hexagon CAD
- If approved, enhanced services to residents, business and staff will include:
  - Provide citizens and businesses with secure 24/7 online access to account information via an agency dedicated website;
  - Automatically generate notices, create invoices and calculate fees in accordance with our Municipal Fee Schedule and City Code;
  - Integrate alarm incidents, billing and accounts receivable information;
  - Fully automated interface with our Hexagon CAD system for daily transfers of alarm incident data, permit status, alarm system contacts and site hazards between CryWolf® and Hexagon;
  - Capture, track, and account for the filing and adjudication of hearings and appeals in accordance with your direction
  - Provides an administration portal for city staff to run reports in the program

Agreement System Requirements

- The Agreement with Superion, LLC meets applicable Payment Card Industry standards for confidentiality and data security

  - Services will house all data in the United States

  - Indoor and outdoor 24/7 on-site security guard at the facility

  - Badge/picture ID access screening

  - Escort requirements for access to raised floor areas

  - Logged entries for all users entering and exiting the premises

  - Perform daily back-up of the data

  - Secure Socket Layer (SSL) encryption will be utilized for transmission of personal data

Revenue Sharing Split with Superion, LLC

- Through analysis and review of the Police Department's alarm program and corresponding revenue, new fees were proposed and a revenue sharing split was negotiated

- There are no upfront costs or annual maintenance fees as part of this Agreement. Instead, Superion (24%) and the City of Santa Clara (76%) will split the estimated revenue

- The first-year revenue and expenditure estimates were included in the FY 2019/20 Adopted Operating Budget. These included proposed adjustments to Chapter 8.40 Security Alarm Systems and the Municipal Fee Schedule estimated annually at $246,000 (or, $186,960 to the City of Santa Clara)

- The proposal includes taking action on a three-year Agreement with Superion LLC, and authorize the City Manager to automatically renew the agreement for additional one-year periods, with a maximum of two additional one-year periods

Current Alarm Permit Rate Structure

	Current Fee
Alarm Permit	$37 (one time)
Late Payment fee	$0
Reinstatement fee	$0
Non-Registration fine	n/a
False Alarm – 1st offense	$0
False Alarm – 2nd offense	$0
False Alarm – 3rd offense	$111
False Alarm – 4th offense	$136
False Alarm – 5th and subsequent offenses	$161
Dispatch for a Hold-Up Alarm	$121, plus False Alarm fee

Alarm Permit Fees throughout Santa Clara County

Agency	Registration Fee Residential	Registration Fee Business	Renewal Fee R / B	Late Payment Fee	Reinstatement Fee	Non–Registration Fee	False Alarm 1st offense	False Alarm 2nd offense	False Alarm 3rd offense	False Alarm 4th offense	False Alarm 5th and subsequent offenses	Hold-up alarm	
Campbell	$0	$0	N/A	N/A	N/A		$0	$0	$0	$208	$208	N/A	
Cupertino	$84.29	$84.29				$100 - $500							
Gilroy	$35	$35	N/A	N/A	$25	$250	$0	$0	$195- $500			N/A	
Los Altos	$38	$38	$38	$76			$0	$0	$227	$227	$227	N/A	
Los Gatos	$0	$95	N/A	N/A			$0	$170	$170	$170	Chief's Discretion	N/A	
Milpitas	N/A	N/A	N/A	N/A	N/A		$0	0	0	$50	$100	N/A	
Morgan Hill	$0	$0	N/A	N/A	N/A		$0	$180	$180	$180	$180 +	N/A	
Mountain View	$20	$80	$20 / $80	N/A	N/A		$0	$100	$150	$250	$500 +	N/A	
Palo Alto	$50	$50	$40			$250	$0	0	$124	$184	$233 +	N/A	
San Jose	N/A	N/A	N/A	N/A	N/A		$0	$250	$350	$500	$750 +	N/A	
Santa Clara	**$37**	**$37**	**N/A**	**N/A**	**N/A**	**N/A**	**$0**	**$0**	**$111**	**$136**	**$161**	**$121**	
Saratoga	N/A	N/A	N/A	N/A	N/A		$0	$0	$50	$100	$200	N/A	
Sunnyvale	$35	$70	$35 / $70	$25		$250.00	$0	$0	$200	$200	$350	N/A	

Alarm Permit Revenue

Year	Revenue Collected
2015	$51,275
2016	$104,742
2017	$115,466
2018	$212,883
January – August, 2019	$92,114

Cost Recovery

- Total programmatic cost - $954,333
- Alarm dispatch requests – 3,567
  - 2,708 responses equates to approximately $352 per call for service through the response period
- Proposition 26, categorized False Alarm fees as regulatory fees; a regulatory fee must not exceed the cost to administer the program
- Currently, there is a deficit in the regulatory program; fees would need to increase significantly to cover administrative expenses

Resolution Amending the Municipal Fee Schedule

	FY 19/20 Municipal Fee Schedule	Proposed Alarm Permit Fees
Alarm Permit (unchanged)	$37 (one time)	$37, plus annual renewal fee of $15
Late Payment fee (new)	$0	$25
Reinstatement fee (new)	$0	$15
Non-Registration fine (new)	n/a	$50
False Alarm – 1st offense (unchanged)	$0	$0
False Alarm – 2nd offense (new)	$0	$50
False Alarm – 3rd offense (unchanged)	$111	$111
False Alarm – 4th offense (unchanged)	$136	$136
False Alarm – 5th and subsequent offenses (unchanged)	$161	$161
Dispatch for a Hold-Up Alarm (unchanged)	$121, plus False Alarm fee	$121, plus False Alarm fee

Council Consideration on January 14, 2020

- Agreement with Superion, LLC for Residential and Business Alarm Management

- Resolution Amending the Municipal Fee Schedule

- Introduction of an Ordinance Amending Chapter 8.40, False Alarm Regulation, of the City Code