

Memorandum



DATE: February 10, 2017

TO: Honorable Members of the Public Safety Committee:
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,
Jennifer S. Gates, Philip T. Kingston

SUBJECT: **Security Alarm Permitting and False Call Management System**

On Monday, February 13, 2017, you will be briefed on the Security Alarm Permitting and False Call Management System by Sheila Delgado, Assistant Director, Dallas Water Utilities Department; Cornell Perry, Assistant Director, Communication & Information Services; Deputy Chief Jesse Reyes, Dallas Police Department. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Mark McDaniel, Acting First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council
Directors and Assistant Directors



Security Alarm Permitting and False Call Management System

Public Safety Committee
February 13, 2017

Briefing Purpose

- To provide background on the Security Alarm Program and a Request for Competitive Sealed Proposal (RFCSP)
- Seek support of upcoming contract for a Security Alarm Permitting and False Call Management System

Background

- As part of the FY 15-16 Budget Sunset Review, an opportunity was identified to evaluate collection practices related to security alarms permits and false alarm fees processing and collections
 - Leverage technologies to provide a customer-friendly, **self-service portal**, to assist customers, City staff, and alarm companies to more efficiently perform permit-related transactions
- Staff team [Dallas Police Department (DPD), Dallas Water Utilities (DWU), and Communication & Information Services (CIS)] developed the specifications – Summer/Fall 2015
- RFCSP - posted January 2016

Background (cont.)

- Dallas Police Department (DPD) is responsible for enforcing code requirements related to alarms, communicating with alarm monitoring companies, and dispatching patrol units to alarm locations [Chapter 15C, Article 1]
- DPD Security Alarm Unit, in conjunction with the Special Collection Section of Dallas Water Utilities, process security alarm permit applications and collect related fees using paper-based and manual methods.

Background (cont.)

- The City currently has approximately 63,000 active security alarm permits.
- Approximately 10% of security alarm permit applications/renewals are submitted in person at City Hall. All other applications are received via mail.
- Online Security Alarm Permit applications and renewals functionality does not currently exist.

Business Objective

- Improve Customer Service for permit holders and security alarm companies by providing online access to all permit related activities: applications, renewals, payments, status inquiries
- On-line access will provide real-time processing of permit applications, renewals, and payments

Procurement Results

- Team from DPD, DWU, CIS, City Controller's Office (CCO) and Business Development & Procurement Services (BDPS) evaluated the two submitted proposals
- Evaluation basis:

Criteria	Percentage
Capability, Credibility & Expertise	30%
Approach	30%
Revenue Value	40%

- The most advantageous proposer is: Public Safety Corporation (dba CryWolf)

Public Safety Corporation (PSC) Hosted Solution

- PSC is the most advantageous proposer. Has been in the business for 17 years.
- Complete hosted false alarm management solution that tracks false alarms and provides users with ability to register and make online payments
- Proven integration with DPD's TriTech Computer Aided Dispatch (CAD) system: bi-directional data transfer to/from CAD
- Solution chosen by more than 280 agencies supporting more than 500 cities, counties and other municipalities throughout the United States and Canada

PSC Hosted Solution (cont.)

Larger Clients in Texas	Other Larger Clients
Harris County	Honolulu, HI
Austin	State of Delaware
Montgomery County	Louisville, KY
Williamson County	Atlanta, GA
Plano	Omaha, NE
Laredo	New Orleans, LA
Irving	Wichita, KS

PSC Hosted Solution (cont.)

- Dedicated to the City of Dallas:
 - Web portal for customers to apply/renew and pay for security alarm permits and/or false alarm fees
 - Lockbox service for applications/renewal and payments by mail
 - Toll free telephone number for payments and assistance
- Online access for alarm companies to obtain reports and certain limited information pertaining to their customers
- Online access for staff to obtain reports and any customer information needed for appeal hearings, etc.

Revenue Impact

- Revenue sharing 90% to the City; 10% to vendor
 - No upfront costs. PSC will pay all bank and credit cards fees and mailing cost from their share.
 - City's Revenue History

Fiscal Year	Revenue
FY 12-13	\$4.36m
FY 13-14	\$4.46m
FY 14-15	\$4.25m
FY 15-16	\$4.30m

- Estimated Net Revenue = \$4.5M
 - Based on a 20% increase in permits, 20% reduction in false calls, and half-year of contract in place, less commission.

Timeline

- Brief Public Safety Committee
 - February 13, 2017
- Seek Council Approval
 - February 22, 2017
- Full Implementation
 - Approximately 5 months

Recommendation

- February 22, 2017 Council Agenda
 - Staff is seeking the support and recommendation from the Public Safety Committee to move the following upcoming agenda item forward to full Council for approval:

Authorize a five-year service contract, with two one-year renewal options, for the processing of applications and renewals of security alarm permits and the collection of fees associated with the security alarm permits and false alarms