

HUNTINGTON BEACH FALSE ALARM PROGRAM

CITY COUNCIL

FEBRUARY 4, 2019

PREVIOUS FALSE ALARM REDUCTION DISCUSSIONS

- STAFF HAS BEEN RESEARCHING AND TALKING TO OTHER CITIES FOR A YEAR
- PRESENTED TO CITY COUNCIL THE CONCEPT IN STUDY SESSION LATE 2018
- FINANCE COMMISSION RECOMMENDED APPROVAL OF ORDINANCE AND PM AM CONTRACT JANUARY 2019

FALSE ALARM REDUCTION PROGRAM (F.A.R.P.)

POLICE DEPARTMENT IS PROPOSING A ROBUST FALSE ALARM REDUCTION PROGRAM. SUCH A PROGRAM WOULD ENCOURAGE:

- **COMPLIANCE FROM RESIDENTS AND BUSINESSES TO OBTAIN A PERMIT**
- **PROPER MAINTENANCE OF ALARM SYSTEMS**
- **UTILIZING AN ALARM SYSTEM PROPERLY**
- **DECREASE INEFFICIENT USE OF STAFF**
- **EDUCATIONAL PROGRAMS**
- **IMPROVED COST-RECOVERY**

POLICE ALARM RESPONSE

- 2 DISPATCHERS HANDLE ALARM CALLS — ONE ON RADIO AND ONE ON PHONES
- AVERAGE TIME FOR A DISPATCHER IS 4 MINUTES
- 2 OFFICERS RESPOND TO EVERY ALARM CALL RECEIVED
- ALARM CALLS AVERAGE 20 MINUTES X2 OFFICERS, 40 MINUTES
- THE HELICOPTER IS DEPLOYED APPROXIMATELY 30% OF ALARM CALLS.

**LESS THAN 1% OF ALARM CALLS RESPONDED TO ARE
LEGITIMATE ALARM CALLS**

CURRENT PROGRAM

- 1 FULL TIME POLICE ALARM COORDINATOR
- INEFFECIENT USE OF STAFF – OFFICERS, DISPATCHERS, PILOTS & FINANCE EMPLOYEES
- PAPER BASED PERMITS AND BILLING
- FREE 1ST AND 2ND FALSE ALARMS
- NO CURRENT MECHANISM TO CONDUCT DETAILED STATISTICAL REPORTS



ALARM CALLS

	2016	2017
TOTAL ALARM CALLS	5330	5645
CANCELLED	1619	1620
POLICE RESPONSE TO ALARM CALL	3711	4025
CONFIRMED FALSE ALARM	3428	3816
CONFIRMED CRIMES	57	30
UNDETERMINED CALLS	226	179

INEFFICIENT STAFF TIME

	2016	2017
FALSE ALARMS	3,428	3,816
MINUTES	137,120	152,640
HOURS	2,285	2,544

****This does not include the time spent by 9-1-1 operators, the AERO Unit, the Alarm Coordinator or Finance employees****

ALARM PERMITS

	2016	2017
PERMITS	7469	7026

The City of Huntington Beach has approximately 80,000 residential housing units and 7,000 commercial units. On average 25% residential and 40% commercial units have alarms. For HB, this would be over 21,000 units with alarms. Only 30% have permits, leaving an estimated 70% of hidden permits.

	RESIDENTIAL	COMMERCIAL
AVERAGE ALARM SYSTEM	20,000	2,800
30% PERMITTED	6,000	840
70% OUT OF COMPLIANCE	14,000	1,960

FEES AND FINES

	CURRENT	RECOMMENDED
ANNUAL PERMIT	\$41	NO CHANGE
1 ST FALSE ALARM	\$0	\$25 (WAIVED WITH ONLINE ALARM SCHOOL)
2 ND FALSE ALARM	\$0	\$50
3 RD FALSE ALARM	\$50	\$75
4 TH FALSE ALARM	\$100	NO CHANGE
5 TH FALSE ALARM	\$150	NO CHANGE
6 TH FALSE ALARM	\$300	NO CHANGE
7 TH FALSE ALARM	\$400	NO CHANGE
8 TH FALSE ALARM	\$500 & NON RESPONSE	NO CHANGE
1 ST FALSE ALARM W/OUT PERMIT	\$0	\$250 (WAIVED WITH PERMIT W/IN 10 DAYS)
2 ND FALSE ALARM W/OUT PERMIT	\$0	\$250
3 RD FALSE ALARM W/OUT PERMIT	\$0	\$500
4 TH FALSE ALARM W/OUT PERMIT	\$0	\$1000 & NON RESPONSE

FEES AND FINES

THE CURRENT FEE SCHEDULE OF **2 FREE** FALSE ALARMS BEFORE FEES ARE ASSESSED DOES NOT DISCOURAGE FALSE ALARMS

IN A FALSE ALARM STUDY IN 2013, IT WAS DETERMINED **85%** OF FALSE ALARMS CALLS ARE THE FIRST (65%) OR SECOND FALSE (20%) ALARM ON A UNIT. BY NOT ENFORCING A FINE ON THE 1ST & 2ND, WE FORFEIT 85% OF COST RECOVERY. ADDITIONALLY, CITIZENS ARE NOT INCENTIVIZED TO COMPLY WITH THE FALSE ALARM ORDINANCE.

	1 st False Alarm	2 nd False Alarm	3 rd + False Alarm
Percentage	65%	20%	15%

FEES AND FINES

PROJECTIONS MAKE CERTAIN ASSUMPTIONS

COST RECOVERY	2017	NEW FEE SCHEDULE
1 ST FALSE ALARM (2,480)	\$0	\$62,010
2 ND FALSE ALARM (687)	\$0	\$34,344

PERMITS	2017	F.A.R.P.	DIFFERENCE
PERMITS ISSUED	7026	20,900	13,874
PERMIT FEES \$41	\$288,066	\$856,900	\$568,834

	2017	F.A.R.P.	DIFFERENCE
NET REVENUE	\$420,000	\$740,000	\$320,000

PM AM CORPORATION

PM AM FALSE ALARM REDUCTION PROGRAM IS THE PREMIER MUNICIPAL ALARM ORDINANCE MANAGEMENT SOLUTION IN THE MARKETPLACE. IT IS AN END-TO-END SOLUTION AND USED NATIONWIDE. THERE ARE 27 CLIENTS IN CALIFORNIA, 130 NATIONWIDE

PM AM ASSUMES RESPONSIBILITY FOR THE ENTIRE PROGRAM WITH THE FOLLOWING GOALS:

- INCREASE PERMIT COMPLIANCE
- REDUCE FALSE ALARMS
- EFFECTIVE COST RECOVERY

PM AM

PM AM CAN PROVIDE A COMPREHENSIVE ALARM ADMINISTRATION AND COLLECTION SERVICES TO INCLUDE:

- WEB BASED APPLICATION AND PAYMENTS FOR CITIZENS
- WEB BASED APPLICATION FOR CITY TO EXTRACT REAL-TIME, LIVE DATA REPORTS
- OFFER EDUCATIONAL COMPONENTS VIA INSTRUCTIONAL VIDEOS, ESPECIALLY FOR REPEAT FALSE ALARM OFFENDERS
- MOBILE APP FOR INVOICES, APPLICATIONS AND PAYMENTS
- PARTNER WITH ALARM COMPANIES TO ENSURE THEIR CLIENTS ARE OBTAINING ALARM PERMITS
- ASSIST WITH APPEALS PROCESS
- FULLY CUSTOMIZABLE TO CITY'S UNIQUE NEEDS

SUCCESSES OF PM AM

- IN 2016, OAKLAND PD REDUCED FALSE ALARMS BY 30%
- IN 2016, BEVERLY HILLS SAW A 61% INCREASE IN COST-RECOVERY
- PM AM COLLECTION RATES OF FEES AND FINES OVER 90%
- UTILIZED BY HUNDREDS OF JURISDICTIONS ACROSS THE COUNTRY
- CALL CENTERS FOR CITIZEN CUSTOMER SERVICE
- HANDLES PERMITTING, ALARM TRACKING, ALARM BILLING, COLLECTIONS
- PROVIDES CITIZEN EDUCATION
- MOST PROGRAMS ARE 80/20 COST RECOVERY SHARE

IMPLEMENTATION OF F.A.R.P.

- PM AM CONTACTS ALARM COMPANIES DOING BUSINESS IN THE CITY TO OBTAIN CUSTOMER DATABASE. THE DATA IS VERIFIED AND ADDED TO THE SYSTEM.
- PM AM PROVIDES HUNTINGTON BEACH WITH MARKETING MATERIAL FOR A MAILER, ADDING TO A WATER BILL, POSTING ON THE WEBSITE, DO A PRESS RELEASE, ETC.
- PM AM PROVIDES A CUSTOMER SERVICE NUMBER FOR HB CITIZENS.
- PM AM WORKS WITH OUR CAD SYSTEM TO EXTRACT FALSE ALARM DATA.
- PM AM WORKS WITH PD ALARM COORDINATOR TO CORRECT ANY BUGS THROUGH IMPLEMENTATION

QUESTIONS?



**CITY OF HUNTINGTON BEACH
INTER-DEPARTMENTAL COMMUNICATION
FINANCE COMMISSION**

TO: Honorable Mayor and City Council Members

FROM: Ron Sterud, Finance Commission Chair

DATE: January 25, 2019

SUBJECT: False Alarm Reduction Program (F.A.R.P.)

At the Finance Commission meeting on January 23, 2019, the Police Department gave a presentation on the Huntington Beach False Alarm Reduction Program (F.A.R.P.). Chief Handy presented the proposed fees and fines that would be incorporated in the Citywide Master Fee and Charges Schedule, and recommended that the City contract with vendor PM AM Corporation for the administration of the False Alarm Reduction Program.

The Finance Commission has reviewed and supports the City entering into a contract with PM AM Corporation for the administration of the False Alarm Reduction Program. The Finance Commission also supports the proposed fees and fines that would be incorporated in the Citywide Master Fee and Charges Schedule.