

# **TOWN OF PARADISE VALLEY**

## **Alarm Monitoring Workgroup Update**

**February 8, 2018**



# Historical Perspective

- Town began offering alarm service in 1984.
- Subscriber level peaked at 610 in 2008.
- No infrastructure replacement plan.
- No staffing allocated to alarm program since 2012.
- Steady loss of 3% to 5% of subscribers annually since 2008.
- Today, approximately 360 subscribers.
- Monthly rate of \$35 to \$50 per subscriber.



# Council Direction on Alarm Monitoring

- From 5/11/17 meeting: The Town to explore a partnership with a monitoring provider who can receive signals from our current subscribers and provide them to the Town's Police dispatcher.
- From 5/11/17 meeting: This partnership should respect our current subscribers' desire for reduced response times and data privacy.
- From 5/11/17 meeting: Staff should allow the subscriber base to shrink by natural attrition of subscribers, providing this hybrid model to existing subscribers only.



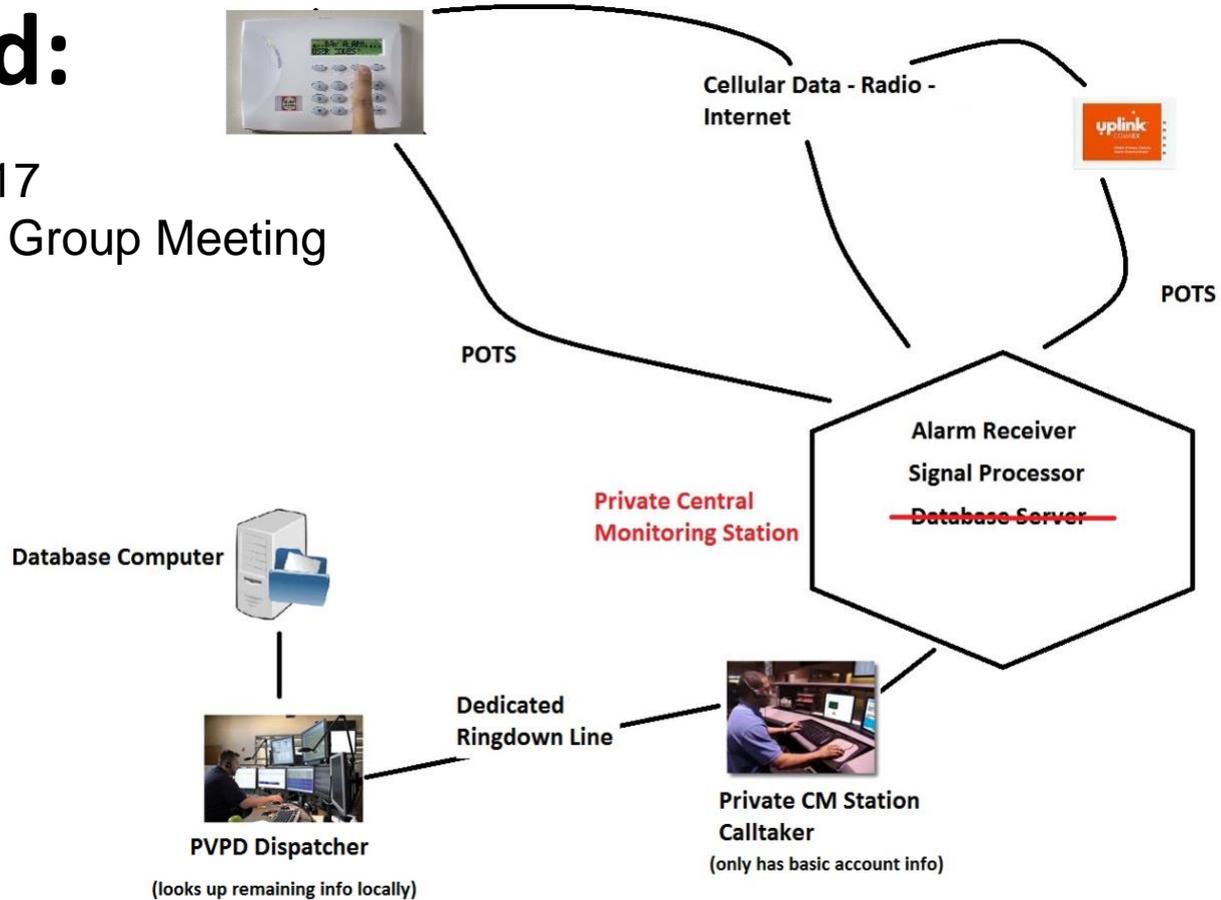
# Council Markers of Success for alarm program include:

- From 12/1/16 meeting: A revenue neutral model, ongoing financial viability.
- From 12/1/16 meeting: A knowledge that system works all the time.
- From 12/1/16 meeting: A basic level of alarm service.
- From 12/1/16 meeting: Staff to support the alarm monitoring program.
- From 12/1/16 meeting: Growth in alarm program.
- From 12/1/16 meeting: Enthusiastic subscriber base.



# Desired:

April 27, 2017  
Alarm Work Group Meeting



# Alarm Monitoring Procurement

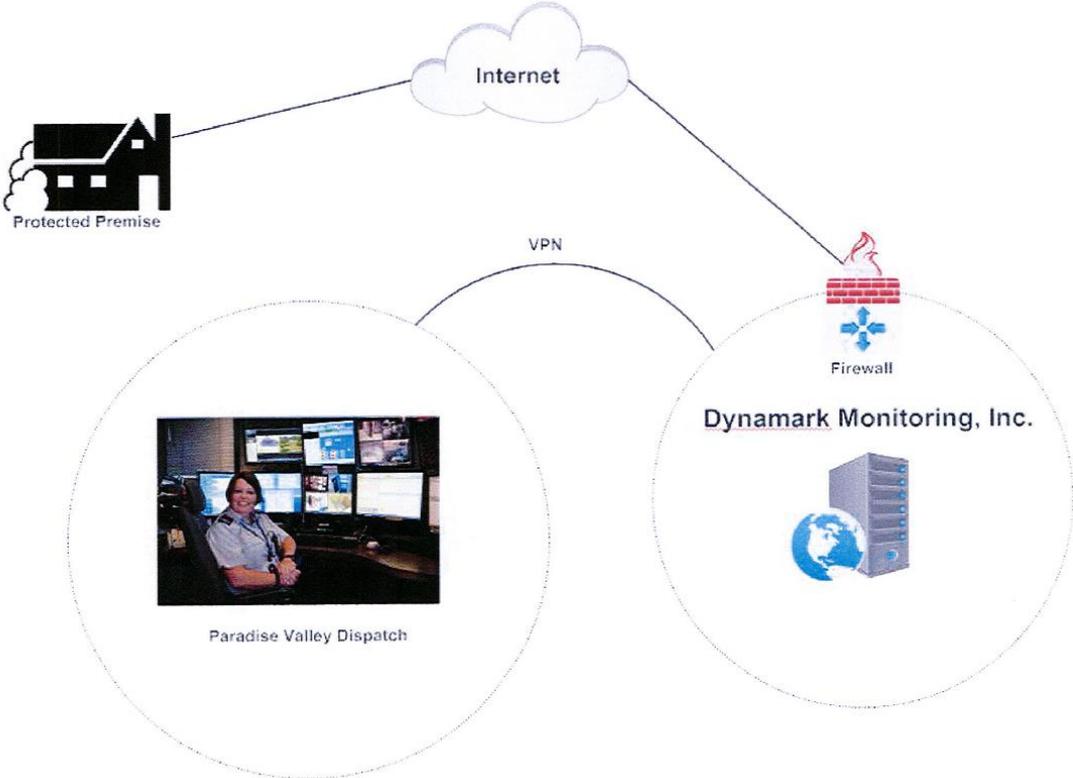
- Alarm Monitoring Work Group
  - Consulted with Industry Expert John Jennings
  - Developed an RFP
- Town Staff Managed the RFP
  - Solicited Proposal October 6
  - Closed November 17
  - 5 Member Panel Reviewed and Ranked Dynamark #1



# Proposed:

By Dynamark in RFP

## Paradise Valley Monitoring Proposal



# Alarm Model – Key Points

- Desirable for the vendor to have:
  - Local presence-Dynamark monitoring is located in Hagerstown, MD, Local representative.
  - Industry-standard awards/recognition/accreditation-5 Diamond monitoring center, UL Listed, FM Approved, IQ Certified.
  - Process of background checking for employees who handle PV data-MD state police clearance on all employees.
  - Strong data privacy procedures
  - Reasonable pricing options-\$2.50/month per account.
  - Ability to work with or convert existing account data
  - Process for direct communication of signals to PVPD-Via Secure internet tunnel.
  - Ability to provide future ASAP to PSAP connection to PVPD-Yes, already available in some areas.
  - Ability to receive and process signals with only basic account info-Yes.
  - Reasonable agreement terms regarding insurance/indemnification/liability-Insurance RFP item met, Andrew currently working with Dynamark on liability and indemnification articles of contract.



# Alarm Model – Key Points

- The Town will retain:
  - Ownership of subscriber data-**Yes, Dynamark accesses and enters data into their system.**
  - Ability for our subscribers to keep their existing equipment and installer/technician-**Yes.**
  - Master database of accounts-**Paradise Valley retains.**
  - Control of subscriber contracts and subscription fees-**Paradise Valley retains.**



# Next Steps

- Mayor and Council Approval of Contract
- Revised Contracts for all Subscribers\*
  - Convey System Change to Subscribers
  - Update Indemnity Language
  - Update Data
- Town to Input Updated Data\*

\*These items will require staffing



# Transition Plan

- Set goal transition date with Dynamark (70-90 days)
- Provide Dynamark subscriber data to allow for entry into their databases (immediate)
- Hold subscriber meetings within 15 days to:
  - Answer questions from subscribers
  - Distribute new contracts
  - Update contact information
  - Double check zone/panel information



# Follow Up Transition

- Development of FAQ from subscriber meeting (Immediate, post subscriber meeting)
- Subscribers not attending meetings will be mailed contract and FAQ from meetings (21-30 days)
- 31-60 days, Certified mail to non-responsive subscribers
- 61-90 days, follow up contact with subscribers who are non-responsive (phone/in-person)



# Questions?



# Current:

