

**CITY OF OAKLAND PARK, FLORIDA
CITY COMMISSION AGENDA ITEM REPORT**

AGENDA ITEM No. 13

MEETING DATE: 10/20/2010

PREPARED BY:	Lanny Walker, Building Official Engineering and Community Development Department	DEPARTMENT HEAD APPROVAL:	ENGINEERING / CD
		CITY MANAGER APPROVAL:	FINANCIAL SERVICES

SUBJECT: Professional Services Contract for BSO False Alarm/ Fire Rescue False Alarm/Elevator Rescue Billing and Collection Services for the City of Oakland Park, to CryWolf False Alarm Solutions, Public Safety Corporation (PSC).

1. BACKGROUND/HISTORY

Problem: In response to the fairly large volume of false alarm calls received monthly and the record keeping, tracking and billing of these false alarms, City staff have been unable to adequately maintain the program.

Solution: Award a contract to an outside firm, **CryWolf False Alarm Solutions, Public Safety Corporation (PSC)**, which is experienced and qualified to implement and collect fees pursuant to the false alarm/elevator systems ordinance.

Concerns about the amount of false alarm calls that BSO and Oakland Park Fire Department receive on a monthly basis revealed the need to establish a way to help reduce and eliminate as many as possible false alarm calls.

Responding to false alarm calls by BSO and OPFD involve an enormous amount of personnel time and related equipment use that creates unnecessary expense.

In 2007, City administration was approached with these facts and instructed City staff to come up with language to create wording for an ordinance to address these concerns, and on November 5, 2008, the City Commission passed Ordinance # O-2008-034, titled, Alarm/Elevator Systems.

2. CURRENT ACTIVITY

Ordinance #O-2008-034, Alarm/Elevator Systems, establishes items to address the concerns with false alarm calls. The ordinance provides for cost reimbursement to the City for false alarms and elevator rescue responses. Fees are established to be billed to the responsible party by the City.

False alarms, once established as such by the investigating law enforcement officer or fire official, are recorded by BSO and Fire Rescue, and City staff would then bill and collect the false alarm response fee. To date the amount of false alarm calls received monthly has averaged over 250, of which approximately 95% are BSO-related and 5% are Fire Rescue.

In response to the fairly large volume of false alarm calls received monthly and the record keeping, tracking and billing of these false alarms, City staff have been unable to adequately maintain the program.

City administration and staff conducted several meetings to review and then recommend a way for the City to be able to fulfill the objectives of the ordinance to mainly reduce the false alarm calls received by recording, tracking, billing and collecting for these events. Proper notification of these events to the responsible parties will go a long way toward accomplishing the full intent of the ordinance to reduce the amount of false alarm calls.

City administration and staff decided the best solution would be to award a contract to an outside firm that is experienced and qualified to implement and collect fees pursuant to the false alarm/elevator systems ordinance. So with that guidance, a Request for Proposal (RFP), was initiated and written.

RFP # 072710 was released July 7, 2010, with a deadline for proposers to submit by July 27, 2010. Two companies, CryWolf False Alarm Solutions PSC and PM AM Corporation, submitted information as requested in the RFP by the deadline.

A review committee was formed and following the RFP guidelines for first approving the companies as being regularly engaged in the business of false alarm bill collection, other factors such as qualifications, experience, innovation, creativity, and project approach were considered. The committee then evaluated and rated the proposals (copy of proposals on file with the City Clerk's office) of each company on technical quality criteria that included: Qualifications, Experience, Staff Manpower, Technical Response and Price. CryWolf False Alarm Solutions received the higher ranking of the 2 respondents.

The primary differences between the two companies were that CryWolf False Alarm Solutions PSC:

1. Currently has 20 Florida clients. Nationally over 185 agencies use them for this service to include over 450 cities. Local clients include, Broward County, Boca Raton, Pompano Beach, Pembroke Pines and Wilton Manors.
2. Established proven interface to Broward County Sheriff's Office Motorola CAD System.
3. Detailed and specific Implementation plan.
4. Local payment and mailing address.
5. Conducts business hours in the Eastern Time Zone.

3. ATTACHMENTS

Resolution
Alarm/Elevator Systems
False Alarm/Elevator Rescue Billing & Collection RFP
False Alarm billing ranking memo
False Alarm Executive Summary

4. FINANCIAL IMPACT

The execution of this contract will authorize CryWolf False Alarm Solutions, PSC., to commence with the billing and collection services as established in the ordinance and by contract. The fee requested by CryWolf shall be taken as a portion of revenue collected from the enactment of the false alarm program. The City shall incur no cost for this service other than the fee withheld from the revenue. The City will collect money from CryWolf as per contract as monies are received by CryWolf for the performance of the service for the City. It is estimated the City would collect in fee revenue approximately \$10,000 per month. CryWolf has a range of collection fees based on the amount collected during the annual collection periods. The ranges are based on percentages of collections as follows; 0-\$50,000 = 38%, \$50,001-\$100,000 = 28%, \$100,001 and above = 18%.

Based on the estimated billings of \$120,000 per year, CryWolf would deduct approximately \$37,000 annually for their service, with net City proceeds of \$83,000.

To the extent this ordinance is effective over time in reducing the volume of false alarms, it should be anticipated that both the net revenues received by the City and the corresponding cost of this service will decline. Since the ordinance went into effect, records indicate, repeat false alarm calls to Fire Rescue have declined from 316 calls in FY 08-09, to 222 calls in FY 09-10.

5. RECOMMENDATION

Staff, based on the aforementioned process and criteria, therefore recommends the City Commission authorize the proper City Officials to award and execute the Professional Services Contract to CryWolf False Alarm Solutions, PSC.